

Simmons

1984 STUDY OF MEDIA & MARKETS

Soap, Laundry & Paper Products & Kitchen Wraps

Bleach
"Cloth" Towels (Re-usable)
Dishwashing Products
Fabric Softeners
Facial Tissues
Kitchen Wraps
Laundry Boosters, Pre-soaks & Pre-cleaners
Laundry Soaps & Detergents
Laundry Washloads
Paper Cups
Paper Cup Dispenser
Paper Plates
Paper Towels
Plastic Bags/Liners
Toilet Soap, Bars
Toilet Soap, Liquid
Toilet Tissue

UNIVERSITY OF ILLINOIS AT
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Toilet Soap, Bars
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Toilet Tissue

Simmons Market Research Bureau, Inc.

28 April 1986

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THE 1984 STUDY OF MEDIA AND MARKETS

The 1984 Study of Media and Markets is based on a total of 19,110 adults and is projectable to the population age 18 years and over living in the coterminous 48 states of the United States. The interview period extended from August 29, 1983 through July 6, 1984.

The complete details of the design and conduct of the Study are published in a separately bound Technical Guide. The Study findings, which also will be available on computer tape, will be published in 43 separate report volumes over the period between August 1984 and February 1985.

1984 SMRB Study Procedures

The total data collection workload, which is the basis for the contents of the report volumes, is apportioned in a modular fashion over several administrative-ly feasible interview units as follows:

- Publications and demographic questionings are distributed over two separate personal interviews.
- Product data are obtained from a separate, self-administered questionnaire, placed at the time of the initial interview and recovered by the interviewer at the time of the second interview.
- TV viewing data are derived from a separate diary kept for two consecutive weeks, in which the respondent records his own in-home viewing only. These diaries are mailed to a sub-sample of respondents participating in the 1984 Study of Media and Markets.
- Radio listening data are also derived from a sub-sample of participants in the 1984 Study of Media and Markets. Listening for a single weekday is obtained in the second personal interview; information for an additional weekday is collected from a telephone interview or, for respondents without phone numbers, from a two-weekday diary.

Volumes included in 1984 SMRB Study

The volumes included in the Media series are as follows:

M-1	Publications: Total Audiences
M-2	Publications: In-Home Audiences
M-3	Publications: Reach And Frequency/Mean Reading Days
M-4	Publications: Duplication Of Audiences
M-5	Multi-Media Audiences: Adults
M-6	Multi-Media Audiences: Males
M-7	Multi-Media Audiences: Females
M-8	Multi-Media Audiences: Female Homemakers
M-9	Multi-Media Audiences: Professionals And Managers
M-10	Multi-Media Audiences: Mothers
M-11	Broadcast And Outdoor: Reach And Frequency
M-12	Television: Attentiveness And Special Events
M-13	Multi-Media Audiences: Media Imperatives

The following volumes are included in the Product series:

P-1	Automobiles
P-2	Cycles, Trucks, Vans & Tires
P-3	Automotive Products & Services
P-4	Travel
P-5	Banking, Investments, Memberships, Public Activities & Contributions
P-6	Insurance & Credit Cards
P-7	Books, Records, Tapes, Stereo & TV
P-8	Appliances, Sewing & Garden Care
P-9	Home Furnishings & Home Improvements
P-10	Sports & Leisure
P-11	Restaurants, Stores & Grocery Shopping
P-12	At Home Shopping, Yellow Pages, Florists & Telegrams
P-13	Jewelry, Watches, Luggage, Binoculars, Pens & Pencils & Men's Apparel
P-14	Women's Apparel
P-15	Tobacco Products & Photography
P-16	Distilled Spirits & Mixes
P-17	Malt Beverages & Wine
P-18	Coffee, Tea, Milk, Soft Drinks, Juices & Bottled Water
P-19	Dairy Products, Spreads, Cookies, Desserts & Baking & Bread Products
P-20	Cereals, Rice, Pasta, Pizza, Mexican Foods, Fruits & Vegetables
P-21	Soup, Meat, Fish, Poultry, Condiments & Dressings
P-22	Chewing Gum, Candy & Snacks
P-23	Soap, Laundry & Paper Products & Kitchen Wraps
P-24	Household Cleaners, Room Deodorizers & Pet Foods
P-25	Health Care Products & Remedies
P-26	Oral Hygiene Products, Skin Care & Deodorants
P-27	Hair Care & Shaving Products
P-28	Women's Beauty Aids, Cosmetics & Personal Products
P-29	Games & Toys, Children's & Babies' Apparel & Specialty Products
P-30	Relative Volume of Consumption

REPORT FORMAT AND STANDARDS

The standard format used in this report presents a four item data set:

A	B	C	D
	%	Across	
'000	Down	%	INDX

"A" is the projected number of people, in thousands, in the cell defined by the heading and stub for the column and row concerned.

"B" is the result of percentaging this number "down" using the group defined by the heading as the base. For demographic stub items, this gives PROFILE. For media stub items, this give COVERAGE or RATING.

"C" is the result of percentaging this number "across" using the group defined by the stub as the base. For demographic stub items, this gives PENETRATION. For media stub items, this gives COMPOSITION.

"D" is an index of selectivity calculated by dividing C (Across %) by the across percent for the universe concerned (adults, males, females, etc.). Example: an index of 120 indicates that the group defined by the stub is 20% more likely to be in the group defined by the heading than is the total universe. +++ is the symbol used when the calculation yields a four-digit index.

Asterisk Pattern

* Projections that are relatively unstable are denoted by an asterisk and should be used with considerable caution.

In all of the SMRB reports, projections so designated resulted from not less than thirty-one nor more than sixty actual interviews. The size of the projections bearing an asterisk may vary widely, depending upon the distribution of the projected interviews among the income strata.

For media audiences, interview counts are derived as follows:

Print Media: Addition of the Phase I and Phase II interviews. (For magazine groups (GROSS), net readers on Phase I and net readers on Phase II are added.)

Radio: Addition of the net audience on weekday 1 and the net audience on weekday 2.

Television: Addition of the net audience on week 1 and the net audience on week 2.

**Double asterisks have been used in all of the SMRB reports to designate projections resulting from thirty or fewer interviews. These projections are not sufficiently reliable to be used safely alone and have been included for consistency only, to permit the combination of such break-downs into larger groups without loss of information. Under no circumstances should they be used in any other way.

Rounding

All projections are rounded to the nearest thousand. Because the projections have been independently rounded, some totals will not correspond to the sum of the breaks shown in the table. However, the discrepancies should not exceed an integer equal to one-half the number of detail breaks. This rounding factor can also exist between tables; that is, comparable male and female audiences will sum to the published total adult audience plus or minus the rounding factor.

Reliability of Results

Each estimate in this volume and all other SMRB reports is subject to sampling tolerances. A table specifying the tolerances for major audiences and a method for estimating these tolerances for all other data published in the reports is provided in the 1984 SMRB Technical Guide. The Technical Guide also enumerates unweighted base counts for all the publications and major demographic groups reported.

Weight Watchers

Weight Watchers was not included in the 1984 Study until January, 1984. Approximately one-third of the interviewing had already been completed. As a result, the audience ratings for this magazine are based upon the coverage estimates (ratings) obtained from the last two-thirds of the sample. Readership was ascribed to the first-third of the sample to reflect these ratings.

Decision Maker

The opportunity to determine who participates in the decision making process is provided for selected products or services via a question such as "Who decides which brand you use?" Summary pages, and in some cases, report tables incorporate these decision maker questions.

In volumes P-1 (Automobiles) and P-2 (Cycles, Trucks, Vans & Tires), some tables are presented on the basis of adult decision makers, male decision makers, female decision makers. The numbers on these tables are projected from respondents who participated in the decision making process as evidenced by their response of "yourself." Percentages are calculated on the total population.

Summary Pages

The foundations for all data appearing with a P series report are shown on the summary pages. Each question as it appears in the Product Information Booklet together with response selections are itemized in terms of population projections and percentages and unweighted counts. To fully understand the base of the tables being reported, and consequently to interpret the data correctly, it is advisable to refer to the summary page for the exact wording of questions. This suggestion will be particularly useful when using tables that derive from a household measurement. For example, a summary page incorporates the question: "Do you or other members of your household own any of the following...?" On a report page for adult males the ownership of one of the items is covered. The figure for the item owned should be interpreted as: the number of males who live in a household in which a household member owns the item.

Figures in "Net" columns are derived from an unduplicated count of respondents for the specific answer category. For example, if a business trip was taken on the last, second last and third last trips, the respondent is credited in each trip category for business reasons but counted only once on the net line for business. An exception to this procedure is in the presentation of "Do Not Know." "Do Not Know" in the net column is credited only when it is the sole answer across all the choices. Again using travel as an illustration, if the last trip was for vacation and no reason was given for the second last trip, the respondent would be counted on the net line for "vacation" and excluded from the net line for "do not know."

A single asterisk (*) may appear in the percentage column. It is used when the projected population is less than 0.05 percent.

Heavy, medium and light users are defined on the summary page. Frequencies that comprise each group are identified by an H, M or L.

When presented on a report table, the users that constitute each frequency group are identified as heavy users, medium users, or light users if three frequency distributions are created, or heavy users vs. light users if two frequency classifications are shown. The percentages on these tables relate to the population described on the table.

Percent Of Users And Usage

Percent users and percent usage for heavy, medium and light usage categories appear, where applicable, on independent tables following the tables in the body of the report. The manner in which the calculations on these tables are made is described below.

Percent of consumption is calculated by assigning weights to each use category for the product or service being reported. The number of users is then multiplied by the assigned weight to derive the weighted consumption. The weighted consumption is summed and the resulting total is the base (100%) for the computation.

An example of a hypothetical product category follows:

<u>Number Used in Household in Last 7 Days</u>	<u>H/M/L Designations</u>	<u>Assigned Weight</u>	X	<u>Product Users ('000)</u>	=	<u>Weighted Consumption ('000)</u>
10 or more	H	10.0		5309		53090.0
8-9	H	8.5		4341		36898.5
6-7	M	6.5		5078		33007.0
5	M	5.0		3941		19705.0
4	L	4.0		5172		20688.0
3	L	3.0		1556		4668.0
2	L	2.0		2691		5382.0
1 or less	L	0.5		329		164.5
NONE	L	0		19		0
						<u>173603.0</u>

The percent of consumption for this illustration will be:

Heavy Users	51.8%
Medium Users	30.4
Light Users	17.8
	<u>100.0%</u>

This same procedure is used to define percent of consumption for any type of consumption such as number used and frequency of use.

STANDARD REPORT STUB

The standard report stub, appearing in this volume, covers the following major areas:

- Demographics
- Quintiles/Terciles of Media Exposure
- Media Imperatives®
- Publication Audiences
- Outdoor Advertising Audiences
- Radio Audiences
- Television Audiences
- Cable Television

DEMOGRAPHICS

Definitions of the following demographic terms, used in the reports, are provided in the Technical Guide:

Area of Dominant Influence	Industry
Census Regions	Locality Type
County Size	Marketing Regions
Education	Occupation*
Employed Mothers	Parents
Female Homemakers	Professionals and Managers*
Household	Race
Household Head	Residence Ownership
Index of Social Position	Spanish-Speaking

*In revising occupational classifications for the 1980 Census, the Bureau of Census made certain changes in the broadest groupings. In line with these changes, the 1984 SMM groups Technicians with Clerical/Sales. In 1983 it was grouped with Professionals. Professionals and Managers excludes Technicians in the 1984 SMM whereas it included them in 1983. The group "Craftsman/Foreman" has been renamed "Precision/Craft" in the 1984 SMM.

QUINTILES/TERCILES OF MEDIA EXPOSURE

Quintile/tercile groups for nine media types - magazines, newspapers, outdoor, drive time radio, mid-day radio, total radio, prime time television, daytime television and total television - are reported. In addition, quintiles for fringe (early & late) television are shown in volumes M-5 through M-10.

In the report, quintiles are designated as 1 through 5 with quintile 1 being the highest group and quintile 5 being the lowest group. Terciles are shown as tercile 1 through 3 with tercile 1 being the highest group and tercile 3 being the lowest group.

Quintiles and terciles are defined separately for males and females using the weighted data for the 19,110 respondents. Once a given respondent is assigned to a specific quintile or tercile, his membership in that quintile or tercile is maintained regardless of the demographic group being reported: a female belonging to quintile 5 (lowest) will remain in that quintile regardless of whether she is reported as a mother, female homemaker, professional or manager, or an adult. Therefore, for bases other than males and females, the size of a given quintile need not approach 20%.

Definitions for the quintile and tercile groups follow:

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>MAGAZINES</u>	Based on number of 108 publications studied and reported.				
Men	8 or More	5-7	3-4	1-2	None
Women	10 or More	6-9	4-5	2-3	0-1
<u>NEWSPAPERS</u>	Based on number of weekday newspapers read in the two days studied and weekend/Sunday newspapers read in the two weeks studied.				
Men	5 or More	4	3	2	0-1
Women	5 or More	4	3	1-2	None
<u>OUTDOOR ADVERTISING</u>	Based on the estimated frequency of exposure to a 100 showing for 30 days.				
Men	42 or More	21-41	10-20	3-9	0-2
Women	42 or More	21-41	10-20	3-9	0-2
<u>RADIO</u>	Groupings are defined in terms of the number of quarter hours listened to on two weekdays.				
<u>Drive Time</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 6am to 10am and 3pm to 7pm.				
Men	22 or More	13-21	8-12	3-7	0-2
Women	22 or More	13-21	7-12	1-6	None

	<u>HIGHEST GROUP</u>	<u>SECOND GROUP</u>	<u>MIDDLE GROUP</u>	<u>FOURTH GROUP</u>	<u>LOWEST GROUP</u>
<u>RADIO (Cont'd)</u>					
<u>Mid Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday, 10am to 3pm.				
Men	12 or More		1-11		None
Women	13 or More		1-12		None
<u>All Day</u>	Based on number of quarter hours listened to on two weekdays Monday through Friday.				
Men	44 or More	24-43	13-23	6-12	0-5
Women	42 or More	23-41	12-22	4-11	0-3
<u>TELEVISION</u>					
	Groupings are defined in terms of the number of half hours viewed in two weeks.				
<u>Prime Time</u>	Based on number of half hours viewed in two weeks Sunday 7 pm to 11 pm and Monday through Saturday 8 pm to 11 pm.				
Men	54 or More	38-53	26-37	14-25	0-13
Women	58 or More	43-57	30-42	16-29	0-15
<u>Daytime</u>	Based on number of half hours viewed in two weeks Monday through Friday, 10 am to 4:30 pm.				
Men	12 or More		1-11		None
Women	27 or More		2-26		0-1
<u>Fringe Time (Early And Late)</u>	Based on number of half hours viewed in two weeks Monday through Friday, 4:30 pm to 7:30 pm and 11 pm to 1 am.				
Men	34 or More	22-33	14-21	6-13	0-5
Women	37 or More	25-36	14-24	6-13	0-5
<u>All Day</u>	Based on number of half hours viewed in two weeks Monday through Sunday, 8 am to 2 am.				
Men	128 or More	87-127	61-86	36-60	0-35
Women	159 or More	111-158	77-110	42-76	0-41

MEDIA IMPERATIVES®

The concept of Media Imperatives® was introduced at the 21st Annual Conference of the Advertising Research Foundation in November 1975 as a way of classifying consumers according to their magazine reading and television viewing behavior.

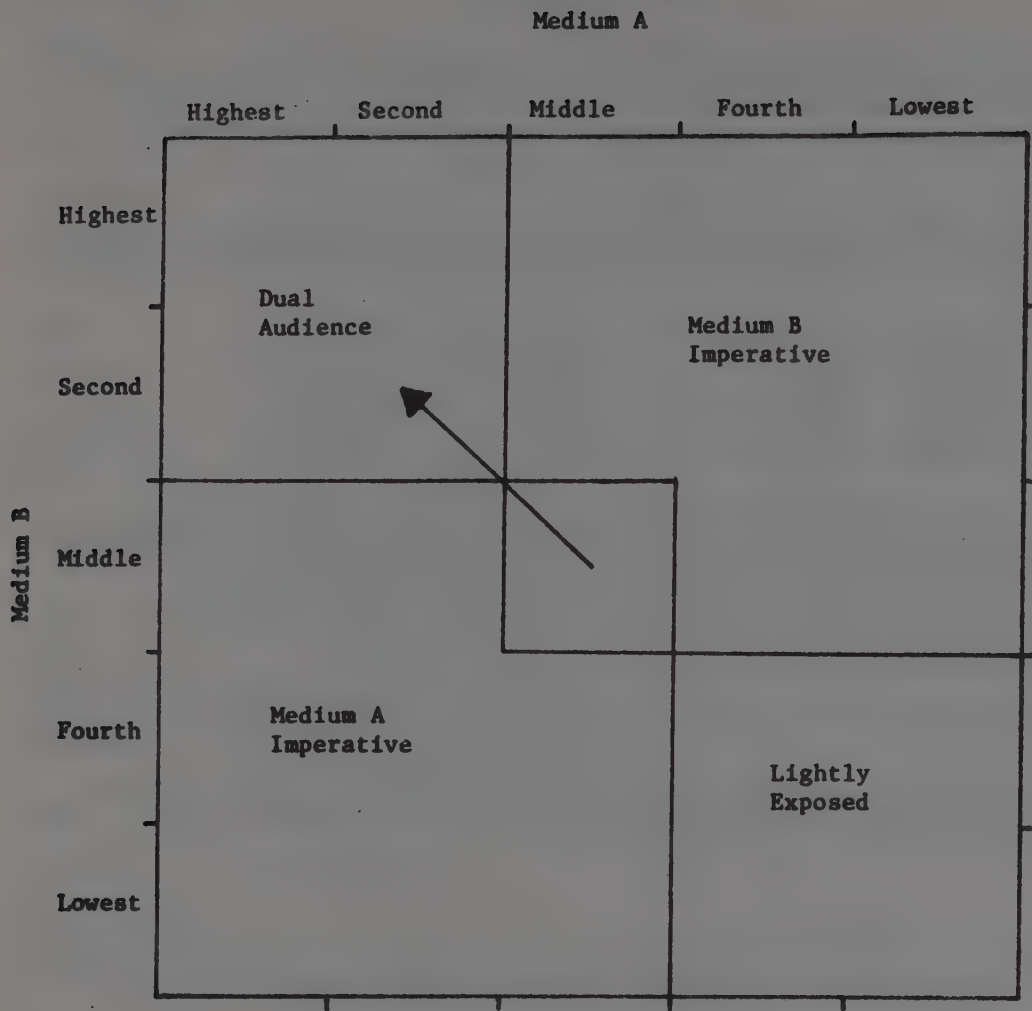
An extension of this concept is appropriate for analyzing exposure to other media. Consequently, the pairing of the five media into the following segments has been made:

Magazines - Newspapers	Newspapers - Radio
Magazines - Outdoor	Newspapers - Television
Magazines - Radio	Outdoor - Radio
Magazines - Television	Outdoor - Television
Newspapers - Outdoor	Radio - Television

Respondents were segmented (as shown above) into quintiles for magazines, newspapers, total television, total radio and 100 showing - 30 day outdoor to create approximately equal size groups. These segments were cross-tabulated for each of the paired media noted above and four mutually exclusive groups resulted -- an Imperative group for each of the paired media, a Dual Audience group and a Lightly Exposed group.

As in the 1983 study, the intersection of the middle groups is assigned to Dual Audience.

A diagrammatic representation and pairing definitions follow: (Each of the ten media pairings has been diagrammed with definitions in the Technical Guide.)



MAGAZINES - NEWSPAPERS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>NEWSPAPER IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Newspaper	2 or less	3	3 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Newspaper	3 or less	4 or more	4 or more	2 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Newspaper	2 or less	3	3 or more	

MAGAZINES - OUTDOOR (100 SHOWING)

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Outdoor	9 or less	10 - 20	10 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Outdoor	20 or less	21 or more	21 or more	9 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Outdoor	9 or less	10 - 20	10 or more	

MAGAZINES - ALL DAY RADIO QUARTER HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Radio	11 or less	12 - 22	12 or more	

MAGAZINES - ALL DAY TV HALF HOURS

	<u>MAGAZINE IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Magazine	5 or more	5 or more	3 - 4	2 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Magazine	3 - 4	3 - 4	2 or less	
Television	60 or less	61 - 86	61 or more	
<u>Females</u>				
Magazine	6 or more	6 or more	4 - 5	3 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Magazine	4 - 5	4 - 5	3 or less	
Television	76 or less	77 - 110	77 or more	

NEWSPAPERS - OUTDOOR (100 SHOWING)

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>OUTDOOR IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	
<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Outdoor	10 - 20	21 or more	21 or more	9 or less
or				
Newspaper	3 or more	3	2 or less	
Outdoor	9 or less	10 - 20	10 - 20	

NEWSPAPERS - ALL DAY RADIO QUARTER HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	13 - 23	24 or more	24 or more	12 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	12 or less	13 - 23	13 - 23	
<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Radio	12 - 22	23 or more	23 or more	11 or less
or				
Newspaper	3 or more	3	2 or less	
Radio	11 or less	12 - 22	12 - 22	

NEWSPAPERS - ALL DAY TV HALF HOURS

	<u>NEWSPAPER IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	61 - 86	87 or more	87 or more	60 or less
or				
Newspaper	3 or more	3	2 or less	
Television	60 or less	61 - 86	61 - 86	
<u>Females</u>				
Newspaper	4 or more	4 or more	3 or less	2 or less
Television	77 - 110	111 or more	111 or more	76 or less
or				
Newspaper	3 or more	3	2 or less	
Television	76 or less	77 - 110	77 - 110	

OUTDOOR (100 SHOWING) - ALL DAY RADIO QUARTER HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>RADIO IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	23 or less	24 or more	24 or more	12 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	12 or less	13 - 23	13 or more	
<u>Females</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Radio	22 or less	23 or more	23 or more	11 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Radio	11 or less	12 - 22	12 or more	

OUTDOOR (100 SHOWING) - ALL DAY TV HALF HOURS

	<u>OUTDOOR IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	60 or less	61 - 86	61 or more	

Females

Outdoor	21 or more	21 or more	10 - 20	9 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Outdoor	10 - 20	10 - 20	9 or less	
Television	76 or less	77 - 110	77 or more	

ALL DAY RADIO QUARTER HOURS - ALL DAY TV HALF HOURS

	<u>RADIO IMPERATIVE</u>	<u>DUAL AUDIENCE</u>	<u>TELEVISION IMPERATIVE</u>	<u>LIGHTLY EXPOSED</u>
<u>Males</u>				
Radio	24 or more	24 or more	13 - 23	12 or less
Television	86 or less	87 or more	87 or more	60 or less
or				
Radio	13 - 23	13 - 23	12 or less	
Television	60 or less	61 - 86	61 or more	

Females

Radio	23 or more	23 or more	12 - 22	11 or less
Television	110 or less	111 or more	111 or more	76 or less
or				
Radio	12 - 22	12 - 22	11 or less	
Television	76 or less	77 - 110	77 or more	

PUBLICATION AUDIENCES

A detailed explanation of the questioning procedures and audience definitions used for various types of publications appears in the Technical Guide.

Magazines and weekly newspapers were measured by the "through-the-book" editorial interest method. The New York Times Daily Edition, Wall Street Journal, USA Today, and daily newspapers were measured by the "read yesterday" method. Sunday/weekend newspapers were measured by the "read last Saturday or since last Saturday" procedure. The audiences for Family Weekly, the Los Angeles Times HOME Magazine, The New York Times Magazine, Parade Magazine, and the National Sunday Magazine Package are defined through readership of the Sunday/weekend carrier newspapers, which are listed in the Technical Guide. Recipients of Blair Inserts are defined through readership of the Sunday/weekend newspapers included in the Blair group, which are also listed in the Technical Guide.

Magazine Groups

The reports include audience estimates for eleven different magazine groups. For each of these groups, gross audience estimates are printed in the volumes, and both gross and net audience punches are provided on the computer tape. The components of the reported groups are as follows:

CBS Magazine Network

American Photographer
Audio
*Cycle World
*Road & Track
*World Tennis

Hearst Man Power

*Popular Mechanics
*Science Digest
*Sports Afield

Conde Nast Magazine Package

*Glamour
*Mademoiselle
*Self
*Vogue

Hearst Woman Power

*Cosmopolitan
*Good Housekeeping
*Redbook

Decorating and Craft Ideas
(Creative Ideas for Living)/

Southern Living

*Decorating and Craft Ideas
(Creative Ideas for Living)
*Southern Living

LHJ Family Group Combination

*Health
*Ladies' Home Journal
*1,001 Home Ideas

Golf Digest/Tennis

*Golf Digest
*Tennis

McCall's/Working Mother

*McCall's
*Working Mother

Golf Magazine/Ski

*Golf Magazine
*Ski

Ziff-Davis Magazine Network

Boating
*Car & Driver
Cycle
Flying
Popular Photography
Skiing
Stereo Review

Hearst Magazines Corporate Buy

*Cosmopolitan
*Country Living
*Good Housekeeping
*Harper's Bazaar
*House Beautiful
Motor Boating & Sailing
*Popular Mechanics
*Redbook
*Science Digest
*Sports Afield
*Town & Country
*Colonial Homes

OUTDOOR ADVERTISING AUDIENCES

The self-administered questionnaire left at the time of the first personal interview included special questions about frequency of travel in the past week, distance travelled, purposes of trips and modes of transportation. Responses to these questions, in combination with standard demographics, were used to develop the expected frequency of exposure of each respondent to three types of outdoor campaigns as follows:

100 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
50 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH
25 SHOWING	- 30 DAY AVERAGE FREQUENCY
	30 DAY REACH

Note: 30 DAY AVERAGE FREQUENCY is NOT in 000's.

The complete details covering the development and implementation of the estimating procedure are included in the Technical Guide.

The reported 30 day frequency figures for a showing-size are estimates of the average number of exposures, per person exposed, provided by that showing size within a 30 day period (gross exposures divided by reach). The reported 30 day reach figures for a showing-size are estimates of the number of people exposed at least once to that showing size within a 30 day period.

METHOD OF MEASUREMENT FOR BROADCAST AUDIENCES

Radio listening on two weekdays and television viewing data were collected from a subsample of respondents to the 1984 Study of Media and Markets. In order to avoid the need to switch data bases depending on the data to be tabulated, SMRB developed an unbiased statistical procedure which assigned TV and radio data to each respondent not in the radio - TV subsample. The details of this procedure and the method of data collection are reported in the Technical Guide.

Radio

Radio audience measures reflect weekday listening during two separate weekdays. Audiences for total radio, formats and networks are reported on the basis of average daily (Monday through Friday) cume. (Average weekday cume is a description that can be used interchangeably.)

The average daily (M-F) cume refers to the total number of different persons listening to five or more minutes of an entire daypart averaged across the two weekday observations.

Formats and networks, wired and non-wired, are presented for the 6am to midnight daypart.

Format audiences are derived from the classification of radio stations using the Radio Programming Profile, published by BF/Communication Services, Inc., as the primary source. Other sources of format information, as well as the components of the reported formats, appear in the Technical Guide; network memberships are also reported therein.

Television

Estimates of television usage by daypart and network program audiences are based on two-week television diaries. Both measures are reported in terms of the average half hour, that is, the number of people viewing any part of each half-hour of a program or daypart is summed and divided by the total number of half-hours. Since each person kept a diary for a two-week period, the average half-hour audience for an hour program, shown once a week, would include the sum of all the people viewing each of the four half-hours (over a two-week period) divided by four.

Audience estimates for weekday daytime shows are obtained in similar fashion. However, since these half-hour shows are generally shown every weekday, the audience for each of the ten weekdays (over a two-week period) was summed and divided by 10, producing an estimate for the average half-hour.

Using TV Guides from one of the six weeks in the diary-recording period, all local (non-network) evening weekday newscasts of at least 15 minutes duration, between 4 p.m. and midnight local time were recorded in all survey areas. Such listings were derived from the Monday schedule unless that line-up was atypical (due to sports events, etc.), in which case the first available typical weekday was used. Viewing of a non-network newscast which occurred between 4 p.m. and 8 p.m. was classified as "early evening"; local news viewing which occurred between 8 p.m. and midnight was classified as "late evening". Local newscast audiences are reported separately for network affiliates and independent stations in terms of the average daily net audience: the number of persons viewing fifteen minutes or more of local news on each day are summed and divided by 10, the number of days observed, separately for "early" and "late".

The self-administered questionnaire included a question to determine the frequency with which itemized sports events were watched on television. Answer selections were: "occasionally," "frequently," "almost always." Viewers who responded "frequently" or "almost always" are grouped and are those that are in the reports for sports events.

CABLE TELEVISION

The estimate of households subscribing to cable television, as well as the estimate of pay cable subscribers, was obtained from the initial personal interview. (Pay cable had previously been obtained from the self administered questionnaire)

AUTOMATIC DISHWASHING DETERGENT

BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-18

		'000	%	UNWEIGHTED							
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?											
YES		27810	34.3	3003							
NO		53176	65.7	6432							
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
		'000	%	'000	%	'000	%	'000	%		
IF YES											
5B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
ALL		2989	3.7	839	1.0	1282	1.6	867	1.1	295	
AMWAY		896	1.1	367	.5	347	.4	183	.2	97	
CALGONITE		2380	2.9	707	.9	1000	1.2	674	.8	277	
CASCADE		19251	23.8	11802	14.6	6169	7.6	1280	1.6	2051	
ELECTRA-SOL		6491	8.0	2163	2.7	2724	3.4	1604	2.0	679	
FINISH		2988	3.7	609	.8	1238	1.5	1142	1.4	310	
JET DRY		2004	2.5	86	.1	1299	1.6	618	.8	205	
PALMOLIVE CRYSTAL CLEAR		469	.6	128	.2	144	.2	197	.2	55	
OTHER BRANDS		3929	4.9	1784	2.2	1296	1.6	849	1.0	413	
DO NOT KNOW		108	.1							14	
		'000	%	UNWEIGHTED							
5C. ABOUT HOW MANY LOADS OF DISHES WERE DONE WITH AUTOMATIC DISHWASHING DETERGENT BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?											
21 OR MORE		H	495	.6	55						
15 - 20		H	594	.7	54						
14		H	560	.7	64						
8 - 13		H	3607	4.5	344						
7		H	6184	7.6	659						
3 - 6		H	8965	11.1	986						
1 - 2		L	5009	6.2	593						
NONE		L	2398	3.0	248						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	27810	100.0	34.3	100	11439	100.0	14.1	100	8965	100.0	11.1	100	7406	100.0	9.1	100
18 - 24	9282	1915	6.9	20.6	60	725	6.3	7.8	55	593	6.6	6.4	58	598	8.1	6.4	70
25 - 34	19072	7002	25.2	36.7	107	2565	22.4	13.4	95	2467	27.5	12.9	117	1970	26.6	10.3	113
35 - 44	14591	6463	23.2	44.3	129	3651	31.9	25.0	177	1595	17.8	10.9	99	1217	16.4	8.3	91
45 - 54	11345	4838	17.4	42.6	124	2193	19.2	19.3	137	1498	16.7	13.2	119	1147	15.5	10.1	111
55 - 64	11635	4443	16.0	38.2	111	1391	12.2	12.0	85	1703	19.0	14.6	132	1349	18.2	11.6	127
65 OR OLDER	15061	3149	11.3	20.9	61	914	8.0	6.1	43	1109	12.4	7.4	67	1126	15.2	7.5	82
18 - 34	28354	8918	32.1	31.5	92	3290	28.8	11.6	82	3060	34.1	10.8	97	2568	34.7	9.1	99
18 - 49	48339	17882	64.3	37.0	108	8094	70.8	16.7	119	5412	60.4	11.2	101	4377	59.1	9.1	99
25 - 54	45008	18303	65.8	40.7	118	8409	73.5	18.7	132	5560	62.0	12.4	112	4334	58.5	9.6	105
35 - 49	19985	8965	32.2	44.9	131	4804	42.0	24.0	170	2351	26.2	11.8	106	1810	24.4	9.1	99
50 OR OLDER	32647	9928	35.7	30.4	89	3346	29.3	10.2	73	3553	39.6	10.9	98	3029	40.9	9.3	101
GRADUATED COLLEGE	11155	6112	22.0	54.8	160	2446	21.4	21.9	155	2073	23.1	18.6	168	1593	21.5	14.3	156
ATTENDED COLLEGE	13682	5998	21.6	43.8	128	2625	22.9	19.2	136	2110	23.5	15.4	139	1264	17.1	9.2	101
GRADUATED HIGH SCHOOL	33880	11963	43.0	35.3	103	5069	44.3	15.0	106	3551	39.6	10.5	95	3344	45.2	9.9	108
DID NOT GRADUATE HIGH SCHOOL	22270	3736	13.4	16.8	49	1299	11.4	5.8	41	1231	13.7	5.5	50	1207	16.3	5.4	59
EMPLOYED	40306	15921	57.2	39.5	115	6348	55.5	15.7	112	5154	57.5	12.8	116	4419	59.7	11.0	120
EMPLOYED FULL-TIME	32850	12890	46.4	39.2	114	4995	43.7	15.2	108	4149	46.3	12.6	114	3745	50.6	11.4	125
EMPLOYED PART-TIME	7456	3032	10.9	40.7	118	1353	11.8	18.1	128	1005	11.2	13.5	122	674	9.1	9.0	99
NOT EMPLOYED	40680	11889	42.8	29.2	85	5091	44.5	12.5	89	3811	42.5	9.4	85	2988	40.3	7.3	80
PROFESSIONAL/MANAGER	10392	5409	19.4	52.0	152	2152	18.8	20.7	147	1813	20.2	17.4	158	1444	19.5	13.9	152
TECH/CLERICAL/SALES	17574	7608	27.4	43.3	126	3120	27.3	17.8	126	2365	26.4	13.5	122	2123	28.7	12.1	132
PRECISION/CRAFT	985	255	0.9	25.9	75	**128	1.1	13.0	92	**98	1.1	9.9	90	**28	0.4	2.8	31
OTHER EMPLOYED	11354	2650	9.5	23.3	68	949	8.3	8.4	59	878	9.8	7.7	70	823	11.1	7.2	79
SINGLE	9863	2321	8.3	23.5	69	771	6.7	7.8	55	647	7.2	6.6	59	903	12.2	9.2	100
MARRIED	51375	21157	76.1	41.2	120	9551	83.5	18.6	132	6811	76.0	13.3	120	4794	64.7	9.3	102
DIVORCED/SEPARATED/WIDOWED	19748	4332	15.6	21.9	64	1117	9.8	5.7	40	1506	16.8	7.6	69	1709	23.1	8.7	95
PARENTS	32590	12271	44.1	37.7	110	6723	58.8	20.6	146	3385	37.8	10.4	94	2163	29.2	6.6	73
WHITE	70416	26210	94.2	37.2	108	10554	92.3	15.0	106	8607	96.0	12.2	110	7049	95.2	10.0	109
BLACK	8778	1234	4.4	14.1	41	653	5.7	7.4	53	*274	3.1	3.1	28	*307	4.1	3.5	38
OTHER	1791	**365	1.3	20.4	59	**232	2.0	13.0	92	**84	0.9	4.7	42	**50	0.7	2.8	31
NORTHEAST-CENSUS	17786	6118	22.0	34.4	100	2508	21.9	14.1	100	2001	22.3	11.3	102	1609	21.7	9.0	99
NORTH CENTRAL	20741	6806	24.5	32.8	96	2880	25.2	13.9	98	2026	22.6	9.8	88	1900	25.7	9.2	100
SOUTH	27775	8605	30.9	31.0	90	3555	31.1	12.8	91	2589	28.9	9.3	84	2462	33.2	8.9	97
WEST	14683	6282	22.6	42.8	125	2497	21.8	17.0	120	2349	26.2	16.0	145	1436	19.4	9.8	107
NORTHEAST-MKTG.	17961	6441	23.2	35.9	104	2885	25.2	16.1	114	2036	22.7	11.3	102	1521	20.5	8.5	93
EAST CENTRAL	11885	3371	12.1	28.4	83	1405	12.3	11.8	84	1042	11.6	8.8	79	925	12.5	7.8	85
WEST CENTRAL	14090	5010	18.0	35.6	104	2105	18.4	14.9	106	1515	16.9	10.8	97	1390	18.8	9.9	108
SOUTH	24081	7424	26.7	30.8	90	2906	25.4	12.1	85	2250	25.1	9.3	84	2268	30.6	9.4	103
PACIFIC	12969	5564	20.0	42.9	125	2138	18.7	16.5	117	2122	23.7	16.4	148	1303	17.6	10.0	110
COUNTY SIZE A	32439	12147	43.7	37.4	109	5135	44.9	15.8	112	4165	46.5	12.8	116	2847	38.4	8.8	96
COUNTY SIZE B	24915	8752	31.5	35.1	102	3501	30.6	14.1	99	2816	31.4	11.3	102	2436	32.9	9.8	107
COUNTY SIZE C	12930	4187	15.1	32.4	94	1577	13.8	12.2	86	1249	13.9	9.7	87	1362	18.4	10.5	115
COUNTY SIZE D	10703	2724	9.8	25.5	74	1226	10.7	11.5	81	735	8.2	6.9	62	762	10.3	7.1	78
METRO CENTRAL CITY	24518	7510	27.0	30.6	89	3146	27.5	12.8	91	2296	25.6	9.4	85	2068	27.9	8.4	92
METRO SUBURBAN	35919	14796	53.2	41.2	120	6001	52.5	16.7	118	5020	56.0	14.0	126	3775	51.0	10.5	115
NON METRO	20549	5505	19.8	26.8	78	2292	20.0	11.2	79	1648	18.4	8.0	72	1564	21.1	7.6	83
TOP 5 ADI'S	18341	6726	24.2	36.7	107	2796	24.4	15.2	108	2278	25.4	12.4	112	1653	22.3	9.0	99
TOP 10 ADI'S	25378	9607	34.5	37.9	110	4295	37.5	16.9	120	3084	34.4	12.2	110	2228	30.1	8.8	96
TOP 20 ADI'S	36488	13393	48.2	36.7	107	5571	48.7	15.3	108	4488	50.1	12.3	111	3334	45.0	9.1	100
HSGLD INC. \$50,000 OR MORE	6612	4605	16.6	69.6	203	2345	20.5	35.5	251	1331	14.8	20.1	182	929	12.5	14.1	154
\$40,000 OR MORE	12659	8073	29.0	63.8	186	3964	34.7	31.3	222	2544	28.4	20.1	182	1565	21.1	12.4	135
\$30,000 OR MORE	24698	14178	51.0	57.4	167	6645	58.1	26.9	190	4422	49.3	17.9	162	3111	42.0	12.6	138
\$25,000 OR MORE	32077	17415	62.6	54.3	158	7978	69.7	24.9	176	5395	60.2	16.8	152	4041	54.6	12.6	138
\$20,000 - \$24,999	9144	3073	11.0	33.6	98	984	8.6	10.8	76	1225	13.7	13.4	121	864	11.7	9.4	103
\$15,000 - \$19,999	8728	2566	9.2	29.4	86	900	7.9	10.3	73	872	9.7	10.0	90	793	10.7	9.1	99
\$10,000 - \$14,999	12562	2701	9.7	21.5	63	958	8.4	7.6	54	846	9.4	6.7	61	896	12.1	7.1	78
UNDER \$10,000	18475	2056	7.4	11.1	32	619	5.4	3.4	24	626	7.0	3.4	31	812	11.0	4.4	48
HOUSEHOLD OF 1 PERSON	11987	2520	9.1	21.0	61	408	3.6	3.4	24	799	8.9	6.7	60	1313	17.7	11.0	120
2 PEOPLE	26577	9426	33.9	35.5	103	2564	22.4	9.6	68	3672	41.0	13.8	125	3189	43.1	12.0	131
3 OR 4 PEOPLE	30617	11376	40.9	37.2	108	5413	47.3	17.7	125	3719	41.5	12.1	110	2245	30.3	7.3	80
5 OR MORE PEOPLE	11804	4489	16.1	38.0	111	3055	26.7	25.9	183	775	8.6	6.6	59	*659	8.9	5.6	61
NO CHILD IN HSHLD	46165	14911	53.6	32.3	94	4383	38.3	9.5	67	5414	60.4	11.7	106	5114	69.1	11.1	121
CHILD(REN) UNDER 2 YRS	5325	1632	5.9	30.6	89	754	6.6	14.2	100	*484	5.4	9.1	82	*394	5.3	7.4	81
2 - 5 YEARS	14221	4937	17.8	34.7	101	2367	20.7	16.6	118	1580	17.6	11.1	100	991	13.4	7.0	76
6 - 11 YEARS	15117	5547	19.9	36.7	107	3248	28.4	21.5	152	1320	14.7	8.7	79	978	13.2	6.5	71
12 - 17 YEARS	16611	6603	23.7	39.8	116	4183	36.6	25.2	178	1543	17.2	9.3	84	876	11.8	5.3	58
RESIDENCE OWNED	55884	22961	82.6	41.1	120	9728	85.0	17.4	123	7290	81.3	13.0	118	5942	80.2	10.6	116
VALUE: \$50,000 OR MORE	31744	17390	62.5	54.8	160	7795	68.1	24.6	174	5529	61.7	17.4	157	4066	54.9	12.8	140
VALUE: UNDER \$50,000	24140	5571	20.0	23.1	67	1933	16.9	8.0	57	1761	19.6	7.3	66	1877	25.3	7.8	85

AUTOMATIC DISHWASHING DETERGENT: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS			80986	27810	100.0	34.3	100	11439	100.0	14.1	100	8965	100.0	11.1	100	7406	100.0	9.1	100
MAGAZINES	QUINTILE 1	15799	6809	24.5	43.1	126	2985	26.1	18.9	134	2195	24.5	13.9	126	1629	22.0	10.3	113	
	QUINTILE 2	17259	6604	23.7	38.3	111	2858	25.0	16.6	117	1920	21.4	11.1	100	1826	24.7	10.6	116	
	QUINTILE 3	13545	5237	18.8	38.7	113	2080	18.2	15.4	109	1843	20.6	13.6	123	1315	17.8	9.7	106	
	QUINTILE 4	15133	5005	18.0	33.1	96	1903	16.6	12.6	89	1598	17.8	10.6	95	1503	20.3	9.9	109	
	QUINTILE 5	19250	4156	14.9	21.6	63	1614	14.1	8.4	59	1409	15.7	7.3	66	1133	15.3	5.9	64	
NEWSPAPERS	QUINTILE 1	12413	5278	19.0	42.5	124	2296	20.1	18.5	131	1726	19.3	13.9	126	1256	17.0	10.1	111	
	QUINTILE 2	24116	9929	35.7	41.2	120	4309	37.7	17.9	127	3426	38.2	14.2	128	2194	29.6	9.1	99	
	QUINTILE 3	11261	3852	13.9	34.2	100	1477	12.9	13.1	93	1078	12.0	9.6	86	1297	17.5	11.5	126	
	QUINTILE 4	20255	5914	21.3	29.2	85	2282	19.9	11.3	80	1859	20.7	9.2	83	1772	23.9	8.7	96	
	QUINTILE 5	12940	2837	10.2	21.9	64	1075	9.4	8.3	59	875	9.8	6.8	61	887	12.0	6.9	75	
OUTDOOR	QUINTILE 1	14852	5396	19.4	36.3	106	2016	17.6	13.6	96	1987	22.2	13.4	121	1394	18.8	9.4	103	
	QUINTILE 2	15725	5672	20.4	36.1	105	2366	20.7	15.0	107	1794	20.0	11.4	103	1512	20.4	9.6	105	
	QUINTILE 3	16330	5751	20.7	35.2	103	2549	22.3	15.6	111	1752	19.5	10.7	97	1450	19.6	8.9	97	
	QUINTILE 4	16744	5382	19.4	32.1	94	2139	18.7	12.8	90	1685	18.8	10.1	91	1558	21.0	9.3	102	
	QUINTILE 5	17334	5609	20.2	32.4	94	2370	20.7	13.7	97	1747	19.5	10.1	91	1493	20.2	8.6	94	
RADIO-DRIVE TIME	QUINTILE 1	15911	5912	21.3	37.2	108	2597	22.7	16.3	116	1954	21.8	12.3	111	1360	18.4	8.5	93	
	QUINTILE 2	14837	5558	20.0	37.5	109	2298	20.1	15.5	110	1670	18.6	11.3	102	1591	21.5	10.7	117	
	QUINTILE 3	15339	5342	19.2	34.8	101	2186	19.1	14.3	101	1672	18.7	10.9	98	1485	20.1	9.7	106	
	QUINTILE 4	16723	5560	20.0	33.2	97	2183	19.1	13.1	92	1964	21.9	11.7	106	1413	19.1	8.4	92	
	QUINTILE 5	18176	5439	19.6	29.9	87	2177	19.0	12.0	85	1705	19.0	9.4	85	1558	21.0	8.6	94	
RADIO-MID- DAY	TERCILE 1	21020	7549	27.1	35.9	105	3243	28.4	15.4	109	2517	28.1	12.0	108	1789	24.2	8.5	93	
	TERCILE 2	21610	7783	28.0	36.0	105	3288	28.7	15.2	108	2373	26.5	11.0	99	2122	28.7	9.8	107	
	TERCILE 3	38355	12479	44.9	32.5	95	4909	42.9	12.8	91	4074	45.4	10.6	96	3496	47.2	9.1	100	
RADIO-TOTAL	QUINTILE 1	15988	5742	20.6	35.9	105	2391	20.9	15.0	106	1970	22.0	12.3	111	1381	18.6	8.6	94	
	QUINTILE 2	15626	5515	19.8	35.3	103	2190	19.1	14.0	99	1636	18.2	10.5	95	1689	22.8	10.8	118	
	QUINTILE 3	16723	6292	22.6	37.6	110	2937	25.7	17.6	124	1927	21.5	11.5	104	1428	19.3	8.5	93	
	QUINTILE 4	16342	5686	20.4	34.8	101	2149	18.8	13.2	93	1958	21.8	12.0	108	1579	21.3	9.7	106	
	QUINTILE 5	16306	4576	16.5	28.1	82	1773	15.5	10.9	77	1473	16.4	9.0	82	1330	18.0	8.2	89	
TV-PRIME TIME	QUINTILE 1	15953	4842	17.4	30.4	88	2101	18.4	13.2	93	1603	17.9	10.0	91	1139	15.4	7.1	78	
	QUINTILE 2	16137	5685	20.4	35.2	103	2270	19.8	14.1	100	1840	20.5	11.4	103	1575	21.3	9.8	107	
	QUINTILE 3	16420	6061	21.8	36.9	107	2579	22.5	15.7	111	1956	21.8	11.9	108	1526	20.6	9.3	102	
	QUINTILE 4	16687	6318	22.7	37.9	110	2471	21.6	14.8	105	1967	21.9	11.8	106	1880	25.4	11.3	123	
	QUINTILE 5	15789	4905	17.6	31.1	90	2018	17.6	12.8	90	1600	17.8	10.1	92	1287	17.4	8.2	89	
TV-DAYTIME	TERCILE 1	27736	8093	29.1	29.2	85	3064	26.8	11.0	78	2742	30.6	9.9	89	2288	30.9	8.2	90	
	TERCILE 2	26489	9009	32.4	34.0	99	3783	33.1	14.3	101	3001	33.5	11.3	102	2226	30.1	8.4	92	
	TERCILE 3	26761	10708	38.5	40.0	117	4593	40.2	17.2	122	3222	35.9	12.0	109	2893	39.1	10.8	118	
TV-TOTAL	QUINTILE 1	16345	4556	16.4	27.9	81	1728	15.1	10.6	75	1609	17.9	9.8	89	1219	16.5	7.5	82	
	QUINTILE 2	16447	5309	19.1	32.3	94	2179	19.0	13.2	94	1606	17.9	9.8	88	1525	20.6	9.3	101	
	QUINTILE 3	15980	6096	21.9	38.1	111	2477	21.7	15.5	110	1941	21.7	12.1	110	1678	22.7	10.5	115	
	QUINTILE 4	15887	5807	20.9	36.6	106	2598	22.7	16.4	116	1832	20.4	11.5	104	1377	18.6	8.7	95	
	QUINTILE 5	16326	6042	21.7	37.0	108	2457	21.5	15.0	107	1977	22.1	12.1	109	1609	21.7	9.9	108	
MAGAZINES-NEWSPAPERS: DUAL			20721	9080	32.7	43.8	128	4128	36.1	19.9	141	2894	32.3	14.0	126	2058	27.8	9.9	109
MAGAZINE IMPERATIVE			19186	6656	23.9	34.7	101	2554	22.3	13.3	94	1989	22.2	10.4	94	2113	28.5	11.0	120
NEWSPAPER IMPERATIVE			21899	7986	28.7	36.5	106	3192	27.9	14.6	103	2802	31.3	12.8	116	1991	26.9	9.1	99
MAGAZINES-OUTDOOR: DUAL			15451	6373	22.9	41.2	120	2676	23.4	17.3	123	2161	24.1	14.0	126	1536	20.7	9.9	109
MAGAZINE IMPERATIVE			25953	10080	36.2	38.8	113	4299	37.6	16.6	117	3025	33.7	11.7	105	2756	37.2	10.6	116
OUTDOOR IMPERATIVE			24400	7429	26.7	30.4	89	2896	25.3	11.9	84	2477	27.6	10.2	92	2056	27.8	8.4	92
MAGAZINES-RADIO: DUAL			18049	7363	26.5	40.8	119	3161	27.6	17.5	124	2251	25.1	12.5	113	1951	26.3	10.8	118
MAGAZINE IMPERATIVE			23571	9416	33.9	39.9	116	4063	35.5	17.2	122	2992	33.4	12.7	115	2361	31.9	10.0	110
RADIO IMPERATIVE			23278	7274	26.2	31.2	91	2801	24.5	12.0	85	2492	27.8	10.7	97	1981	26.7	8.5	93
MAGAZINES-TELEVISION: DUAL			15459	5873	21.1	38.0	111	2448	21.4	15.8	112	1811	20.2	11.7	106	1615	21.8	10.4	114
MAGAZINE IMPERATIVE			25829	11119	40.0	43.0	125	4796	41.9	18.6	131	3530	39.4	13.7	123	2793	37.7	10.8	118
TELEVISION IMPERATIVE			26039	7099	25.5	27.3	79	2592	22.7	10.0	70	2412	26.9	9.3	84	2095	28.3	8.0	88
NEWSPAPERS-OUTDOOR: DUAL			16605	6832	24.6	41.1	120	2751	24.0	16.6	117	2421	27.0	14.6	132	1660	22.4	10.0	109
NEWSPAPER IMPERATIVE			26834	10706	38.5	39.9	116	4736	41.4	17.6	125	3363	37.5	12.5	113	2607	35.2	9.7	106
OUTDOOR IMPERATIVE			23346	6873	24.7	29.4	86	2696	23.6	11.5	82	2166	24.2	9.3	84	2011	27.2	8.6	94
NEWSPAPERS-RADIO: DUAL			17133	7152	25.7	41.7	122	3160	27.6	18.4	131	2275	25.4	13.3	120	1717	23.2	10.0	110
NEWSPAPER IMPERATIVE			25892	10360	37.3	40.0	117	4363	38.1	16.9	119	3462	38.6	13.4	121	2535	34.2	9.8	107
RADIO IMPERATIVE			23167	6963	25.0	30.1	88	2759	24.1	11.9	84	2077	23.2	9.0	81	2127	28.7	9.2	100
NEWSPAPERS-TELEVISION: DUAL			17159	6455	23.2	37.6	110	2695	23.6	15.7	111	2110	23.5	12.3	111	1649	22.3	9.6	105
NEWSPAPER IMPERATIVE			26214	11271	40.5	43.0	125	4946	43.2	18.9	134	3712	41.4	14.2	128	2612	35.3	10.0	109
TELEVISION IMPERATIVE			23412	5924	21.3	25.3	74	2166	18.9	9.3	66	1802	20.1	7.7	70	1956	26.4	8.4	91
OUTDOOR-RADIO: DUAL			15303	5652	20.3	36.9	108	2388	20.9	15.6	110	1838	20.5	12.0	108	1427	19.3	9.3	102
OUTDOOR IMPERATIVE			24901	8615	31.0	34.6	101	3505	30.6	14.1	100	2830	31.6	11.4	103	2280	30.3		

AUTOMATIC DISHWASHING DETERGENT: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	27810	100.0	34.3	100	11439	100.0	14.1	100	8965	100.0	11.1	100	7406	100.0	9.1	100
ATLANTIC MONTHLY	415	*168	0.6	40.5	118	**96	0.8	23.1	164	**53	0.6	12.8	115	**19	0.3	4.6	50
BARRON'S	453	*247	0.9	54.5	159	**152	1.3	33.6	238	**63	0.7	13.9	126	**32	0.4	7.1	66
BETTER HOMES & GARDENS	16256	7123	25.6	43.8	128	3181	27.8	19.6	139	2126	23.7	13.1	118	1817	24.5	11.2	122
BON APPETIT	2535	1306	4.7	51.5	150	634	5.5	25.0	177	426	4.8	16.8	152	247	3.3	9.7	107
BUSINESS WEEK	1278	599	2.2	46.9	136	*313	2.7	24.5	173	*162	1.8	12.7	115	*124	1.7	9.7	106
CAR AND DRIVER	378	**115	0.4	30.4	89	**41	0.4	10.8	77	**41	0.5	10.8	98	**33	0.4	8.7	95
CBS MAGAZINE NETWORK (GROSS)	1498	437	1.6	29.2	85	*265	2.3	17.7	125	**81	0.9	5.4	49	**91	1.2	6.1	66
CHANGING TIMES	1505	583	2.1	38.7	113	*201	1.8	13.4	95	*219	2.4	14.6	131	*163	2.2	10.8	118
COLONIAL HOMES	1231	502	1.8	40.8	119	236	2.1	19.2	136	*129	1.4	10.5	95	*137	1.8	11.1	122
CONDE NAST MAG. PKG. (GROSS)	14146	5708	20.5	40.4	118	2303	20.1	16.3	115	1927	21.5	13.6	123	1479	20.0	10.5	114
CONSUMERS DIGEST	1323	494	1.8	37.3	109	*213	1.9	16.1	114	*165	1.8	12.5	113	**116	1.6	8.8	96
COSMOPOLITAN	7102	2599	9.3	36.6	107	966	8.4	13.6	96	823	9.2	11.6	105	810	10.9	11.4	125
COUNTRY LIVING	2481	1259	4.5	50.7	148	581	5.1	23.4	166	365	4.1	14.7	133	313	4.2	12.6	138
CUISINE	1472	728	2.6	49.5	144	369	3.2	25.1	177	*137	1.5	9.3	84	*223	3.0	15.1	166
CYCLE WORLD	425	**143	0.5	33.6	98	**121	1.1	28.5	202	**13	0.1	3.1	28	**9	0.1	2.1	23
DCI:CREATIVE IDEAS FOR LIV	2510	959	3.4	38.2	111	449	3.9	17.9	127	284	3.2	11.3	102	*225	3.0	9.0	98
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3039	10.9	45.4	132	1245	10.9	18.6	132	1041	11.6	15.6	140	753	10.2	11.2	123
DISCOVER	894	397	1.4	44.4	141	*110	1.0	12.3	87	*161	1.8	18.0	163	**126	1.7	14.1	154
EBONY	3507	647	2.3	18.4	54	348	3.0	9.9	70	*145	1.6	4.1	37	*154	2.1	4.4	48
ESQUIRE	1083	272	1.0	25.1	73	**124	1.1	11.4	81	**38	0.4	3.5	32	*109	1.5	10.1	110
ESSENCE	1830	317	1.1	17.3	50	*138	1.2	7.5	53	*99	1.1	5.4	49	**80	1.1	4.4	48
FAMILY CIRCLE	15930	6517	23.4	40.9	119	2855	25.0	17.9	127	1934	21.6	12.1	110	1729	23.3	10.9	119
THE FAMILY HANDYMAN	1126	451	1.6	40.1	117	**116	1.0	10.3	73	*189	2.1	16.8	152	**146	2.0	13.0	142
FAMILY WEEKLY	11468	4251	15.3	37.1	108	1769	15.5	15.4	109	1309	14.6	11.4	103	1172	15.8	10.2	112
FIELD & STREAM	2234	784	2.8	35.1	102	*323	2.8	14.5	102	*202	2.3	9.0	82	*259	3.5	11.6	127
FOOD & WINE	579	219	0.8	37.8	110	**73	0.6	12.6	89	**63	0.7	10.9	98	**83	1.1	14.3	157
FORBES	728	420	1.5	57.7	168	*191	1.7	26.2	186	*125	1.4	17.2	155	**103	1.4	14.1	155
FORTUNE	906	489	1.8	54.0	157	**145	1.3	16.0	113	*176	2.0	19.4	175	**168	2.3	18.5	203
GENTLEMEN'S QUARTERLY	791	*191	0.7	24.1	70	*72	0.6	9.1	64	*75	0.8	9.5	86	*44	0.6	5.6	61
GLAMOUR	5265	2180	7.8	41.4	121	916	8.0	17.4	123	694	7.7	13.2	119	571	7.7	10.8	119
GOLF DIGEST	636	389	1.4	61.2	178	*164	1.4	25.8	183	*126	1.4	19.8	179	**99	1.3	15.6	170
GOLF DIGEST/TENNIS (GROSS)	1186	666	2.4	56.2	164	318	2.8	26.8	190	*239	2.7	20.2	182	**110	1.5	9.3	101
GOLF MAGAZINE	441	*243	0.9	55.1	160	**110	1.0	24.9	177	**58	0.6	13.2	119	*76	1.0	17.2	188
GOLF MAGAZINE/SKI (GROSS)	922	447	1.6	48.5	141	*205	1.8	22.2	157	**118	1.3	12.8	116	*124	1.7	13.4	147
GOOD HOUSEKEEPING	16487	6902	24.8	41.9	122	3154	27.6	19.1	135	2232	24.9	13.5	122	1516	20.5	9.2	101
HARPER'S BAZAAR	2423	1032	3.7	42.6	124	448	3.9	18.5	131	311	3.5	12.8	116	272	3.7	11.2	123
HEALTH	1994	698	2.5	35.0	102	*241	2.1	12.1	86	*258	2.9	12.9	117	*200	2.7	10.0	110
HEARST MAG CORP. BUY (GROSS)	44101	18493	66.5	41.9	122	8013	70.0	18.2	129	5786	64.5	13.1	119	4693	63.4	10.6	116
HEARST MAN POWER (GROSS)	1993	738	2.7	37.0	108	363	3.2	18.2	129	*184	2.1	9.2	83	*192	2.6	9.6	105
HEARST WOMAN POWER (GROSS)	31274	12744	45.8	40.7	119	5430	47.5	17.4	123	4130	46.1	13.2	119	3184	43.0	10.2	111
HOUSE BEAUTIFUL	3623	1623	5.8	44.8	130	725	6.3	20.0	142	495	5.5	13.7	123	403	5.4	11.1	122
INC.	283	**125	0.4	44.2	129	**90	0.8	31.8	225	**29	0.3	10.2	93	*7	0.1	2.5	27
JET	2928	501	1.8	17.1	50	271	2.4	9.3	66	*123	1.4	4.2	38	*107	1.4	3.7	40
LADIES' HOME JOURNAL	11918	4770	17.2	40.0	117	2097	18.3	17.6	125	1395	15.6	11.7	106	1278	17.3	10.7	117
LHJ FAMILY GRP COMBO(GROSS)	16764	6733	24.2	40.2	117	2884	25.2	17.2	122	1990	22.2	11.9	107	1859	25.1	11.1	121
LIFE	4254	1636	5.9	38.5	112	807	7.1	19.0	134	579	6.5	13.6	123	250	3.4	5.9	64
L.A. TIMES HOME MAGAZINE	1145	628	2.3	54.8	160	*250	2.2	21.8	155	*211	2.4	18.4	166	*167	2.3	14.6	159
MADENOISELLE	2884	1218	4.4	42.2	123	468	4.1	16.2	115	405	4.5	14.0	127	345	4.7	12.0	131
MC CALL'S	13460	5455	19.6	40.5	118	2417	21.1	18.0	127	1648	18.4	12.2	111	1390	18.8	10.3	113
MC CALL'S/WRK MOTHER (GROSS)	14606	5930	21.3	40.6	118	2571	22.5	17.6	125	1748	19.5	12.0	108	1611	21.8	11.0	121
MECHANIX ILLUSTRATED	772	*264	0.9	34.2	100	**116	1.0	15.0	106	**73	0.8	9.5	85	**75	1.0	9.7	106
METROPOLITAN HOME	967	464	1.7	48.0	140	*150	1.3	15.5	110	*183	2.0	18.9	171	*131	1.8	13.5	148
MONEY	1588	840	3.0	52.9	154	302	2.6	19.0	135	316	3.5	19.9	180	*222	3.0	14.0	153
MOTHER EARTH NEWS	1002	478	1.7	47.7	139	*265	2.3	26.4	187	**117	1.3	11.7	105	*97	1.3	9.7	106
MS.	825	260	0.9	31.5	92	*108	0.9	13.1	93	**76	0.8	9.2	83	**77	1.0	9.3	102
NATIONAL ENQUIRER	10336	2783	10.0	26.9	78	1197	10.5	11.6	82	850	9.5	8.2	74	736	9.9	7.1	78
NATIONAL GEOGRAPHIC	9597	4445	16.0	46.3	135	1967	17.2	20.5	145	1455	16.2	15.2	137	1022	13.8	10.6	116
NATIONAL SUNDAY MAGAZINE PKG	49558	19481	70.1	39.3	114	8191	71.6	16.5	117	6417	71.6	12.9	117	4873	65.8	9.8	108
NATURAL HISTORY	573	*215	0.8	37.5	109	**99	0.9	17.3	122	**46	0.5	8.0	73	*70	0.9	12.2	134
NEW WOMAN	1699	757	2.7	44.6	130	*208	1.8	12.2	87	*347	3.9	20.4	184	*202	2.7	11.9	130
NEW YORK INCLUDING CUE	443	220	0.8	49.7	145	**96	0.8	21.7	153	**60	0.7	13.5	122	**65	0.9	14.7	160
THE NEW YORKER	1270	558	2.0	43.9	128	266	2.3	20.9	148	*118	1.3	9.3	84	*174	2.3	13.7	150
NEWSWEEK	6277	2679	9.6	42.7	124	1217	10.6	19.4	137	779	8.7	12.4	112	683	9.2	10.9	119
THE N.Y. TIMES DAILY EDITION	1205	624	2.2	51.8	151	237	2.1	19.7	139	*214	2.4	17.8	160	*173	2.3	14.4	157
THE N.Y. TIMES MAGAZINE	2081	997	3.6	47.9	140	440	3.8	21.1	150	292	3.3	14.0	127	266	3.6	12.8	140
OMNI	788	*260	0.9	33.0	96	**71	0.6	9.0	64	**108	1.2	13.7	124	**82	1.1	10.4	114
ON CABLE	1158	435	1.6	37.6	109	*193	1.7	16.7	118	*76	0.8	6.6	59	*167	2.3	14.4	158
1001 HOME IDEAS	2852	1265	4.5	44.4	129	546	4.8	19.1	136	338	3.8	11.9	107	381	5.1	13.4	146
ORGANIC GARDENING	1658	572	2.1	34.5	100	*300	2.6	18.1	128	*130	1.5	7.8	71	*141	1.9	8.5	93
OUTDOOR LIFE	896	284	1.0	31.7	92	*200	1.7	22.3	158	*42	0.5	4.7	42	*42	0.6	4.7	51
PARADE MAGAZINE	24275	9213	33.1	38.0	111	3848	33.6	15.9	112	3089	34.5	12.7	115	2276	30.7	9.4	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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AUTOMATIC DISHWASHING DETERGENT: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDEX	'000	% DOWN	% ACROSS	INDEX	'000	% DOWN	% ACROSS	INDEX	'000	% DOWN	% ACROSS	INDEX
TOTAL FEMALE HOMEOWNERS	80986	27810	100.0	34.3	100	11439	100.0	14.1	100	8965	100.0	11.1	100	7406	100.0	9.1	100
PARENTS	3845	1417	5.1	36.9	107	660	5.8	17.2	122	416	4.6	10.8	98	341	4.6	8.9	97
PENTHOUSE	831	*219	0.8	26.4	77	**59	0.5	7.1	50	**104	1.2	12.5	113	**56	0.8	6.7	74
PEOPLE	11645	4876	17.5	41.9	122	2073	18.1	17.8	126	1568	17.5	13.5	122	1235	16.7	10.6	116
PLAYBOY	2006	603	2.2	30.1	88	*224	2.0	11.2	79	*224	2.5	11.2	101	*155	2.1	7.7	84
POPULAR HOT RODDING	297	**80	0.3	26.9	78	**33	0.3	11.1	79	**0	0.0	0.0	0	**47	0.6	15.8	173
POPULAR MECHANICS	1018	448	1.6	44.0	128	*241	2.1	23.7	168	**119	1.3	11.7	106	**88	1.2	8.6	95
POPULAR SCIENCE	878	344	1.2	39.2	114	**129	1.1	14.7	104	**152	1.7	17.3	156	**64	0.9	7.3	80
PREVENTION	3913	1542	5.5	39.4	115	579	5.1	14.8	105	509	5.7	13.0	118	454	6.1	11.6	127
PSYCHOLOGY TODAY	1710	672	2.4	39.3	114	309	2.7	18.1	128	*244	2.7	14.3	129	*119	1.6	7.0	76
READER'S DIGEST	22204	8536	30.7	38.4	112	3667	32.1	16.5	117	2682	29.9	12.1	109	2188	29.5	9.9	108
REDBOOK	7684	3244	11.7	42.2	123	1310	11.5	17.0	121	1075	12.0	14.0	126	858	11.6	11.2	122
ROAD & TRACK	410	**112	0.4	27.3	80	**40	0.3	9.8	69	**16	0.2	3.9	35	**56	0.8	13.7	149
ROLLING STONE	969	249	0.9	25.7	75	**102	0.9	10.5	75	**84	0.9	8.7	78	**64	0.9	6.6	72
RUNNER'S WORLD	298	**126	0.5	42.3	123	**29	0.3	9.7	69	**50	0.6	16.8	152	**48	0.6	16.1	176
SATURDAY EVENING POST	1169	433	1.6	37.0	108	*162	1.4	13.9	98	*157	1.8	13.4	121	**115	1.6	9.8	108
SCIENCE 84	587	279	1.0	47.5	138	**101	0.9	17.2	122	**113	1.3	19.3	174	**64	0.9	10.9	119
SCIENCE DIGEST	482	*191	0.7	39.6	115	**87	0.8	18.0	128	**39	0.4	8.1	73	**65	0.9	13.5	147
SCIENTIFIC AMERICAN	594	374	1.3	63.0	183	*168	1.5	28.3	200	**83	0.9	14.0	126	**123	1.7	20.7	226
SELF	2089	666	2.4	31.9	93	*211	1.8	10.1	72	*265	3.0	12.7	115	*191	2.6	9.1	100
SEVENTEEN	2411	854	3.1	35.4	103	521	4.6	21.6	153	*216	2.4	9.0	81	**116	1.6	4.8	53
SKI	480	*203	0.7	42.3	123	**96	0.8	20.0	142	**60	0.7	12.5	113	**48	0.6	10.0	109
SMITHSONIAN	2760	1293	4.6	46.8	136	576	5.0	20.9	148	438	4.9	15.9	143	278	3.8	10.1	110
SOAP OPERA DIGEST	3013	638	2.3	21.2	62	*204	1.8	6.8	48	*218	2.4	7.2	65	*216	2.9	7.2	78
SOUTHERN LIVING	4184	2081	7.5	49.7	145	796	7.0	19.0	135	757	8.4	18.1	163	527	7.1	12.6	138
SPORT	559	**109	0.4	19.5	57	**51	0.4	9.1	65	**34	0.4	6.1	55	**24	0.3	4.3	47
THE SPORTING NEWS	436	**131	0.5	30.0	87	**85	0.7	19.5	138	**30	0.3	6.9	62	**17	0.2	3.9	43
SPORTS AFIELD	493	**99	0.4	20.1	58	**35	0.3	7.1	50	**25	0.3	5.1	46	**39	0.5	7.9	87
SPORTS ILLUSTRATED	2758	1197	4.3	43.4	126	485	4.2	17.6	124	419	4.7	15.2	137	*293	4.0	10.6	116
STAR	7456	1770	6.4	23.7	69	790	6.9	10.6	75	466	5.2	6.3	56	515	7.0	6.9	76
SUNDAY	24936	10419	37.5	41.8	122	4722	41.3	18.9	134	3279	36.6	13.1	119	2418	32.6	9.7	106
SUNSET	2124	1310	4.7	61.7	180	633	5.5	29.8	211	434	4.8	20.4	185	*244	3.3	11.5	126
TV GUIDE	21661	7318	26.3	33.8	98	3060	26.8	14.1	100	2335	26.0	10.8	97	1922	26.0	8.9	97
TENNIS	550	*277	1.0	50.4	147	**153	1.3	27.8	197	**112	1.2	20.4	184	**11	0.1	2.0	22
TIME	8880	3935	14.1	44.3	129	1751	15.3	19.7	140	1327	14.8	14.9	135	857	11.6	9.7	106
TOWN & COUNTRY	917	474	1.7	51.7	151	*179	1.6	19.5	138	*148	1.7	16.1	146	*147	2.0	16.0	175
TRAVEL & LEISURE	972	546	2.0	56.2	164	*177	1.5	18.2	129	*138	1.5	14.2	128	*231	3.1	23.8	260
TRUE STORY	3356	690	2.5	20.6	60	*239	2.1	7.1	50	*255	2.8	7.6	69	*196	2.6	5.8	64
U.S. NEWS & WORLD REPORT	3410	1447	5.2	42.4	124	596	5.2	17.5	124	450	5.0	13.2	119	402	5.4	11.8	129
USA TODAY	1759	790	2.8	44.9	131	327	2.9	18.6	132	278	3.1	15.8	143	*185	2.5	10.5	115
US	1873	491	1.8	26.2	76	*187	1.6	10.0	71	*149	1.7	8.0	72	*155	2.1	8.3	90
VOGUE	3909	1643	5.9	42.0	122	708	6.2	18.1	128	563	6.3	14.4	130	372	5.0	9.5	104
WALL STREET JOURNAL	1886	958	3.4	50.8	148	379	3.3	20.1	142	287	3.2	15.2	137	293	4.0	15.5	170
WEIGHT WATCHERS	2120	744	2.7	35.1	102	417	3.6	19.7	139	**98	1.1	4.6	42	*229	3.1	10.8	118
WOMAN'S DAY	14172	5819	20.9	41.1	120	2569	22.5	18.1	128	1770	19.7	12.5	113	1480	20.0	10.4	114
WORKING WOMAN	1146	474	1.7	41.4	120	*155	1.4	13.5	96	**99	1.1	8.6	78	*220	3.0	19.2	210
WORKING WOMAN	1322	562	2.0	42.5	124	*220	1.9	16.6	118	*206	2.3	15.6	141	*136	1.8	10.3	112
WORLD TENNIS	*163	**78	0.3	47.9	139	**61	0.5	37.4	265	**12	0.1	7.4	67	**5	0.1	3.1	34
ZIFF-DAVIS MAG NETWORK (GROSS)	2532	1043	3.8	41.2	120	450	3.9	17.8	126	*323	3.6	12.8	115	270	3.6	10.7	117
BLAIR INSERTS	43657	17449	62.7	40.0	116	7367	64.4	16.9	119	5855	65.3	13.4	121	4227	57.1	9.7	106
DAILY NEWSPAPERS																	
READ ANY	51633	19586	70.4	37.9	110	8274	72.3	16.0	113	6449	71.9	12.5	113	4864	65.7	9.4	103
READ ONE	43463	16035	57.7	36.9	107	6823	59.6	15.7	111	5185	57.8	11.9	108	4027	54.4	9.3	101
READ TWO OR MORE	8170	3552	12.8	43.5	127	1451	12.7	17.8	126	1264	14.1	15.5	140	837	11.3	10.2	112
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	20506	73.7	38.9	113	8634	75.5	16.4	116	6690	74.6	12.7	115	5182	70.0	9.8	108
READ ONE	46126	17591	63.3	38.1	111	7396	64.7	16.0	114	5839	65.1	12.7	114	4357	58.8	9.4	103
READ TWO OR MORE	6552	2915	10.5	44.5	130	1238	10.8	18.9	134	852	9.5	13.0	117	826	11.2	12.6	138
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.97				27.84				29.82				29.69			
30 DAY REACH	71455	24764	89.0	34.7	101	10117	88.4	14.2	100	8023	89.5	11.2	101	6625	89.5	9.3	101
50 SHWG - 30 DAY AV FREQ	14.56	15.27				14.65				15.76				15.64			
30 DAY REACH	67742	23537	84.6	34.7	101	9623	84.1	14.2	101	7613	84.9	11.2	102	6302	85.1	9.3	102
25 SHWG - 30 DAY AV FREQ	7.94	8.32				7.95				8.57				8.61			
30 DAY REACH	62117	21608	77.7	34.8	101	8886	77.7	14.3	101	6997	78.0	11.3	102	5725	77.3	9.2	101
CABLE TV: HOME WIRED	32077	13495	48.5	42.1	123	5744	50.2	17.9	127	4316	48.1	13.5	122	3436	46.4	10.7	117
HOME NOT WIRED	48909	14315	51.5	29.3	85	5696	49.8	11.6	82	4648	51.8	9.5	86	3971	53.6	8.1	89
HAVE PAY CABLE	15925	7729	27.8	48.5	141	3688	32.2	23.1	164	2236	24.9	14.0	127	1805	24.4	11.3	124

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	27810	100.0	34.3	100	11439	100.0	14.1	100	8965	100.0	11.1	100	7406	100.0	9.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	16419	59.0	37.4	109	6823	59.6	15.5	110	5330	59.5	12.1	110	4266	57.6	9.7	106
10:00 AM - 3:00 PM	30659	11054	39.7	36.1	105	4739	41.4	15.5	109	3624	40.4	11.8	107	2691	36.3	8.8	96
3:00 PM - 7:00 PM	31045	11643	41.9	37.5	109	4854	42.4	15.6	111	3751	41.8	12.1	109	3038	41.0	9.8	107
7:00 PM - MIDNIGHT	15767	5525	19.9	35.0	102	2284	20.0	14.5	103	1740	19.4	11.0	100	1501	20.3	9.5	104
MIDNIGHT - 6:00 AM	9120	3420	12.3	37.5	109	1295	11.3	14.2	101	1109	12.4	12.2	110	1016	13.7	11.1	122
6:00 AM - MIDNIGHT	58527	21345	76.8	36.5	106	8865	77.5	15.1	107	6926	77.3	11.8	107	5555	75.0	9.5	104
ENTIRE DAY	59311	21651	77.9	36.5	106	8980	78.5	15.1	107	7052	78.7	11.9	107	5619	75.9	9.5	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6136	22.1	37.9	110	2572	22.5	15.9	113	2069	23.1	12.8	116	1495	20.2	9.2	101
ALL NEWS	2256	965	3.5	42.8	125	461	4.0	20.4	145	357	4.0	15.8	143	*148	2.0	6.6	72
AOR/PROGRESSIVE	3874	1427	5.1	36.8	107	585	5.1	15.1	107	436	4.9	11.3	102	406	5.5	10.5	115
BEAUTIFUL MUSIC	5660	2695	9.7	47.6	139	1161	10.1	20.5	145	905	10.1	16.0	144	628	8.5	11.1	121
BLACK	2204	420	1.5	19.1	55	*182	1.6	8.3	58	*99	1.1	4.5	41	*138	1.9	6.3	68
CLASSICAL	1418	587	2.1	41.4	121	*257	2.2	18.1	128	*180	2.0	12.7	115	*150	2.0	10.6	116
CHR/ROCK	9538	3447	12.4	36.1	105	1273	11.1	13.3	94	1224	13.7	12.8	116	950	12.8	10.0	109
COUNTRY	12648	4446	16.0	35.2	102	1894	16.6	15.0	106	1414	15.8	11.2	101	1138	15.4	9.0	98
GOLDEN OLDIES	1191	424	1.5	35.6	104	*167	1.5	14.0	99	*127	1.4	10.7	96	*130	1.8	10.9	119
MOR/NOSTALGIA	4757	1828	6.6	38.4	112	801	7.0	16.8	119	582	6.5	12.2	111	445	6.0	9.4	102
NEWS/TALK	3863	1708	6.1	44.2	129	660	5.8	17.1	121	562	6.3	14.5	131	487	6.6	12.6	138
RELIGIOUS	3084	912	3.3	29.6	86	389	3.4	12.6	89	*234	2.6	7.6	69	*289	3.9	9.4	102
SOFT ROCK	521	*163	0.6	31.3	91	*441	0.4	7.9	56	*62	0.7	11.9	108	*60	0.8	11.5	126
URBAN CONTEMPORARY	1585	392	1.4	24.7	72	259	2.3	16.3	116	*53	0.6	3.3	30	*80	1.1	5.0	55
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	955	3.4	29.3	85	310	2.7	9.5	67	374	4.2	11.5	104	*272	3.7	8.3	91
ABC DIRECTION	2316	782	2.8	33.8	98	335	2.9	14.5	102	*294	3.3	12.7	115	*153	2.1	6.6	72
ABC ENTERTAINMENT	4834	1677	6.0	34.7	101	690	6.0	14.3	101	544	6.1	11.3	102	443	6.0	9.2	100
ABC FM	2202	658	2.4	29.9	87	274	2.4	12.4	88	*135	1.5	6.1	55	*249	3.4	11.3	124
ABC INFORMATION	5425	2185	7.9	40.3	117	854	7.5	15.7	111	720	8.0	13.3	120	611	8.3	11.3	123
ABC ROCK	1677	530	1.9	31.6	92	*195	1.7	11.6	82	*153	1.7	9.1	82	*182	2.5	10.9	119
CBS	4430	1758	6.3	39.7	116	782	6.8	17.7	125	550	6.1	12.4	112	426	5.8	9.6	105
MUTUAL	4992	1711	6.2	34.3	100	670	5.9	13.4	95	590	6.6	11.8	107	450	6.1	9.0	99
NBC	4679	1982	7.1	42.4	123	833	7.3	17.8	126	642	7.2	13.7	124	507	6.8	10.8	118
RADIO/RADIO	1994	724	2.6	36.3	106	*267	2.3	13.4	95	*286	3.2	14.3	130	*171	2.3	8.6	94
RKO ONE	2298	811	2.9	35.3	103	348	3.0	15.1	107	*258	2.9	11.2	101	*205	2.8	8.9	98
RKO TWO	3311	1173	4.2	35.4	103	425	3.7	12.8	91	416	4.6	12.6	113	332	4.5	10.0	110
THE SOURCE	2114	775	2.8	36.7	107	*294	2.6	13.9	98	*275	3.1	13.0	118	*206	2.8	9.7	107
NON-WIRED : BLAIR	8654	3441	12.4	39.8	116	1454	12.7	16.8	119	1186	13.2	13.7	124	801	10.8	9.3	101
INTERNET	12025	4596	16.5	38.2	111	1946	17.0	16.2	115	1546	17.2	12.9	116	1104	14.9	9.2	100
KATZ RADIO GROUP	15359	6096	21.9	39.7	116	2424	21.2	15.8	112	2032	22.7	13.2	120	1640	22.1	10.7	117
SUPERNET	10628	3814	13.7	35.9	105	1703	14.9	16.0	113	1075	12.0	10.1	91	1036	14.0	9.7	107
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2663	9.6	30.8	90	1034	9.0	11.9	85	953	10.6	11.0	99	675	9.1	7.8	85
MKDAY 9:00 AM - 1:00 PM	12163	3546	12.8	29.2	85	1330	11.6	10.9	77	1197	13.4	9.8	89	1020	13.8	8.4	92
MKDAY 1:00 PM - 4:30 PM	16150	4609	16.6	28.5	83	1780	15.6	11.0	78	1508	16.8	9.3	84	1320	17.8	8.2	89
MKDAY 4:30 PM - 7:30 PM	22463	6892	24.8	30.7	89	2670	23.3	11.9	84	2282	25.5	10.2	92	1941	26.2	8.6	94
MKDAY 7:30 PM - 8:00 PM	31795	10198	36.7	32.1	93	4046	35.4	12.7	90	3382	37.7	10.6	96	2770	37.4	8.7	95
MKDAY 11:00 PM - 11:30 PM	23977	8417	30.3	35.1	102	3657	32.0	15.3	108	2521	28.1	10.5	95	2240	30.2	9.3	102
MKDAY 11:30 PM - 1:00 AM	7703	2656	9.6	34.5	100	1094	9.6	14.2	101	801	8.9	10.4	94	761	10.3	9.9	108
M-SAT 8-11 PM-SUN 7-11 PM	33800	11438	41.1	33.8	99	4740	41.4	14.0	99	3712	41.4	11.0	99	2985	40.3	8.8	97
MKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1998	7.2	30.6	89	838	7.3	12.8	91	666	7.4	10.2	92	494	6.7	7.6	83
ANOTHER WORLD	N 4620	1234	4.4	26.7	78	403	3.5	8.7	62	452	5.0	9.8	88	380	5.1	8.2	90
AS THE WORLD TURNS	C 5614	1435	5.2	25.6	74	562	4.9	10.0	71	392	4.4	7.0	63	480	6.5	8.6	93
CAPITOL	C 3396	789	2.8	23.2	68	296	2.6	8.7	62	219	2.4	6.4	58	274	3.7	8.1	88
CBS MORN. NEWS 1	C 1446	404	1.5	27.9	81	111	1.0	7.7	54	186	2.1	12.9	116	107	1.4	7.4	81
CBS MORN. NEWS 2	C 1207	366	1.3	30.3	88	107	0.9	8.9	63	151	1.7	12.5	113	108	1.5	8.9	98
DAYS OF OUR LIVES	N 5877	1886	6.8	32.1	93	599	5.2	10.2	72	739	8.2	12.6	114	548	7.4	9.3	102
FACTS OF LIFE - DAYTIME	N 2290	550	2.0	24.0	70	191	1.7	8.3	59	176	2.0	7.7	69	183	2.5	8.0	87
FAMILY FEUD	A 3023	706	2.5	23.4	68	249	2.2	8.2	58	246	2.7	8.1	74	210	2.8	6.9	76
GENERAL HOSPITAL	A 6097	1782	6.4	29.2	85	752	6.6	12.3	87	588	6.6	9.6	87	442	6.0	7.2	79
GOOD MORNING, AMERICA-730	A 3515	1277	4.6	36.3	106	515	4.5	14.7	104	484	5.4	13.8	124	278	3.8	7.9	86
GOOD MORNING, AMERICA-830	A 2818	1073	3.9	38.1	111	370	3.2	13.1	93	434	4.8	15.4	139	269	3.6	9.5	104
GUIDING LIGHT	C 5339	1410	5.1	26.4	77	584	5.1	10.9	77	441	4.9	8.3	75	385	5.2	7.2	79
ONE LIFE TO LIVE	A 4478	1337	4.8	29.9	87	596	5.2	13.3	94	428	4.8	9.6	86	313	4.2	7.0	76
PRESS YOUR LUCK	C 2244	631	2.3	28.1	82	239	2.										

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	27810	100.0	34.3	100	11439	100.0	14.1	100	8965	100.0	11.1	100	7406	100.0	9.1	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	8044	28.9	30.9	90	2994	26.2	11.5	81	2735	30.5	10.5	95	2314	31.2	8.9	97
NETWORK AFFILIATES - LATE	20261	7216	25.9	35.6	104	3151	27.5	15.6	110	2095	23.4	10.3	93	1970	26.6	9.7	106
INDEPENDENTS - LATE	2076	859	3.1	41.4	120	398	3.5	19.2	136	300	3.3	14.5	131	161	2.2	7.8	85
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	3055	11.0	29.2	85	1300	11.4	12.4	88	971	10.8	9.3	84	783	10.6	7.5	82
ABC MONDAY NIGHT MOVIE	A 6412	2332	8.4	36.4	106	919	8.0	14.3	101	745	8.3	11.6	105	668	9.0	10.4	114
ABC SUNDAY NIGHT MOVIE	A 12407	4431	15.9	35.7	104	1967	17.2	15.9	112	1300	14.5	10.5	95	1164	15.7	9.4	103
ABC WORLD NEWS TONIGHT	A 6176	1866	6.7	30.2	88	642	5.6	10.4	74	722	8.1	11.7	106	502	6.8	8.1	88
AFTERMASH	C 5863	1782	6.4	30.4	89	568	5.0	9.7	69	537	6.0	9.2	83	677	9.1	11.5	126
ALICE	C 9594	2916	10.5	30.4	89	1039	9.1	10.8	77	977	10.9	10.2	92	900	12.2	9.4	103
AMERICAN PARADE	C 6622	2325	8.4	35.1	102	889	7.8	13.4	95	855	9.5	12.9	117	580	7.8	8.8	96
BENSON	A 10886	3602	13.0	33.1	96	1508	13.2	13.9	98	1071	11.9	9.8	89	1023	13.8	9.4	103
BLUE THUNDER	A 5036	1550	5.6	30.8	90	629	5.5	12.5	88	479	5.3	9.5	86	442	6.0	8.8	96
CAGNEY & LACEY	C 9965	3322	12.0	33.4	97	1321	11.5	13.3	94	1157	12.9	11.6	105	854	11.5	8.6	94
CBS EVENING NEWS-DEAN	C 3491	1160	4.2	33.2	97	513	4.5	14.7	104	367	4.1	10.5	95	279	3.8	8.0	87
CBS EVENING NEWS-RATHER	C 7123	2162	7.8	30.4	88	846	7.4	11.9	84	659	7.4	9.3	84	656	8.9	9.2	101
CBS SAT. NEWS-SCHIEFFER	C 3621	1167	4.2	32.2	94	423	3.7	11.7	83	467	5.2	12.9	117	277	3.7	7.6	84
CBS SATURDAY NIGHT MOVIE	C 5436	1825	6.6	33.6	98	812	7.1	14.9	106	554	6.2	10.2	92	459	6.2	8.4	92
CBS WEDNESDAY NIGHT MOVIE	C 6100	1921	6.9	31.5	92	712	6.2	11.7	83	648	7.2	10.6	96	561	7.6	9.2	101
CHEERS	N 8889	3196	11.5	36.0	105	1330	11.6	15.0	106	1201	13.4	13.5	122	665	9.0	7.5	82
DALLAS	C 22109	7795	28.0	35.3	103	3071	26.8	13.9	98	2578	28.8	11.7	105	2146	29.0	9.7	106
DIFF'RENT STROKES	N 6940	1925	6.9	27.7	81	724	6.3	10.4	74	635	7.1	9.1	83	566	7.6	8.2	89
DOUBLE TROUBLE	N 7223	2495	9.0	34.5	101	1107	9.7	15.3	109	709	7.9	9.8	89	679	9.2	9.4	103
DUCK FACTORY	N 5595	1786	6.4	31.9	93	751	6.6	13.4	95	615	6.9	11.0	99	420	5.7	7.5	82
DUKES OF HAZZARD	C 5768	1553	5.6	26.9	78	638	5.6	11.1	78	474	5.3	8.2	74	441	6.0	7.6	84
DYNASTY	A 20053	6666	24.0	33.2	97	2818	24.6	14.1	99	2113	23.6	10.5	95	1736	23.4	8.7	95
FACTS OF LIFE	N 8087	2602	9.4	32.2	94	1129	9.9	14.0	99	819	9.1	10.1	91	655	8.8	8.1	89
FALCON CREST	C 20046	6963	25.0	34.7	101	2977	26.0	14.9	105	2080	23.2	10.4	94	1906	25.7	9.5	104
FALL GUY	A 9084	2659	9.6	29.3	85	1111	9.7	12.2	87	787	8.8	8.7	78	761	10.3	8.4	92
FAMILY TIES	N 7964	2435	8.8	30.6	89	1067	9.3	13.4	95	711	7.9	8.9	81	657	8.9	8.2	90
FANTASY ISLAND	A 7687	2264	8.1	29.5	86	993	8.7	12.9	91	630	7.0	8.2	74	641	8.7	8.3	91
FOULUPS, BLEEPs & BLUNDERS	A 8861	3003	10.8	33.9	99	1254	11.0	14.2	100	955	10.7	10.8	97	794	10.7	9.0	98
FOUR SEASONS	C 5095	1733	6.2	34.0	99	620	5.4	12.2	86	577	6.4	11.3	102	536	7.2	10.5	115
GIMME A BREAK	N 8838	2448	8.8	27.7	81	974	8.5	11.0	78	791	8.8	8.9	81	683	9.2	7.7	85
HART TO HART	A 8978	3063	11.0	34.1	99	1288	11.3	14.3	102	935	10.4	10.4	94	840	11.3	9.4	102
HILL STREET BLUES	N 8590	3192	11.5	37.2	108	1385	12.1	16.1	114	1098	12.2	12.8	115	709	9.6	8.3	90
HOTEL	A 14085	4903	17.6	34.8	101	2031	17.8	14.4	102	1686	18.8	12.0	108	1185	16.0	8.4	92
JEFFERSONS	C 9360	2791	10.0	29.8	87	1064	9.3	11.4	80	904	10.1	9.7	87	824	11.1	8.8	96
JENNIFER SLEPT HERE	N 5841	1714	6.2	29.3	85	674	5.9	11.5	82	535	6.0	9.2	83	505	6.8	8.6	95
KATE & ALLIE	C 9206	2911	10.5	31.6	92	1101	9.6	12.0	85	978	10.9	10.6	96	832	11.2	9.0	99
KNIGHT RIDER	N 7076	2149	7.7	30.4	88	832	7.3	11.8	83	672	7.5	9.5	86	645	8.7	9.1	100
LOVE BOAT	A 12219	3698	13.3	30.3	88	1626	14.2	13.3	94	1078	12.0	8.8	80	994	13.4	8.1	89
MAGNUM PI	C 11199	3809	13.7	34.0	99	1508	13.2	13.5	95	1201	13.4	10.7	97	1100	14.9	9.8	107
MAMA'S FAMILY	N 6057	2127	7.6	35.1	102	830	7.3	13.7	97	846	9.4	14.0	126	451	6.1	7.4	81
MASTER, THE	N 3598	1052	3.8	29.2	85	428	3.7	11.9	84	340	3.8	9.4	85	284	3.8	7.9	86
MATT HOUSTON	A 6344	2040	7.3	32.2	94	835	7.3	13.2	93	655	7.3	10.3	93	549	7.4	8.7	95
NBC MONDAY NIGHT MOVIE	N 11994	3941	14.2	32.9	96	1641	14.3	13.7	97	1220	13.6	10.2	92	1081	14.6	9.0	99
NBC NIGHTLY NEWS	N 5132	1743	6.3	34.0	99	627	5.5	12.2	86	562	6.3	11.0	99	554	7.5	10.8	118
NBC NIGHTLY NEWS-SAT	N 3375	1011	3.6	30.0	87	383	3.3	11.3	80	369	4.1	10.9	99	258	3.5	7.6	84
NBC NIGHTLY NEWS-SUN	N 3130	1051	3.8	33.6	98	449	3.9	14.3	102	290	3.2	9.3	84	312	4.2	10.0	109
NBC SUNDAY NIGHT MOVIE	N 8284	2314	8.3	27.9	81	950	8.3	11.5	81	741	8.3	8.9	81	623	8.4	7.5	82
NEWHART	C 9240	3019	10.9	32.7	95	1133	9.9	12.3	87	1116	12.4	12.1	109	770	10.4	8.3	91
ONE DAY AT A TIME	C 7288	2318	8.3	31.8	93	965	8.4	13.2	94	711	7.9	9.8	88	643	8.7	8.8	96
PEOPLE ARE FUNNY	N 4855	1684	6.1	34.7	101	671	5.9	13.8	98	632	7.0	13.0	118	380	5.1	7.8	86
REAL PEOPLE	N 8869	2887	10.4	32.6	95	1121	9.8	12.6	89	1000	11.2	11.3	102	765	10.3	8.6	94
REMINGTON STEELE	N 7743	2436	8.8	31.5	92	1038	9.1	13.4	95	732	8.2	9.5	85	666	9.0	8.6	94
REIPLEY'S BELIEVE IT - NOT	A 5345	1945	7.0	36.4	106	855	7.5	16.0	113	550	6.1	10.3	93	539	7.3	10.1	110
RIPTIDE	N 6988	2048	7.4	29.3	85	890	7.8	12.7	90	538	6.0	7.7	70	620	8.4	8.9	97
SCARECROW & MRS. KING	C 10002	3051	11.0	30.5	89	1077	9.4	10.8	76	925	10.3	9.2	84	1049	14.2	10.5	115
SIMON & SIMON	C 10638	3244	11.7	30.5	89	1376	12.0	12.9	92	950	10.6	8.9	81	919	12.4	8.6	94
60 MINUTES	C 13293	4784	17.2	36.0	105	1677	14.7	12.6	89	1745	19.5	13.1	119	1362	18.4	10.2	112
ST. ELSEWHERE	N 7017	2677	9.6	38.2	111	1134	9.9	16.2	114	764	8.5	10.9	98	779	10.5	11.1	121
THREE'S COMPANY	A 10917	3696	13.3	33.9	99	1545	13.5	14.2	100	1155	12.9	10.6	96	996	13.4	9.1	100
T.J. HOOKER	A 9204																

	TOTAL U.S. '000	CASCADE				ELECTRA-SOL				A				A				A			
		'000	B % DOWN	C % ACROSS	D % INDX	'000	B % DOWN	C % ACROSS	D % INDX	'000	B % DOWN	C % ACROSS	D % INDX	'000	B % DOWN	C % ACROSS	D % INDX	'000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOME MAKERS	80986	19251	100.0	23.8	100	6491	100.0	8.0	100												
18 - 24	9282	1290	6.7	13.9	58	*500	7.7	5.4	67												
25 - 34	19072	4878	25.3	25.6	108	1800	27.7	9.4	118												
35 - 44	14591	4192	21.8	28.7	121	1704	26.3	11.7	146												
45 - 54	11345	3356	17.4	29.6	124	974	15.0	8.6	107												
55 - 64	11635	3249	16.9	27.9	117	1019	15.7	8.8	109												
65 OR OLDER	15061	2286	11.9	15.2	64	494	7.6	3.3	41												
18 - 34	28354	6168	32.0	21.8	92	2300	35.4	8.1	101												
18 - 49	48339	12087	62.8	25.0	105	4549	70.1	9.4	117												
25 - 54	45008	12426	64.5	27.6	116	4477	69.0	9.9	124												
35 - 49	19985	5919	30.7	29.6	125	2249	34.6	11.3	140												
50 OR OLDER	32647	7164	37.2	21.9	92	1942	29.9	5.9	74												
GRADUATED COLLEGE	11155	4148	21.5	37.2	156	1760	27.1	15.8	197												
ATTENDED COLLEGE	13682	4308	22.4	31.5	132	1720	26.5	12.6	157												
GRADUATED HIGH SCHOOL	33680	8259	42.9	24.4	103	2410	37.1	7.1	89												
DID NOT GRADUATE HIGH SCHOOL	22270	2536	13.2	11.4	48	601	9.3	2.7	34												
EMPLOYED	40306	10699	55.6	26.5	112	4214	64.9	10.5	130												
EMPLOYED FULL-TIME	32850	8576	44.5	26.1	110	3362	51.8	10.2	128												
EMPLOYED PART-TIME	7456	2123	11.0	28.5	120	852	13.1	11.4	143												
NOT EMPLOYED	40680	8552	44.4	21.0	88	2277	35.1	5.6	70												
PROFESSIONAL/MANAGER	10392	3755	19.5	36.1	152	1562	24.1	15.0	188												
TECH/CLERICAL/Sales	17574	5167	26.8	29.4	124	1783	27.5	10.1	127												
PRECISION/CRAFT	985	**151	0.8	15.3	64	**122	1.9	12.4	155												
OTHER EMPLOYED	11354	1626	8.4	14.3	60	747	11.5	6.6	82												
SINGLE	9863	1379	7.2	14.0	59	609	9.4	6.2	77												
MARRIED	51375	14936	77.6	29.1	122	5152	79.4	10.0	125												
DIVORCED/SEPARATED/WIDOWED	19748	2936	15.3	14.9	63	730	11.2	3.7	46												
PARENTS	32590	8535	44.3	26.2	110	3133	48.3	9.6	120												
WHITE	70416	18372	95.4	26.1	110	6095	93.9	8.7	108												
BLACK	8778	658	3.4	7.5	32	*297	4.6	3.4	42												
OTHER	1791	**222	1.2	12.4	52	**99	1.5	5.5	69												
NORTHEAST-CENSUS	17786	4176	21.7	23.5	99	1483	22.8	8.3	104												
NORTH CENTRAL	20741	4763	24.7	23.0	97	1359	20.9	6.6	82												
SOUTH	27775	6025	31.3	21.7	91	2076	32.0	7.5	93												
WEST	14683	4287	22.3	29.2	123	1573	24.2	10.7	134												
NORTHEAST-MKTG.	17961	4308	22.4	24.0	101	1620	25.0	9.0	113												
EAST CENTRAL	11885	2504	13.0	21.1	89	645	9.9	5.4	68												
WEST CENTRAL	14090	3398	17.7	24.1	101	994	15.3	7.1	88												
SOUTH	24081	5232	27.2	21.7	91	1785	27.5	7.4	92												
PACIFIC	12969	3810	19.8	29.4	124	1448	22.3	11.2	139												
COUNTY SIZE A	32439	7957	41.3	24.5	103	3006	46.3	9.3	116												
COUNTY SIZE B	24915	6469	33.6	26.0	109	2194	33.8	8.8	110												
COUNTY SIZE C	12930	3079	16.0	23.8	100	766	11.8	5.9	74												
COUNTY SIZE D	10703	1745	9.1	16.3	69	525	8.1	4.9	61												
METRO CENTRAL CITY	24518	5419	28.1	22.1	93	1763	27.2	7.2	90												
METRO SUBURBAN	35919	10042	52.2	28.0	118	3637	56.0	10.1	126												
NON METRO	20549	3790	19.7	18.4	78	1090	16.8	5.3	66												
TOP 5 ADI'S	18341	4438	23.1	24.2	102	1641	25.3	8.9	112												
TOP 10 ADI'S	25378	6401	33.3	25.2	106	2307	35.5	9.1	113												
TOP 20 ADI'S	36488	8837	45.9	24.2	102	3307	50.9	9.1	113												
HSHLD INC. \$50,000 OR MORE	6612	2992	15.5	45.3	190	1269	19.6	19.2	239												
\$40,000 OR MORE	12659	5417	28.1	42.8	180	2288	35.2	18.1	226												
\$30,000 OR MORE	24698	9901	51.4	40.1	169	3662	56.4	14.8	185												
\$25,000 OR MORE	32077	12222	63.5	38.1	160	4385	67.6	13.7	171												
\$20,000 - \$24,999	9144	2068	10.7	22.6	95	667	10.3	7.3	91												
\$15,000 - \$19,999	8728	1766	9.2	20.2	85	555	8.6	6.4	79												
\$10,000 - \$14,999	12562	1935	10.1	15.4	65	521	8.0	4.1	52												
UNDER \$10,000	18475	1260	6.5	6.8	29	*364	5.6	2.0	25												
HOUSEHOLD OF 1 PERSON	11987	1695	8.8	14.1	59	507	7.8	4.2	53												
2 PEOPLE	26577	6543	34.0	24.6	104	2126	32.8	8.0	100												
3 OR 4 PEOPLE	30617	8018	41.6	26.2	110	2624	40.4	8.6	107												
5 OR MORE PEOPLE	11804	2995	15.6	25.4	107	1234	19.0	10.5	130												
NO CHILD IN HSHLD	46165	10271	53.4	22.2	94	3241	49.9	7.0	88												
CHILD(REN) UNDER 2 YRS	5325	1156	6.0	21.7	91	*404	6.2	7.6	95												
2 - 5 YEARS	14221	3537	18.4	24.9	105	1512	23.3	10.6	133												
6 - 11 YEARS	15117	3878	20.1	25.7	108	1370	21.1	9.1	113												
12 - 17 YEARS	16611	4611	24.0	27.8	117	1501	23.1	9.0	113												
RESIDENCE OWNED	55884	15874	82.5	28.4	119	5310	81.8	9.5	119												
VALUE: \$50,000 OR MORE	31744	11790	61.2	37.1	156	4297	66.2	13.5	169												
VALUE: UNDER \$50,000	24140	4084	21.2	16.9	71	1013	15.6	4.2	52												

AUTOMATIC DISHWASHING DETERGENT: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS		80986	19251	100.0	23.8	100	6491	100.0	8.0	100								
MAGAZINES	QUINTILE 1	15799	4733	24.6	30.0	126	1811	27.9	11.5	143								
	QUINTILE 2	17259	4496	23.4	26.1	110	1575	24.3	9.1	114								
	QUINTILE 3	13545	3709	19.3	27.4	115	1125	17.3	8.3	104								
	QUINTILE 4	15133	3463	18.0	22.9	96	1100	16.9	7.3	91								
	QUINTILE 5	19250	2851	14.8	14.8	62	880	13.6	4.6	57								
NEWSPAPERS	QUINTILE 1	12413	3739	19.4	30.1	127	1251	19.3	10.1	126								
	QUINTILE 2	24116	7207	37.4	29.9	126	2151	33.1	8.9	111								
	QUINTILE 3	11261	2622	13.6	23.3	98	1011	15.6	9.0	112								
	QUINTILE 4	20255	3716	19.3	18.3	77	1453	22.4	7.2	90								
	QUINTILE 5	12940	1967	10.2	15.2	64	627	9.7	4.8	60								
OUTDOOR	QUINTILE 1	14852	3771	19.6	25.4	107	1534	23.6	10.3	129								
	QUINTILE 2	15725	3781	19.6	24.0	101	1283	19.8	8.2	102								
	QUINTILE 3	16330	4291	22.3	26.3	111	1324	20.4	8.1	101								
	QUINTILE 4	16744	3572	18.6	21.3	90	1103	17.0	6.6	82								
	QUINTILE 5	17334	3837	19.9	22.1	93	1247	19.2	7.2	90								
RADIO-DRIVE TIME	QUINTILE 1	15911	3941	20.5	24.8	104	1290	19.9	8.1	101								
	QUINTILE 2	14837	4106	21.3	27.7	116	1249	19.2	8.4	105								
	QUINTILE 3	15339	3504	18.2	22.8	96	1140	17.6	7.4	93								
	QUINTILE 4	16723	3807	19.8	22.8	96	1552	23.9	9.3	116								
	QUINTILE 5	18176	3892	20.2	21.4	90	1259	19.4	6.9	86								
RADIO-MID- DAY	TERCILE 1	21020	5384	28.0	25.6	108	1896	29.2	9.0	113								
	TERCILE 2	21610	5261	27.3	24.3	102	1854	28.6	8.6	107								
	TERCILE 3	38355	8607	44.7	22.4	94	2741	42.2	7.1	89								
	QUINTILE 1	15988	3967	20.6	24.8	104	1385	21.3	8.7	108								
	QUINTILE 2	15626	3764	19.6	24.1	101	1181	18.2	7.6	94								
RADIO-TOTAL	QUINTILE 3	16723	4204	21.8	25.1	106	1570	24.2	9.4	117								
	QUINTILE 4	16342	4097	21.3	25.1	105	1232	19.0	7.5	94								
	QUINTILE 5	16306	3220	16.7	19.7	83	1123	17.3	6.9	86								
TV-PRIME TIME	QUINTILE 1	15953	3316	17.2	20.8	87	1050	16.2	6.6	82								
	QUINTILE 2	16137	3980	20.7	24.7	104	1459	22.5	9.0	113								
	QUINTILE 3	16420	4492	23.3	27.4	115	1301	20.0	7.9	99								
	QUINTILE 4	16687	4368	22.7	26.2	110	1607	24.8	9.6	120								
	QUINTILE 5	15789	3096	16.1	19.6	82	1074	16.5	6.8	85								
TV-DAYTIME	TERCILE 1	27736	5533	28.7	19.9	84	1846	28.4	6.7	83								
	TERCILE 2	26489	6445	33.5	24.3	102	2016	31.1	7.6	95								
	TERCILE 3	26761	7272	37.8	27.2	114	2629	40.5	9.8	123								
	QUINTILE 1	16345	3087	16.0	18.9	79	1119	17.2	6.8	85								
	QUINTILE 2	16447	3614	18.8	22.0	92	1183	18.2	7.2	90								
TV-TOTAL	QUINTILE 3	15980	4512	23.4	28.2	119	1263	19.5	7.9	99								
	QUINTILE 4	15887	4094	21.3	25.8	108	1506	23.2	9.5	118								
	QUINTILE 5	16326	3944	20.5	24.2	102	1420	21.9	8.7	109								
MAGAZINES-NEWSPAPERS: DUAL		20721	6435	33.4	31.1	131	2222	34.2	10.7	134								
MAGAZINE IMPERATIVE		19186	4424	23.0	23.1	97	1752	27.0	9.1	114								
NEWSPAPER IMPERATIVE		21899	5726	29.7	26.1	110	1664	25.6	7.6	95								
MAGAZINES-OUTDOOR: DUAL		15451	4308	22.4	27.9	117	1675	25.8	10.8	135								
MAGAZINE IMPERATIVE		25953	7081	36.8	27.3	115	2261	34.8	8.7	109								
OUTDOOR IMPERATIVE		24400	5239	27.2	21.5	90	1722	26.5	7.1	88								
MAGAZINES-RADIO: DUAL		18049	4792	24.9	26.5	112	1751	27.0	9.7	121								
MAGAZINE IMPERATIVE		23571	6741	35.0	28.6	120	2370	36.5	10.1	125								
RADIO IMPERATIVE		23278	5051	26.2	21.7	91	1537	23.7	6.6	82								
MAGAZINES-TELEVISION: DUAL		15459	3962	20.6	25.6	108	1332	20.5	8.6	108								
MAGAZINE IMPERATIVE		25829	7760	40.3	30.0	126	2743	42.3	10.6	133								
TELEVISION IMPERATIVE		26039	5067	26.3	19.5	82	1510	23.3	5.8	72								
NEWSPAPERS-OUTDOOR: DUAL		16605	4965	25.8	29.9	126	1542	23.8	9.3	116								
NEWSPAPER IMPERATIVE		26834	7619	39.6	28.4	119	2329	35.9	8.7	108								
OUTDOOR IMPERATIVE		23346	4549	23.6	19.5	82	1847	28.5	7.9	99								
NEWSPAPERS-RADIO: DUAL		17133	5138	26.7	30.0	126	1627	25.1	9.5	118								
NEWSPAPER IMPERATIVE		25892	7381	38.3	28.5	120	2371	36.5	9.2	114								
RADIO IMPERATIVE		23167	4419	23.0	19.1	80	1697	26.1	7.3	91								
NEWSPAPERS-TELEVISION: DUAL		17159	4551	23.6	26.5	112	1481	22.8	8.6	108								
NEWSPAPER IMPERATIVE		26214	8114	42.1	31.0	130	2585	39.8	9.9	123								
TELEVISION IMPERATIVE		23412	3943	20.5	16.8	71	1327	20.4	5.7	71								
OUTDOOR-RADIO: DUAL		15303	3906	20.3	25.5	107	1412	21.8	9.2	115								
OUTDOOR IMPERATIVE		24901	6098	31.7	24.5	103	2167	33.4	8.7	109								
RADIO IMPERATIVE		26492	6373	33.1	24.1	101	2083	32.1	7.9	98								
OUTDOOR-TELEVISION: DUAL		14794	3611	18.8	24.4	103	1259	19.4	8.5	106								
OUTDOOR IMPERATIVE		25437	6802	35.3	26.7	112	2474	38.1	9.7	121								
TELEVISION IMPERATIVE		27877	5838	30.3	20.9	88	1822	28.1	6.5	82								
RADIO-TELEVISION: DUAL		15996	3744	19.4	23.4	98	1068	16.5	6.7	83								
RADIO IMPERATIVE		25478	6720	34.9	26.4	111	2347	36.2	9.2	115								
TELEVISION IMPERATIVE		26573	5815	30.2	21.9	92	1967	30.3	7.4	92								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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 **NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	CASCADE				ELECTRA-SOL											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	19251	100.0	23.8	100	6491	100.0	8.0	100								
ATLANTIC MONTHLY	415	*116	0.6	28.0	118	**48	0.7	11.6	144								
BARRON'S	453	*197	1.0	43.5	183	**124	1.9	27.4	342								
BETTER HOMES & GARDENS	16256	4870	25.3	30.0	126	1680	25.9	10.3	129								
BON APPETIT	2535	840	4.4	33.1	139	393	6.1	15.5	193								
BUSINESS WEEK	1278	404	2.1	31.6	133	*182	2.8	14.2	178								
CAR AND DRIVER	378	**64	0.3	16.9	71	**31	0.5	8.2	102								
CBS MAGAZINE NETWORK (GROSS)	1498	360	1.9	24.0	101	**131	2.0	8.7	109								
CHANGING TIMES	1505	378	2.0	25.1	106	*173	2.7	11.5	143								
COLONIAL HOMES	1231	361	1.9	29.3	123	*114	1.8	9.3	116								
CONDE NAST MAG. PKG. (GROSS)	14146	3852	20.0	27.2	115	1674	25.8	11.8	148								
CONSUMERS DIGEST	1323	288	1.5	21.8	92	*165	2.5	12.5	156								
COSMOPOLITAN	7102	1775	9.2	25.0	105	619	9.5	8.7	109								
COUNTRY LIVING	2481	853	4.4	34.4	145	*233	3.6	9.4	117								
CUISINE	1472	460	2.4	31.3	131	**143	2.2	9.7	121								
CYCLE WORLD	425	**140	0.7	32.9	139	**56	0.9	13.2	164								
DCI:CREATIVE IDEAS FOR LIV	2510	634	3.3	25.3	106	*235	3.6	9.4	117								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2104	10.9	31.4	132	794	12.2	11.9	148								
DISCOVER	894	*261	1.4	29.2	123	**102	1.6	11.4	142								
EBONY	3507	412	2.1	11.7	49	*98	1.5	2.8	35								
ESQUIRE	1083	*146	0.8	13.5	57	**48	0.7	4.4	55								
ESSENCE	1830	*209	1.1	11.4	48	**43	0.7	2.3	29								
FAMILY CIRCLE	15930	4287	22.3	26.9	113	1687	26.0	10.6	132								
THE FAMILY HANDYMAN	1126	350	1.8	31.1	131	*89	1.4	7.9	99								
FAMILY WEEKLY	11468	3062	15.9	26.7	112	869	13.4	7.6	95								
FIELD & STREAM	2234	600	3.1	26.9	113	**200	3.1	9.0	112								
FOOD & WINE	579	*153	0.8	26.4	111	**42	0.6	7.3	91								
FORBES	728	*259	1.3	35.6	150	**136	2.1	18.7	233								
FORTUNE	906	*259	1.3	28.6	120	*191	2.9	21.1	263								
GENTLEMEN'S QUARTERLY	791	**132	0.7	16.7	70	**64	1.0	8.1	101								
GLAMOUR	5265	1456	7.6	27.7	116	678	10.4	12.9	161								
GOLF DIGEST	636	*246	1.3	38.7	163	**116	1.8	18.2	228								
GOLF DIGEST/TENNIS (GROSS)	1186	462	2.4	39.0	164	*191	2.9	16.1	201								
GOLF MAGAZINE	441	**93	0.5	21.1	89	**125	1.9	28.3	354								
GOLF MAGAZINE/SKI (GROSS)	922	*237	1.2	25.7	108	**179	2.8	19.4	242								
GOOD HOUSEKEEPING	16487	5035	26.2	30.5	128	1628	25.1	9.9	123								
HARPER'S BAZAAR	2423	649	3.4	26.8	113	*258	4.0	10.6	133								
HEALTH	1994	510	2.6	25.6	108	**136	2.1	6.8	85								
HEARST MAG CORP. BUY (GROSS)	44101	13175	68.4	29.9	126	4340	66.9	9.8	123								
HEARST MAN POWER (GROSS)	1993	465	2.4	23.3	98	*221	3.4	11.1	138								
HEARST WOMAN POWER (GROSS)	31274	9313	48.4	29.8	125	2919	45.0	9.3	116								
HOUSE BEAUTIFUL	3623	1092	5.7	30.1	127	422	6.5	11.6	145								
INC.	283	**103	0.5	36.4	153	**63	1.0	22.3	278								
JET	2928	315	1.6	10.8	45	*91	1.4	3.1	39								
LADIES' HOME JOURNAL	11918	3419	17.8	28.7	121	1122	17.3	9.4	117								
LHJ FAMILY GRP COMBO(GROSS)	16764	4848	25.2	28.9	122	1593	24.5	9.5	119								
LIFE	4254	1042	5.4	24.5	103	439	6.8	10.3	129								
L.A. TIMES HOME MAGAZINE	1145	481	2.5	42.0	177	**154	2.4	13.4	168								
MADEMOISELLE	2884	793	4.1	27.5	116	391	6.0	13.6	169								
MC CALL'S	13460	3757	19.5	27.9	117	1348	20.8	10.0	125								
MC CALL'S/MRK MOTHER (GROSS)	14606	4093	21.3	28.0	118	1436	22.1	9.8	123								
MECHANIX ILLUSTRATED	772	*137	0.7	17.7	75	**43	0.7	5.6	69								
METROPOLITAN HOME	967	333	1.7	34.4	145	**137	2.1	14.2	177								
MONEY	1588	590	3.1	37.2	156	*220	3.4	13.9	173								
MOTHER EARTH NEWS	1002	*314	1.6	31.3	132	**119	1.8	11.9	148								
MS.	825	*141	0.7	17.1	72	*74	1.1	9.0	112								
NATIONAL ENQUIRER	10336	2048	10.6	19.8	83	444	6.8	4.3	54								
NATIONAL GEOGRAPHIC	9597	3102	16.1	32.3	136	1195	18.4	12.5	155								
NATIONAL SUNDAY MAGAZINE PKG	49558	13799	71.7	27.8	117	4624	71.2	9.3	116								
NATURAL HISTORY	573	*145	0.8	25.3	106	**90	1.4	15.7	196								
NEW WOMAN	1699	514	2.7	30.3	127	*233	3.6	13.7	171								
NEW YORK INCLUDING CUE	443	*110	0.6	24.8	104	**37	0.6	8.4	104								
THE NEW YORKER	1270	323	1.7	25.4	107	*127	2.0	10.0	125								
NEWSWEEK	6277	1895	9.8	30.2	127	733	11.3	11.7	146								
THE N.Y. TIMES DAILY EDITION	1205	406	2.1	33.7	142	*208	3.2	17.3	215								
THE N.Y. TIMES MAGAZINE	2081	654	3.4	31.4	132	353	5.4	17.0	212								
OMNI	788	*215	1.1	27.3	115	**49	0.8	6.2	78								
ON CABLE	1158	323	1.7	27.9	117	**64	1.0	5.5	69								
1001 HOME IDEAS	2852	919	4.8	32.2	136	336	5.2	11.8	147								
ORGANIC GARDENING	1658	399	2.1	24.1	101	**126	1.9	7.6	95								
OUTDOOR LIFE	896	*186	1.0	20.8	87	**68	1.0	7.6	95								
PARADE MAGAZINE	24275	6326	32.9	26.1	110	2459	37.9	10.1	126								

AUTOMATIC DISHWASHING DETERGENT: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	CASCADE				ELECTRA-SOL				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	19251	100.0	23.8	100	6491	100.0	8.0	100								
PARENTS	3845	1039	5.4	27.0	114	465	7.2	12.1	151								
PENTHOUSE	831	*166	0.9	20.0	84	**77	1.2	9.3	116								
PEOPLE	11645	3365	17.5	28.9	122	1057	16.3	9.1	113								
PLAYBOY	2006	359	1.9	17.9	75	*187	2.9	9.3	116								
POPULAR HOT RODDING	297	**66	0.3	22.2	93	**2	0.0	0.7	8								
POPULAR MECHANICS	1018	*278	1.4	27.3	115	**140	2.2	13.8	172								
POPULAR SCIENCE	878	*243	1.3	27.7	116	**76	1.2	8.7	108								
PREVENTION	3913	1003	5.2	25.6	108	291	4.5	7.4	93								
PSYCHOLOGY TODAY	1710	370	1.9	21.6	91	*277	4.3	16.2	202								
READER'S DIGEST	22204	6055	31.5	27.3	115	1864	28.7	8.4	105								
REDBOOK	7684	2502	13.0	32.6	137	671	10.3	8.7	109								
ROAD & TRACK	410	**79	0.4	19.3	81	**44	0.7	10.7	134								
ROLLING STONE	969	*170	0.9	17.5	74	**102	1.6	10.5	131								
RUNNER'S WORLD	298	**104	0.5	34.9	147	**13	0.2	4.4	54								
SATURDAY EVENING POST	1169	318	1.7	27.2	114	**75	1.2	6.4	80								
SCIENCE 84	587	*222	1.2	37.8	159	**116	1.8	19.8	247								
SCIENCE DIGEST	482	**120	0.6	24.9	105	**56	0.9	11.6	145								
SCIENTIFIC AMERICAN	594	*251	1.3	42.3	178	**90	1.4	15.2	189								
SELF	2089	483	2.5	23.1	97	**143	2.2	6.8	85								
SEVENTEEN	2411	507	2.6	21.0	88	*230	3.5	9.5	119								
SKI	480	*144	0.7	30.0	126	**54	0.8	11.3	140								
SMITHSONIAN	2760	922	4.8	33.4	141	266	4.1	9.6	120								
SOAP OPERA DIGEST	3013	398	2.1	13.2	56	**146	2.2	4.8	60								
SOUTHERN LIVING	4184	1470	7.6	35.1	148	559	8.6	13.4	167								
SPORT	559	**71	0.4	12.7	53	**34	0.5	6.1	76								
THE SPORTING NEWS	436	**118	0.6	27.1	114	**14	0.2	3.2	40								
SPORTS AFIELD	493	**68	0.4	13.8	58	**25	0.4	5.1	63								
SPORTS ILLUSTRATED	2758	809	4.2	29.3	123	399	6.1	14.5	180								
STAR	7456	1309	6.8	17.6	74	379	5.8	5.1	63								
SUNDAY	24936	7469	38.8	30.0	126	2567	39.5	10.3	128								
SUNSET	2124	883	4.6	41.6	175	325	5.0	15.3	191								
TV GUIDE	21661	5035	26.2	23.2	98	1635	25.2	7.5	94								
TENNIS	550	*216	1.1	39.3	165	**74	1.1	13.5	168								
TIME	8880	2722	14.1	30.7	129	1165	17.9	13.1	164								
TOHN & COUNTRY	917	384	2.0	41.9	176	*148	2.3	16.1	201								
TRAVEL & LEISURE	972	384	2.0	39.5	166	**92	1.4	9.5	118								
TRUE STORY	3356	437	2.3	13.0	55	**104	1.6	3.1	39								
U.S. NEWS & WORLD REPORT	3410	1048	5.4	30.7	129	346	5.3	10.1	127								
USA TODAY	1759	627	3.3	35.6	150	*202	3.1	11.5	143								
US	1873	406	2.1	21.7	91	**98	1.5	5.2	65								
VOGUE	3909	1120	5.8	28.7	121	462	7.1	11.8	147								
WALL STREET JOURNAL	1886	674	3.5	35.7	150	*257	4.0	13.6	170								
WEIGHT WATCHERS	2120	523	2.7	24.7	104	*184	2.8	8.7	108								
WOMAN'S DAY	14172	3969	20.6	28.0	118	1498	23.1	10.6	132								
WORKING MOTHER	1146	*336	1.7	29.3	123	**88	1.4	7.7	96								
WORKING WOMAN	1322	403	2.1	30.5	128	**112	1.7	8.5	106								
WORLD TENNIS	*163	**72	0.4	44.2	186	**13	0.2	8.0	100								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	655	3.4	25.9	109	306	4.7	12.1	151								
BLAIR INSERTS	43657	12240	63.6	28.0	118	4169	64.2	9.5	119								
DAILY NEWSPAPERS																	
READ ANY	51633	13711	71.2	26.6	112	4481	69.0	8.7	108								
READ ONE	43463	11198	58.2	25.8	108	3654	56.3	8.4	105								
READ TWO OR MORE	8170	2513	13.1	30.8	129	827	12.7	10.1	126								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	14539	75.5	27.6	116	4816	74.2	9.1	114								
READ ONE	46126	12592	65.4	27.3	115	4040	62.2	8.8	109								
READ TWO OR MORE	6552	1947	10.1	29.7	125	776	12.0	11.8	148								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.04				29.79											
30 DAY REACH	71455	17141	89.0	24.0	101	5783	89.1	8.1	101								
50 SHWG - 30 DAY AV FREQ	14.56	15.28				15.63											
30 DAY REACH	67742	16322	84.8	24.1	101	5526	85.1	8.2	102								
25 SHWG - 30 DAY AV FREQ	7.94	8.33				8.42											
30 DAY REACH	62117	14979	77.8	24.1	101	5135	79.1	8.3	103								
CABLE TV: HOME WIRED	32077	9724	50.5	30.3	128	3300	50.8	10.3	128								
HOME NOT WIRED	48909	9527	49.5	19.5	82	3191	49.2	6.5	81								
HAVE PAY CABLE	15935	5517	28.7	34.6	146	1945	30.0	12.2	152								

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	TOTAL U.S. '000	CASCADE				ELECTRA-SOL				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	19251	100.0	23.8	100	6491	100.0	8.0	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	11373	59.1	25.9	109	3747	57.7	8.5	106								
10:00 AM - 3:00 PM	30659	7715	40.1	25.2	106	2710	41.8	8.8	110								
3:00 PM - 7:00 PM	31045	8013	41.6	25.8	109	2742	42.2	8.8	110								
7:00 PM - MIDNIGHT	15767	3733	19.4	23.7	100	1455	22.4	9.2	115								
MIDNIGHT - 6:00 AM	9120	2289	11.9	25.1	106	794	12.2	8.7	109								
6:00 AM - MIDNIGHT	58527	14809	76.9	25.3	106	5081	78.3	8.7	108								
ENTIRE DAY	59311	15027	78.1	25.3	107	5158	79.5	8.7	109								
AVG DAILY M-F CUME: 6AM-MONT																	
FORMATS: ADULT CONTEMPORARY	16172	4405	22.9	27.2	115	1646	25.4	10.2	127								
ALL NEWS	2256	707	3.7	31.3	132	*309	4.8	13.7	171								
AOR/PROGRESSIVE	3874	971	5.0	25.1	105	379	5.8	9.8	122								
BEAUTIFUL MUSIC	5660	1798	9.3	31.8	134	805	12.4	14.2	177								
BLACK	2204	234	1.2	10.6	45	*158	2.4	7.2	89								
CLASSICAL	1418	382	2.0	26.9	113	*87	1.3	6.1	77								
CHR/ROCK	9538	2512	13.0	26.3	111	895	13.8	9.4	117								
COUNTRY	12648	3049	15.8	24.1	101	963	14.8	7.6	95								
GOLDEN OLDIES	1191	*310	1.6	26.0	109	*36	0.6	3.0	38								
MOR/MOSTALGIA	4757	1281	6.7	26.9	113	439	6.8	9.2	115								
NEWS/TALK	3863	1123	5.8	29.1	122	430	6.6	11.1	139								
RELIGIOUS	3084	651	3.4	21.1	89	*161	2.5	5.2	65								
SOFT ROCK	521	*78	0.4	15.0	63	*51	0.8	9.8	122								
URBAN CONTEMPORARY	1585	*194	1.0	12.2	51	*95	1.5	6.0	75								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	684	3.6	21.0	88	*189	2.9	5.8	72								
ABC DIRECTION	2316	534	2.8	23.1	97	*172	2.6	7.4	93								
ABC ENTERTAINMENT	4834	1186	6.2	24.5	103	383	5.9	7.9	99								
ABC FM	2202	406	2.1	18.4	78	*118	1.8	5.4	67								
ABC INFORMATION	5425	1576	8.2	29.1	122	467	7.2	8.6	107								
ABC ROCK	1677	360	1.9	21.5	90	*106	1.6	6.3	79								
CBS	4430	1108	5.8	25.0	105	522	8.0	11.8	147								
MUTUAL	4992	1094	5.7	21.9	92	373	5.7	7.5	93								
NBC	4679	1399	7.3	29.9	126	543	8.4	11.6	145								
RADIO/AM	1994	523	2.7	26.2	110	*202	3.1	10.1	126								
RKO ONE	2298	544	2.8	23.7	100	*228	3.5	9.9	124								
RKO TWO	3911	830	4.3	25.1	105	334	5.1	10.1	126								
THE SOURCE	2114	558	2.9	26.4	111	*190	2.9	9.0	112								
NON-WIRED: BLAIR	8654	2370	12.3	27.4	115	961	14.8	11.1	139								
INTERNET	12025	3177	16.5	26.4	111	1172	18.1	9.7	122								
KATZ RADIO GROUP	15359	4132	21.5	26.9	113	1600	24.6	10.4	130								
SUPERNET	10628	2670	13.9	25.1	106	1008	15.5	9.5	118								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1839	9.6	21.2	89	627	9.7	7.2	90								
WKDAY 9:00 AM - 1:00 PM	12163	2462	12.8	20.2	85	819	12.6	6.7	84								
WKDAY 1:00 PM - 4:30 PM	16150	3132	16.3	19.4	82	993	15.3	6.1	77								
WKDAY 4:30 PM - 7:30 PM	22463	4826	25.1	21.5	90	1557	24.0	6.9	86								
WKDAY 7:30 PM - 8:00 PM	31795	7236	37.6	22.8	96	2294	35.3	7.2	90								
WKDAY 11:00 PM - 11:30 PM	23977	5765	29.9	24.0	101	2017	31.1	8.4	105								
WKDAY 11:30 PM - 1:00 AM	7703	1815	9.4	23.6	99	604	9.3	7.8	98								
M-SAT 8-11 PM+SUN 7-11 PM	33800	8022	41.7	23.7	100	2676	41.2	7.9	99								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	1337	6.9	20.4	86	516	7.9	7.9	98							
ANOTHER WORLD	N	4620	815	4.2	17.6	74	218	3.4	4.7	59							
AS THE WORLD TURNS	C	5614	972	5.0	17.3	73	259	4.0	4.6	58							
CAPITOL	C	3396	496	2.6	14.6	61	154	2.4	4.5	57							
CBS MORN. NEWS 1	C	1446	298	1.5	20.6	87	*64	1.0	4.4	55							
CBS MORN. NEWS 2	C	1207	251	1.3	20.8	87	*78	1.2	6.5	81							
DAYS OF OUR LIVES	N	5877	1368	7.1	23.3	98	351	5.4	6.0	75							
FACTS OF LIFE - DAYTIME	N	2290	305	1.6	13.3	56	*115	1.8	5.0	63							
FAMILY FEUD	A	3023	462	2.4	15.3	64	157	2.4	5.2	65							
GENERAL HOSPITAL	A	6097	1215	6.3	19.9	84	383	5.9	6.3	78							
GOOD MORNING, AMERICA-730 A	A	3515	908	4.7	25.8	109	325	5.0	9.2	115							
GOOD MORNING, AMERICA-830 A	A	2818	806	4.2	28.6	120	290	4.5	10.3	128							
GUIDING LIGHT	C	5339	972	5.0	18.2	77	302	4.7	5.7	71							
ONE LIFE TO LIVE	A	4478	960	5.0	21.4	90	274	4.2	6.1	76							
PRESS YOUR LUCK	C	2244	473	2.5	21.1	89	167	2.6	7.4	93							
PRICE IS RIGHT 1	C	4348	775	4.0	17.8	75	241	3.7	5.5	69							
PRICE IS RIGHT 2	C	5014	921	4.8	18.4	77	314	4.8	6.3	78							
RYAN'S HOPE	A	3150	780	4.1	24.8	104	237	3.7	7.5	94							
SALE OF THE CENTURY	N	2695	406	2.1	15.1	63	149	2.3	5.5	69							
SEARCH FOR TOMORROW	N	2319	468	2.4	20.2	85	*123	1.9	5.3	66							
TODAY SHOW 1	N	2693	490	2.5	18.2	77	163	2.5	6.1	76							
TODAY SHOW 2	N	2498	449	2.3	18.0	76	136	2.1	5.4	68							
\$25,000 PYRAMID	C	2753	589	3.1	21.4	90	171	2.6	6.2	77							
WHEEL OF FORTUNE	N	4388	756	3.9	17.2	72	299	4.6	6.8	85							
YOUNG AND THE RESTLESS	C	5695	1003	5.2	17.6	74	266	4.1	4.7	58							
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A	1760	327	1.7	18.6	78	*106	1.6	6.0	75							
NBA PLAYOFF GAME -1	C	1136	189	1.0	16.6	70	*108	1.7	9.5	119							
NBC MAJOR LEAGUE PRE-GAME N	N	953	*146	0.8	15.3	64	*36	0.6	3.8	47							
SPORTSWORLD - SUN	N	1233	279	1.4	22.6	95	*54	0.8	4.4	55							
SUNDAY MORNING	C	1611	416	2.2	25.8	109	*160	2.5	9.9	124							

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AUTOMATIC DISHWASHING DETERGENT: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	CASCADE				ELECTRA-SOL											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	19251	100.0	23.8	100	6491	100.0	8.0	100								
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	5750	29.9	22.1	93	1751	27.0	6.7	84								
NETWORK AFFILIATES - LATE	20261	4919	25.6	24.3	102	1712	26.4	8.4	105								
INDEPENDENTS - LATE	2076	585	3.0	28.2	119	259	4.0	12.5	156								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	2184	11.3	20.9	88	720	11.1	6.9	86								
ABC MONDAY NIGHT MOVIE	A 6412	1635	8.5	25.5	107	563	8.7	8.8	110								
ABC SUNDAY NIGHT MOVIE	A 12407	3054	15.9	24.6	104	1026	15.8	8.3	103								
ABC WORLD NEWS TONIGHT	A 6176	1337	6.9	21.6	91	317	4.9	5.1	64								
AFTERMASH	C 5863	1367	7.1	23.3	98	431	6.6	7.4	92								
ALICE	C 9594	2191	11.4	22.8	96	614	9.5	6.4	80								
AMERICAN PARADE	C 6622	1630	8.5	24.6	104	626	9.6	9.5	118								
BENSON	A 10886	2437	12.7	22.4	94	872	13.4	8.0	100								
BLUE THUNDER	A 5036	1054	5.5	20.9	88	395	6.1	7.8	98								
CAGNEY & LACEY	C 9965	2367	12.3	23.8	100	882	13.6	8.9	110								
CBS EVENING NEWS-DEAN	C 3491	800	4.2	22.9	96	*299	4.6	8.6	107								
CBS EVENING NEWS-RATHER	C 7123	1626	8.4	22.8	96	444	7.1	6.5	81								
CBS SAT. NEWS-SCHIEFFER	C 3621	877	4.6	24.2	102	275	4.2	7.6	95								
CBS SATURDAY NIGHT MOVIE	C 5436	1172	6.1	21.6	91	460	7.1	8.5	106								
CBS WEDNESDAY NIGHT MOVIE	C 6100	1363	7.1	22.3	94	392	6.0	6.4	80								
CHEERS	M 8889	2268	11.8	25.5	107	907	14.0	10.2	127								
DALLAS	C 22109	5769	30.0	26.1	110	1583	24.4	7.2	89								
DIFF'RENT STROKES	N 6940	1305	6.8	18.8	79	390	6.0	5.6	70								
DOUBLE TROUBLE	N 7223	1772	9.2	24.5	103	505	7.8	7.0	87								
DUCK FACTORY	N 5595	1150	6.0	20.6	86	563	8.7	10.1	126								
DUKES OF HAZZARD	C 5768	1147	6.0	19.9	84	308	4.7	5.3	67								
DYNASTY	A 20053	4813	25.0	24.0	101	1452	22.4	7.2	90								
FACTS OF LIFE	M 8087	1784	9.3	22.1	93	598	9.2	7.4	92								
FALCON CREST	C 20046	5153	26.8	25.7	108	1336	20.6	6.7	83								
FALL GUY	A 9084	1892	9.8	20.8	88	596	9.2	6.6	82								
FAMILY TIES	M 7964	1703	8.8	21.4	90	564	8.7	7.1	88								
FANTASY ISLAND	A 7687	1579	8.2	20.5	86	541	8.3	7.0	88								
FOULUPS, BLEEPs & BLUNDERS	A 8861	2139	11.1	24.1	102	517	8.0	5.8	73								
FOUR SEASONS	C 5095	1296	6.7	25.4	107	*366	5.6	7.2	90								
GIMME A BREAK	M 8838	1733	9.0	19.6	82	492	7.6	5.6	69								
HART TO HART	A 8978	2176	11.3	24.2	102	551	8.5	6.1	77								
HILL STREET BLUES	N 8590	2163	11.2	25.2	106	865	13.3	10.1	126								
HOTEL	A 14085	3617	18.8	25.7	108	1060	16.3	7.5	94								
JEFFERSONS	C 9360	2039	10.6	21.8	92	643	9.9	6.9	86								
JENNIFER SLEPT HERE	N 5841	1239	6.4	21.2	89	412	6.3	7.1	88								
KATE & ALLIE	C 9206	2075	10.8	22.5	95	700	10.8	7.6	95								
KNIGHT RIDER	N 7076	1542	8.0	21.8	92	454	7.0	6.4	80								
LOVE BOAT	A 12219	2692	14.0	22.0	93	898	13.8	7.3	92								
MAGNUM PI	C 11199	2625	13.6	23.4	99	855	13.2	7.6	95								
MAMA'S FAMILY	M 6057	1525	7.9	25.2	106	375	5.8	6.2	77								
MASTER, THE	N 3598	710	3.7	19.7	83	*253	3.9	7.0	88								
MATT HOUSTON	A 6344	1447	7.5	22.8	96	540	8.3	8.5	106								
NBC MONDAY NIGHT MOVIE	N 11994	2722	14.1	22.7	95	930	14.3	7.8	97								
NBC NIGHTLY NEWS	N 5132	1249	6.5	24.3	102	316	4.9	6.2	77								
NBC NIGHTLY NEWS-SAT	N 3375	682	3.5	20.2	85	*185	2.9	5.5	68								
NBC NIGHTLY NEWS-SUN	N 3130	813	4.2	26.0	109	*214	3.3	6.8	85								
NBC SUNDAY NIGHT MOVIE	N 8284	1560	8.1	18.8	79	475	7.3	5.7	72								
NEWMART	C 9240	2138	11.1	23.1	97	751	11.6	8.1	101								
ONE DAY AT A TIME	C 7288	1694	8.8	23.2	98	430	6.6	5.9	74								
PEOPLE ARE FUNNY	N 4855	1169	6.1	24.1	101	347	5.3	7.1	89								
REAL PEOPLE	N 8869	2175	11.3	24.5	103	543	8.4	6.1	76								
REMINGTON STEELE	N 7743	1527	7.9	19.7	83	643	9.9	8.3	104								
RIPLEY'S BELIEVE IT - NOT	A 5345	1346	7.0	25.2	106	478	7.4	8.9	112								
RIPTIDE	N 6988	1384	7.2	19.8	83	502	7.7	7.2	90								
SCARECROW & MRS. KING	C 10002	2142	11.1	21.4	90	684	10.5	6.8	85								
SIMON & SIMON	C 10638	2287	11.9	21.5	90	703	10.8	6.6	82								
60 MINUTES	C 13293	3461	18.0	26.0	110	1087	16.7	8.2	102								
ST. ELSEWHERE	N 7017	1656	8.6	23.6	99	661	10.2	9.4	118								
THREE'S COMPANY	A 10917	2616	13.6	24.0	101	675	10.4	6.2	77								
T.J. HOOKER	A 9204	1914	9.9	20.8	87	493	7.6	5.4	67								
TONIGHT SHOW	N 2372	629	3.3	26.5	112	151	2.3	6.4	79								
TRAPPER JOHN, M.D.	C 9846	2209	11.5	22.4	94	762	11.7	7.7	97								
TV BLOOPERS & PRAC. JOKES	N 9105	1974	10.3	21.7	91	657	10.1	7.2	90								
20/20	A 9387	2478	12.9	26.4	111	873	13.4	9.3	116								
WEBSTER	A 11067	2508	13.0	22.7	95	847	13.0	7.7	95								
WORLD NEWS - SUN	A 3062	730	3.8	23.8	100	*248	3.8	8.1	101								
YELLOW ROSE	N 4978	1251	6.5	25.1	106	326	5.0	6.5	82								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	2362	12.3	26.6	112	735	11.3	8.3	103								
BASKETBALL - COLLEGE GAMES	4080	916	4.8	22.5	94	*270	4.2	6.6	83								
BASKETBALL - PRO GAMES	3607	830	4.3	23.0	97	*191	2.9	5.3	66								
BOWLING	3883	934	4.9	24.1	101	*216	3.3	5.6	69								
BOXING	3928	776	4.0	19.8	83	*209	3.2	5.3	66								
FOOTBALL - COLLEGE GAMES	6366	2036	10.6	32.0	135	595	9.2	9.3	117								
FOOTBALL - PRO GAMES	11300	3612	18.8	32.0	134	1095	16.9	9.7	121								
GOLF	3378	1420	7.4	42.0	177	*346	5.3	10.2	128								
POST-SEASON COLL. FOOTBALL	4906	1675	8.7	34.1	144	*570	8.8	11.6	145								
POST-SEASON PRO FOOTBALL	6120	2282	11.9	37.3	157	729	11.2	11.9	149								
TENNIS	3033	963	5.0	31.8	134	*398	6.1	13.1	164								
WRESTLING - PROFESSIONAL	3344	*536	2.8	16.0	67	*76	1.2	2.3	28								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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DISHWASHING LIQUID
(NOT FOR AUTOMATIC DISHWASHERS)

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-18

		'000	%	UNWEIGHTED						
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?										
	YES	70885	87.5	8232						
	NO	10101	12.5	1203						
		ALL		SOLE		PRIMARY		SECONDARY		
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES										
4B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
AJAX LIQUID		5765	7.1	1021	1.3	3152	3.9	1593	2.0	665
AMWAY		784	1.0	293	.4	351	.4	140	.2	97
CHIFFON		686	.8	76	.1	383	.5	228	.3	84
CINCH		1085	1.3	233	.3	587	.7	265	.3	109
DAMM		23672	29.2	9266	11.4	10908	13.5	3498	4.3	2614
DERMAMASSAGE		3451	4.3	764	.9	1866	2.3	821	1.0	412
DOVE		6494	8.0	1428	1.8	3591	4.4	1476	1.8	766
GREASE RELIEF		1389	1.7	117	.1	676	.8	596	.7	168
IVORY		22642	28.0	7715	9.5	10755	13.3	4172	5.2	2554
JOY		18980	23.4	5032	6.2	9608	11.9	4340	5.4	2197
LUX		4763	5.9	1017	1.3	2500	3.1	1247	1.5	549
OCTAGON		1114	1.4	188	.2	612	.8	314	.4	134
PALMOLIVE		17830	22.0	5163	6.4	8735	10.8	3932	4.9	2041
PATHMARK		746	.9	159	.2	252	.3	335	.4	88
SUNLIGHT		11087	13.7	2228	2.8	5627	6.9	3233	4.0	1181
SWEETHEART		2407	3.0	488	.6	1103	1.4	817	1.0	256
THRILL		763	.9	110	.1	349	.4	304	.4	79
TREND		797	1.0	167	.2	359	.4	272	.3	91
VEL (ROSE VEL)		486	.6	117	.1	192	.2	177	.2	60
OTHER BRANDS		7927	9.8	3381	4.2	2800	3.5	1746	2.2	946
DO NOT KNOW		137	.2							19

		'000	%	UNWEIGHTED
4C.	ABOUT HOW MANY SINKS FULL OF DISHES WERE DONE WITH DISHWASHING LIQUID BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?			
22 OR MORE	M	6943	8.6	685
21	M	3504	4.3	384
15 - 20	M	8914	11.0	909
14	M	8953	11.1	955
8 - 13	M	11597	14.3	1421
7	M	10759	13.3	1394
1 - 6	L	17497	21.6	2178
NONE	L	2718	3.4	306

DISHWASHING LIQUID (NOT FOR AUTOMATIC DISHWASHERS): USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	70885	100.0	87.5	100	19362	100.0	23.9	100	31308	100.0	38.7	100	20215	100.0	25.0	100
18 - 24	9282	7936	11.2	85.5	98	1960	10.1	21.1	88	3868	12.4	41.7	108	2109	10.4	22.7	91
25 - 34	19072	17143	24.2	89.9	103	4412	22.8	23.1	97	7299	23.3	38.3	99	5432	26.9	28.5	114
35 - 44	14591	12573	17.7	86.2	98	3712	19.2	25.4	106	5041	16.1	34.5	89	3820	18.9	26.2	105
45 - 54	11345	10076	14.2	88.8	101	3006	15.5	26.5	111	4234	13.5	37.3	97	2836	14.0	25.0	100
55 - 64	11635	10415	14.7	89.5	102	2660	13.7	22.9	96	4717	15.1	40.5	105	3038	15.0	26.1	105
65 OR OLDER	15061	12742	18.0	84.6	97	3613	18.7	24.0	100	6149	19.6	40.8	106	2980	14.7	19.8	79
18 - 34	28354	25079	35.4	88.4	101	6371	32.9	22.5	94	11167	35.7	39.4	102	7541	37.3	26.6	107
18 - 49	48339	42470	59.9	87.9	100	11484	59.3	23.8	99	18093	57.8	37.4	97	12893	63.8	26.7	107
25 - 49	45008	39792	56.1	88.4	101	11129	57.5	24.7	103	16574	52.9	36.8	95	12089	59.8	26.9	108
35 - 49	19985	17391	24.5	87.0	99	5113	26.4	25.6	107	6926	22.1	34.7	90	5352	26.5	26.8	107
50 OR OLDER	32647	28415	40.1	87.0	99	7878	40.7	24.1	101	13215	42.2	40.5	105	7322	36.2	22.4	90
GRADUATED COLLEGE	11155	9682	13.7	86.8	99	1637	8.5	14.7	61	3834	12.2	34.4	89	4211	20.8	37.7	151
ATTENDED COLLEGE	13682	12209	17.2	89.2	102	2346	12.1	17.1	72	5185	16.6	37.9	98	4678	23.1	34.2	137
GRADUATED HIGH SCHOOL	33880	29699	41.9	87.7	100	8937	46.2	26.4	110	13183	42.1	38.9	101	7579	37.5	22.4	90
DID NOT GRADUATE HIGH SCHOOL	32270	19296	27.2	86.6	99	6442	33.3	28.9	121	9106	29.1	40.9	106	3748	18.5	16.8	67
EMPLOYED	40306	35701	50.4	88.6	101	8005	41.3	19.9	83	15948	50.9	39.6	102	11748	58.1	29.1	117
EMPLOYED FULL-TIME	32850	28875	40.7	87.9	100	6344	32.8	19.3	81	12987	41.5	39.5	102	9544	47.2	29.1	116
EMPLOYED PART-TIME	7456	6826	9.6	91.6	105	1661	8.6	22.3	93	2962	9.5	39.7	103	2204	10.9	29.6	118
NOT EMPLOYED	40680	35184	49.6	86.5	99	11356	58.7	27.9	117	15360	49.1	37.8	98	8467	41.9	20.8	83
PROFESSIONAL/MANAGER	10392	9156	12.9	88.1	101	1442	7.4	13.9	58	3725	11.9	35.8	93	3989	19.7	38.4	154
TECH/CLERICAL/SALES	17574	15766	22.2	89.7	102	3298	17.0	18.8	78	7142	22.8	40.6	105	5326	26.3	30.3	121
PRECISION/CRAFT	985	874	1.2	88.7	101	237	1.2	24.1	101	*381	1.2	38.7	100	*256	1.3	26.0	104
OTHER EMPLOYED	11354	9906	14.0	87.2	100	3208	15.6	26.7	112	4701	15.0	41.4	107	2177	10.8	19.2	77
SINGLE	8863	8289	11.7	84.0	96	1673	8.6	17.0	71	3928	12.5	39.8	103	2688	13.3	27.3	109
MARRIED	51375	45605	64.3	88.8	101	13903	71.8	27.1	113	19144	61.1	37.3	96	12559	62.1	24.4	98
DIVORCED/SEPARATED/WIDOWED	19748	16991	24.0	86.0	98	3786	19.6	19.2	80	8236	26.3	41.7	108	4969	24.6	25.2	101
PARENTS	32590	28686	40.5	88.0	101	9343	48.3	28.7	120	12026	38.4	36.9	95	7317	36.2	22.5	90
WHITE	70416	62353	88.0	88.5	101	17019	87.9	24.2	101	26912	86.0	38.2	99	18423	91.1	26.2	105
BLACK	8778	7191	10.1	81.9	94	2035	10.5	23.2	97	3704	11.8	42.2	109	1453	7.2	16.6	66
OTHER	1791	1341	1.9	74.9	86	**308	1.6	17.2	72	*693	2.2	38.7	100	**340	1.7	19.0	76
NORTHEAST-CENSUS	17786	15443	21.8	86.8	99	4784	24.7	26.9	113	6990	22.3	39.3	102	3669	18.1	20.6	83
NORTH CENTRAL	20741	18757	26.5	90.4	103	5318	27.5	25.6	107	8978	28.7	43.3	112	4461	22.1	21.5	86
SOUTH	27775	24173	34.1	87.0	99	6988	36.1	25.2	105	10689	34.1	38.5	100	6495	32.1	23.4	94
WEST	14683	12512	17.7	85.2	97	2272	11.7	15.5	65	4651	14.9	31.7	82	5589	27.6	38.1	152
NORTHEAST-MKTG.	17961	15425	21.8	85.9	98	4534	23.4	25.2	106	7061	22.6	39.3	102	3830	18.9	21.3	85
EAST CENTRAL	11885	10589	14.9	89.1	102	3320	17.1	27.9	117	4848	15.5	40.8	106	2421	12.0	20.4	82
WEST CENTRAL	14090	12828	18.1	91.0	104	3200	16.5	22.7	95	6362	20.3	45.2	117	3266	16.2	23.2	93
SOUTH	24081	21109	29.8	87.7	100	6326	32.7	26.3	110	9092	29.0	37.8	98	5691	28.2	23.6	95
PACIFIC	12969	10934	15.4	84.3	96	1982	10.2	15.3	64	3945	12.6	30.4	79	5007	24.8	38.6	155
COUNTY SIZE A	32439	27423	38.7	84.5	97	6548	33.8	20.2	84	12155	38.8	37.5	97	8720	43.1	26.9	108
COUNTY SIZE B	24915	22184	31.3	89.0	102	6247	32.3	25.1	105	9594	30.6	38.5	100	6343	31.4	25.5	102
COUNTY SIZE C	12930	11639	16.4	90.0	103	3102	16.0	24.0	100	5305	16.9	41.0	106	3232	16.0	25.0	100
COUNTY SIZE D	10703	9639	13.6	90.1	103	3466	17.9	32.4	135	4253	13.6	39.7	103	1920	9.5	17.9	72
METRO CENTRAL CITY	24518	20671	29.2	84.3	96	5191	26.8	21.2	89	9402	30.0	38.3	99	6078	30.1	24.8	99
METRO SUBURBAN	35919	32132	45.3	89.5	102	8308	42.9	23.1	97	13691	43.7	38.1	99	10133	50.1	28.2	113
NON METRO	20549	18082	25.5	88.0	101	5862	30.3	28.5	119	8216	26.2	40.0	103	4004	19.8	19.5	78
TOP 5 ADI'S	18341	15291	21.6	83.4	95	3748	19.4	20.4	85	6690	21.4	36.5	94	4853	24.0	26.5	106
TOP 10 ADI'S	25378	21402	30.2	84.3	96	5015	25.9	19.8	83	9746	31.1	38.4	99	6641	32.9	26.2	105
TOP 20 ADI'S	36488	31167	44.0	85.4	98	7686	39.7	21.1	88	14012	44.8	38.4	99	9469	46.8	26.0	104
HSOLD INC. \$50,000 OR MORE	6612	5910	8.3	89.4	102	1137	5.9	17.2	72	2235	7.1	33.8	87	2538	12.6	38.4	154
\$40,000 OR MORE	12659	11342	16.0	89.6	102	2249	11.6	17.8	74	4250	13.6	33.6	87	4843	24.0	38.3	153
\$30,000 OR MORE	24698	21997	31.0	89.1	102	4869	25.1	19.7	82	8723	27.9	35.3	91	8405	41.6	34.0	136
\$25,000 OR MORE	32077	28717	40.5	89.5	102	6598	34.1	20.6	86	11766	37.6	36.7	95	10352	51.2	32.3	129
\$20,000 - \$24,999	9144	8016	11.3	87.7	100	2507	12.9	27.4	115	3567	11.4	39.0	101	1943	9.6	21.2	85
\$15,000 - \$19,999	8728	7424	10.5	85.1	97	1942	10.0	22.3	93	3557	11.4	40.8	105	1925	9.5	22.1	88
\$10,000 - \$14,999	12562	10981	15.5	87.4	100	3558	18.4	28.3	118	5172	16.5	41.2	107	2250	11.1	17.9	72
UNDER \$10,000	18475	15747	22.2	85.2	97	4757	24.6	25.7	108	7246	23.1	39.2	101	3744	18.5	20.3	81
HOUSEHOLD OF 1 PERSON	11987	10361	14.6	86.4	99	1426	7.4	11.9	50	5025	16.1	41.9	108	3910	19.3	32.6	131
2 PEOPLE	26577	23392	33.0	88.0	101	5629	29.1	21.2	89	10775	34.4	40.5	105	6989	34.6	26.3	105
3 OR 4 PEOPLE	30617	26806	37.8	87.6	100	8229	42.5	26.9	112	11592	37.0	37.9	98	6985	34.6	22.8	91
5 OR MORE PEOPLE	11804	10326	14.6	87.5	100	4079	21.1	34.6	145	3916	12.5	33.2	86	2332	11.5	19.8	79
NO CHILD IN HSOLD	46165	40226	56.7	87.1	100	9317	48.1	20.2	84	18384	58.7	39.8	103	12526	62.0	27.1	109
CHILD(REN) UNDER 2 YRS	5325	4837	6.8	90.8	104	1604	8.3	30.1	126	2018	6.4	37.9	98	1216	6.0	22.8	91
2 - 5 YEARS	14221	12801	18.1	90.0	103	4388	22.7	30.9	129	5148	16.4	36.2	94	3265	16.2	23.0	92
6 - 11 YEARS	15117	13256	18.7	87.7	100	4657	24.1	30.8	129	5619	17.9	37.2	96	2980	14.7	19.7	79
12 - 17 YEARS	16611	14443	20.4	86.9	99	4998	25.8	30.1	126	5890	18.8	35.5	92	3555	17.6	21.4	86
RESIDENCE OWNED	55884	49417	69.7	88.4	101	13862	71.6	24.8	104	21129	67.5	37.8	98	14426	71.4	25.8	103
VALUE: \$50,000 OR MORE	31744	27847	39.3	87.7	100	6633	34.3	20.9	87	11354	36.3	35.8	93	9859	48.8	31.1	124
VALUE: UNDER \$50,000	24140	21570	30.4	89.4	102	7229	37.3	29.9	125	9775	31.2	40.5	105	4566	22.6	18.9	76

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DISHWASHING LIQUID (NOT FOR AUTOMATIC DISHWASHERS): USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	70885	100.0	87.5	100	19362	100.0	23.9	100	31308	100.0	38.7	100	20215	100.0	25.0	100
MAGAZINES	QUINTILE 1	15799	14189	20.0	89.8	103	3897	20.1	24.7	103	6120	19.5	38.7	100	4173	20.6	26.4	106
	QUINTILE 2	17259	15287	21.6	88.6	101	4030	20.8	23.4	98	6689	21.4	38.8	100	4568	22.6	26.5	106
	QUINTILE 3	13545	11959	16.9	88.3	101	3060	15.8	22.6	94	5361	17.1	39.6	102	3539	17.5	26.1	105
	QUINTILE 4	15133	12925	18.2	85.4	98	3543	18.3	23.4	98	5603	17.9	37.0	96	3778	18.7	25.0	100
	QUINTILE 5	19250	16524	23.3	85.8	98	4832	25.0	25.1	105	7536	24.1	39.1	101	4157	20.6	21.6	87
NEWSPAPERS	QUINTILE 1	12413	11009	15.5	88.7	101	2978	15.4	24.0	100	4666	14.9	37.6	97	3365	16.6	27.1	109
	QUINTILE 2	24116	21203	29.9	87.9	100	5424	28.0	22.5	94	9524	30.4	39.5	102	6255	30.9	25.9	104
	QUINTILE 3	11261	9879	13.9	87.7	100	2936	15.2	26.1	109	4296	13.7	38.1	99	2647	13.1	23.5	94
	QUINTILE 4	20255	17984	25.4	88.8	101	4760	24.6	23.5	98	7907	25.3	39.0	101	5318	26.3	26.3	105
	QUINTILE 5	12940	10810	15.3	83.5	95	3264	16.9	25.2	106	4916	15.7	38.0	98	2631	13.0	20.3	81
OUTDOOR	QUINTILE 1	14852	13037	18.4	87.8	100	3420	17.7	23.0	96	5538	17.7	37.3	96	4080	20.2	27.5	110
	QUINTILE 2	15725	13929	19.7	88.6	101	3635	18.8	23.1	97	6209	19.8	39.5	102	4086	20.2	26.0	104
	QUINTILE 3	16330	14400	20.3	88.2	101	3873	20.0	23.7	99	6448	20.6	39.5	102	4078	20.2	25.0	100
	QUINTILE 4	16744	14657	20.7	87.5	100	4367	22.6	26.1	109	6350	20.3	37.9	98	3941	19.5	23.5	94
	QUINTILE 5	17334	14861	21.0	85.7	98	4068	21.0	23.5	98	6763	21.6	39.0	101	4031	19.9	23.3	93
RADIO-DRIVE TIME	QUINTILE 1	15911	13947	19.7	87.7	100	3962	20.5	24.9	104	5813	18.6	36.5	95	4173	20.6	26.2	105
	QUINTILE 2	14837	13194	18.6	88.9	102	3475	17.9	23.4	98	5877	18.8	39.6	102	3842	19.0	25.9	104
	QUINTILE 3	15339	13255	18.7	86.4	99	3686	19.0	24.0	101	5939	19.0	38.7	100	3629	18.0	23.7	95
	QUINTILE 4	16723	14602	20.6	87.3	100	3817	19.7	22.8	95	6574	21.0	39.3	102	4211	20.8	25.2	101
	QUINTILE 5	18176	15888	22.4	87.4	100	4422	22.8	24.3	102	7105	22.7	39.1	101	4361	21.6	24.0	96
RADIO-MID- DAY	TERCILE 1	21020	18515	26.1	88.1	101	5119	26.4	24.4	102	8063	25.8	38.4	99	5333	26.4	25.4	102
	TERCILE 2	21610	19227	27.1	89.0	102	5766	29.8	26.7	112	7881	25.2	36.5	94	5580	27.6	25.8	103
	TERCILE 3	38355	33143	46.8	86.4	99	8477	43.8	22.1	92	15364	49.1	40.1	104	9303	46.0	24.3	97
	QUINTILE 1	15988	14034	19.8	87.8	100	3838	19.8	24.0	100	6045	19.3	37.8	98	4151	20.5	26.0	104
	QUINTILE 2	15626	13792	19.5	88.3	101	4088	21.1	26.2	109	5978	19.1	38.3	99	3727	18.4	23.9	96
RADIO-TOTAL	QUINTILE 3	16723	14742	20.8	88.2	101	3944	20.4	23.6	99	6303	20.1	37.7	97	4496	22.2	26.9	108
	QUINTILE 4	16342	14202	20.0	86.9	99	3467	17.9	21.2	89	6588	21.0	40.3	104	4147	20.5	25.4	102
	QUINTILE 5	16306	14114	19.9	86.6	99	4026	20.8	24.7	103	6395	20.4	39.2	101	3694	18.3	22.7	91
	QUINTILE 1	15953	13804	19.5	86.5	99	3969	20.5	24.9	104	6519	20.8	40.9	106	3316	16.4	20.8	83
	QUINTILE 2	16137	14249	20.1	88.3	101	4043	20.9	25.1	105	6082	19.4	37.7	97	4124	20.4	25.6	102
TV-PRIME TIME	QUINTILE 3	16420	14654	20.7	89.2	102	4038	20.9	24.6	103	6301	20.1	38.4	99	4315	21.3	26.3	105
	QUINTILE 4	16687	14580	20.6	87.4	100	3807	19.7	22.8	95	6519	20.8	39.1	101	4254	21.0	25.5	102
	QUINTILE 5	15789	13599	19.2	86.1	98	3505	18.1	22.2	93	5887	18.8	37.3	96	4206	20.8	26.6	107
	TERCILE 1	27736	24203	34.1	87.3	100	7765	40.1	28.0	117	10599	33.9	38.2	99	5840	28.9	21.1	84
	TERCILE 2	26489	23224	32.8	87.7	100	6241	32.2	23.6	99	10439	33.3	39.4	102	6544	32.4	24.7	99
TV-TOTAL	TERCILE 3	26761	23458	33.1	87.7	100	5356	27.7	20.0	84	10270	32.8	38.4	99	7831	38.7	29.3	117
	QUINTILE 1	16345	13945	19.7	85.3	97	4403	22.7	26.9	113	6142	19.6	37.6	97	3400	16.8	20.8	83
	QUINTILE 2	16447	14542	20.5	88.4	101	4178	21.6	25.4	106	6686	21.4	40.7	105	3677	18.2	22.4	90
	QUINTILE 3	15980	14099	19.9	88.2	101	3761	19.4	23.5	98	6390	20.4	40.0	103	3949	19.5	24.7	99
	QUINTILE 4	15887	14018	19.8	88.2	101	3651	18.9	23.0	96	5835	18.6	36.7	95	4533	22.4	28.5	114
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	16326	14280	20.1	87.5	100	3369	17.4	20.6	86	6256	20.0	38.3	99	4656	23.0	28.5	114
	MAGAZINE IMPERATIVE	20721	18348	25.9	88.5	101	4810	24.8	23.2	97	8038	25.7	38.8	100	5500	27.2	26.5	106
	NEWSPAPER IMPERATIVE	19186	17091	24.1	89.1	102	4618	23.9	24.1	101	7477	23.9	39.0	101	4995	24.7	26.0	104
		21899	19102	26.9	87.2	100	5133	26.5	23.4	98	8417	26.9	38.4	99	5553	27.5	25.4	102
		15451	13960	19.7	90.4	103	3396	17.5	22.0	92	6347	20.3	41.1	106	4217	20.9	27.3	109
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	22807	32.2	87.9	100	6425	33.2	24.8	104	9916	31.7	38.2	99	6466	32.0	24.9	100
	OUTDOOR IMPERATIVE	24400	21020	29.7	86.1	98	5715	29.5	23.4	98	9171	29.3	37.6	97	6134	30.3	25.1	101
		18049	16137	22.8	89.4	102	4644	24.0	25.7	108	6665	21.3	36.9	96	4828	23.9	26.7	107
		23571	20883	29.5	88.6	101	5314	27.4	22.5	94	9355	29.9	39.7	103	6214	30.7	26.4	106
		23278	20247	28.6	87.0	99	5595	28.9	24.0	101	9037	28.9	38.8	100	5615	27.8	24.1	97
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	15459	13633	19.2	88.2	101	4026	20.8	26.0	109	6016	19.2	38.9	101	3591	17.8	23.2	93
	RADIO IMPERATIVE	25829	23160	32.7	89.7	102	5588	28.9	21.6	90	10050	32.1	38.9	101	7522	37.2	29.1	117
		26039	23267	31.6	85.9	98	6547	33.8	25.1	105	10131	32.4	38.9	101	5690	28.1	21.9	88
		16605	14715	20.8	88.6	101	3735	19.3	22.5	94	6576	21.0	39.6	102	4404	21.8	26.5	106
		26834	23480	33.1	87.5	100	6495	33.5	24.2	101	10283	32.8	38.3	99	6702	33.2	25.0	100
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	23346	20469	28.9	87.7	100	5606	29.0	24.0	100	8960	28.6	38.4	99	5903	29.2	25.3	101
	OUTDOOR IMPERATIVE	17133	15376	21.7	89.7	103	4252	22.0	24.8	104	6701	21.4	39.1	101	4423	21.9	25.8	103
		25892	22587	31.9	87.2	100	5778	29.8	22.3	93	10082	32.2	38.9	101	6727	33.3	26.0	104
		23167	20265	28.6	87.5	100	5761	29.8	24.9	104	8759	28.0	37.8	98	5746	28.4	24.8	99
		17159	15034	21.2	87.6	100	4196	21.7	24.5	102	6845	21.9	39.9	103	3993	19.8	23.3	93
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	23148	32.7	88.3	101	5790	29.9	22.1	92	9941	31.8	37.9	98	7418	36.7	28.3	113
	TELEVISION IMPERATIVE	23412	20180	28.5	86.2	98	6100	31.5	26.1	109	9062	28.9	38.7	100	5017	24.8	21.4	86
		15303	13599	19.2	88.9	102	3767	19.5	24.6	103	5659	18.1	37.0	96	4173	20.6	27.3	109

DISHWASHING LIQUID (NOT FOR AUTOMATIC DISHWASHERS): USAGE IN LAST SEVEN DAYS
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	70885	100.0	87.5	100	19362	100.0	23.9	100	31308	100.0	38.7	100	20215	100.0	25.0	100
ATLANTIC MONTHLY	415	385	0.5	92.8	106	**44	0.2	10.6	44	*166	0.5	40.0	103	*174	0.9	41.9	168
BARRON'S	453	411	0.6	90.7	104	**69	0.4	15.2	64	*235	0.8	51.9	134	**106	0.5	23.4	94
BETTER HOMES & GARDENS	16256	14426	20.4	88.7	101	4002	20.7	24.6	103	6171	19.7	38.0	98	4254	21.0	26.2	105
BON APPETIT	2535	2215	3.1	87.4	100	498	2.6	19.6	82	895	2.9	35.3	91	822	4.1	32.4	130
BUSINESS WEEK	1278	1090	1.5	85.3	97	*211	1.1	16.5	69	485	1.5	37.9	98	394	1.9	30.8	124
CAR AND DRIVER	378	290	0.4	76.7	88	**70	0.4	18.5	77	*148	0.5	39.2	101	**72	0.4	19.0	76
CBS MAGAZINE NETWORK (GROSS)	1498	1346	1.9	89.9	103	307	1.6	20.5	86	670	2.1	44.7	116	369	1.8	24.6	99
CHANGING TIMES	1505	1224	1.7	81.3	93	279	1.4	18.5	78	532	1.7	35.3	91	412	2.0	27.4	110
COLONIAL HOMES	1231	1094	1.5	88.9	102	293	1.5	23.8	100	417	1.3	33.9	88	385	1.9	31.3	125
CONDE NAST MAG. PKG. (GROSS)	14146	12595	17.8	89.0	102	3201	16.5	22.6	95	5554	17.7	39.3	102	3841	19.0	27.2	109
CONSUMERS DIGEST	1323	1180	1.7	89.2	102	361	1.9	27.3	114	561	1.8	42.4	110	258	1.3	19.5	78
COSMOPOLITAN	7102	6228	8.8	87.7	100	1575	8.1	22.2	93	2673	8.5	37.6	97	1980	9.8	27.9	112
COUNTRY LIVING	2481	2284	3.2	92.1	105	747	3.9	30.1	126	878	2.8	35.4	92	659	3.3	26.6	106
CUISINE	1472	1290	1.8	87.6	100	327	1.7	22.2	93	499	1.6	33.9	88	464	2.3	31.5	126
CYCLE WORLD	425	393	0.6	92.5	106	**117	0.6	27.5	115	*188	0.6	44.2	114	**88	0.4	20.7	83
DCI:CREATIVE IDEAS FOR LIV	2510	2187	3.1	87.1	100	702	3.6	28.0	117	826	2.6	32.9	85	659	3.3	26.3	105
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5900	8.3	88.1	101	1589	8.2	23.7	99	2267	7.2	33.9	88	2044	10.1	30.5	122
DISCOVER	894	755	1.1	84.5	96	*163	0.8	18.2	76	294	0.9	32.9	85	298	1.5	33.3	134
EBONY	3507	2910	4.1	83.0	95	781	4.0	22.3	93	1573	5.0	44.9	116	556	2.8	15.9	64
ESQUIRE	1083	899	1.3	83.0	95	273	1.4	25.2	105	464	1.5	42.8	111	*162	0.8	15.0	60
ESSENCE	1830	1497	2.1	81.8	93	401	2.1	21.9	92	841	2.7	46.0	119	255	1.3	13.9	56
FAMILY CIRCLE	15930	14159	20.0	88.9	102	4329	22.4	27.2	114	6156	19.7	38.6	100	3674	18.2	23.1	92
THE FAMILY HANDYMAN	1126	1034	1.5	91.8	105	312	1.6	27.7	116	484	1.5	43.0	111	238	1.2	21.1	85
FAMILY WEEKLY	11468	10340	14.6	90.2	103	2708	14.0	23.6	99	4701	15.0	41.0	106	2931	14.5	25.6	102
FIELD & STREAM	2234	2041	2.9	91.4	104	810	4.2	36.3	152	818	2.6	36.6	95	413	2.0	18.5	74
FOOD & WINE	579	498	0.7	86.0	98	*137	0.7	23.7	99	214	0.7	37.0	96	*147	0.7	25.4	102
FORBES	728	662	0.9	90.9	104	**58	0.3	8.0	33	298	1.0	40.9	106	306	1.5	42.0	168
FORTUNE	906	823	1.2	90.8	104	**109	0.6	12.0	50	351	1.1	38.7	100	363	1.8	40.1	161
GENTLEMEN'S QUARTERLY	791	688	1.0	87.0	99	*183	0.9	23.1	97	244	0.8	30.8	80	*260	1.3	32.9	132
GLAMOUR	5265	4745	6.7	90.1	103	1131	5.8	21.5	90	2213	7.1	42.0	109	1401	6.9	26.6	107
GOLF DIGEST	636	571	0.8	89.8	103	*171	0.9	26.9	112	*245	0.8	38.5	100	*155	0.8	24.4	98
GOLF DIGEST/TENNIS (GROSS)	1186	1050	1.5	88.5	101	*236	1.2	19.9	83	496	1.6	41.8	108	318	1.6	26.8	107
GOLF MAGAZINE	441	410	0.6	93.0	106	**117	0.6	26.5	111	*184	0.6	41.7	108	**108	0.5	24.5	98
GOLF MAGAZINE/SKI (GROSS)	922	855	1.2	92.7	106	*178	0.9	19.3	81	354	1.1	38.4	99	324	1.6	35.1	141
GOOD HOUSEKEEPING	16487	14729	20.8	89.3	102	4189	21.6	25.4	106	6396	20.4	38.8	100	4144	20.5	25.1	101
HARPER'S BAZAAR	2423	2207	3.1	91.1	104	497	2.6	20.5	86	1004	3.2	41.4	107	707	3.5	29.2	117
HEALTH	1994	1793	2.5	89.9	103	425	2.2	21.3	89	898	2.9	45.0	116	470	2.3	23.6	94
HEARST MAG CORP. BUY (GROSS)	44101	39504	55.7	89.6	102	10636	54.9	24.1	101	17040	54.4	38.6	100	11828	58.5	26.8	107
HEARST MAN POWER (GROSS)	1993	1821	2.6	91.4	104	567	2.9	28.4	119	857	2.7	43.0	111	397	2.0	19.9	80
HEARST WOMAN POWER (GROSS)	31274	27877	39.3	89.1	102	7519	38.8	24.0	101	12164	38.9	38.9	101	8193	40.5	26.2	105
HOUSE BEAUTIFUL	3623	3253	4.6	89.8	103	841	4.3	23.2	97	1312	4.2	36.2	94	1100	5.4	30.4	122
INC.	283	272	0.4	96.1	110	**29	0.1	10.2	43	*159	0.5	56.2	145	**84	0.4	29.7	119
JET	2928	2387	3.4	81.5	93	697	3.6	23.8	100	1253	4.0	42.8	111	438	2.2	15.0	60
LADIES' HOME JOURNAL	11918	10664	15.0	89.5	102	2984	15.4	25.0	105	4731	15.1	39.7	103	2949	14.6	24.7	99
LHJ FAMILY GRP COMBO(GROSS)	16764	15044	21.2	89.7	103	4058	21.0	24.2	101	6838	21.8	40.8	106	4148	20.5	24.7	99
LIFE	4254	3676	5.2	86.4	99	1036	5.4	24.4	102	1531	4.9	36.0	93	1109	5.5	26.1	104
L.A. TIMES HOME MAGAZINE	1145	869	1.2	75.9	87	**104	0.5	9.1	38	337	1.1	29.4	76	428	2.1	37.4	150
MADMOISELLE	2884	2588	3.7	89.7	103	689	3.6	23.9	100	1151	3.7	39.9	103	747	3.7	25.9	104
MC CALL'S	13460	12077	17.0	89.7	103	3651	18.9	27.1	113	5220	16.7	38.8	100	3206	15.9	23.8	95
MC CALL'S/MRK MOTHER (GROSS)	14606	13150	18.6	90.0	103	4060	21.0	27.8	116	5706	18.2	39.1	101	3384	16.7	23.2	93
MECHANIX ILLUSTRATED	772	684	1.0	88.6	101	*164	0.8	21.2	89	390	1.2	50.5	131	*130	0.6	16.8	67
METROPOLITAN HOME	967	880	1.2	91.0	104	*240	1.2	24.8	104	272	0.9	28.1	73	367	1.8	38.0	152
MONEY	1588	1367	1.9	86.1	98	*195	1.0	12.3	51	632	2.0	39.8	103	540	2.7	34.0	136
MOTHER EARTH NEWS	1002	888	1.3	88.6	101	*234	1.2	23.4	98	319	1.0	31.8	82	335	1.7	33.4	134
MS.	825	746	1.1	90.4	103	*193	1.0	23.4	98	334	1.1	40.5	105	219	1.1	26.5	106
NATIONAL ENQUIRER	10336	9084	12.8	87.9	100	2891	14.9	28.0	117	4230	13.5	40.9	106	1963	9.7	19.0	76
NATIONAL GEOGRAPHIC	9597	8582	12.1	89.4	102	2103	10.9	21.9	92	3503	11.2	36.5	94	2976	14.7	31.0	124
NATIONAL SUNDAY MAGAZINE PKG	49558	43787	61.8	88.4	101	11400	58.9	23.0	96	19524	62.4	39.4	102	12862	63.6	26.0	104
NATURAL HISTORY	573	478	0.7	83.4	95	**82	0.4	14.3	60	281	0.9	49.0	127	*115	0.6	20.1	80
NEW WOMAN	1699	1461	2.1	86.0	98	320	1.7	18.8	79	601	1.9	35.4	92	539	2.7	31.7	127
NEW YORK INCLUDING CUE	443	385	0.5	86.9	99	**75	0.4	16.9	71	*169	0.5	38.1	99	*142	0.7	32.1	128
THE NEW YORKER	1270	1115	1.6	87.8	100	*187	1.0	14.7	62	459	1.5	36.1	93	469	2.3	36.9	148
NEWSWEEK	6277	5594	7.9	89.1	102	1353	7.0	21.6	90	2418	7.7	38.5	100	1824	9.0	29.1	116
THE N.Y. TIMES DAILY EDITION	1205	1045	1.5	86.7	99	256	1.3	21.2	89	415	1.3	34.4	89	374	1.9	31.0	124
THE N.Y. TIMES MAGAZINE	2081	1750	2.5	84.1	96	315	1.6	15.1	63	741	2.4	35.6	92	694	3.4	33.3	134
OMNI	788	744	1.0	94.4	108	*109	0.6	13.8	58	369	1.2	46.8	121	*266	1.3	33.8	135
ON CABLE	1158	1044	1.5	90.2	103	*395	2.0	34.1	143	396	1.3	34.2	88	253	1.3	21.8	88
1001 HOME IDEAS	2852	2587	3.6	90.7	104	648	3.3	22.7	95	1209	3.9	42.4	110	729	3.6	25.6	102
ORGANIC GARDENING	1658	1500	2.1	90.5	103	507	2.6	30.6	128	654	2.1	39.4	102	339	1.7	20.4	82
OUTDOOR LIFE	896	811	1.1	90.5	103	379	2.0	42.3	177	299	1.0	33.4	86	*132	0.7	14.7	59
PARADE MAGAZINE	24275	21488	30.3	88.5	101	5714	29.5	23.5	98	9456	30.2	39.0	101	6318	31.3	26.0	104

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	70885	100.0	87.5	100	19362	100.0	23.9	100	31308	100.0	38.7	100	20215	100.0	25.0	100
PARENTS	3845	3489	4.9	90.7	104	1033	5.3	26.9	112	1462	4.7	38.0	98	993	4.9	25.8	103
PENTHOUSE	831	723	1.0	87.0	99	*182	0.9	21.9	92	350	1.1	42.1	109	*191	0.9	23.0	92
PEOPLE	11645	10368	14.6	89.0	102	2608	13.5	22.4	94	4354	13.9	37.4	97	3406	16.8	29.2	117
PLAYBOY	2006	1737	2.5	86.6	99	443	2.3	22.1	92	791	2.5	39.4	102	504	2.5	25.1	101
POPULAR HOT RODDING	297	280	0.4	94.3	108	*121	0.6	40.7	170	*99	0.3	33.3	86	*61	0.3	20.5	82
POPULAR MECHANICS	1018	945	1.3	92.8	106	*209	1.1	20.5	86	498	1.6	48.9	127	*238	1.2	23.4	94
POPULAR SCIENCE	878	809	1.1	92.1	105	*181	0.9	20.6	86	425	1.4	48.4	125	*204	1.0	23.2	93
PREVENTION	3913	3511	5.0	89.7	103	1056	5.5	27.0	113	1532	4.9	39.2	101	923	4.6	23.6	94
PSYCHOLOGY TODAY	1710	1505	2.1	88.0	101	377	1.9	22.0	92	663	2.1	38.8	100	465	2.3	27.2	109
READER'S DIGEST	22204	19986	28.2	90.0	103	5819	30.1	26.2	110	8596	27.5	38.7	100	5571	27.6	25.1	101
REDBOOK	7684	6920	9.8	90.1	103	1755	9.1	22.8	96	3095	9.9	40.3	104	2070	10.2	26.9	108
ROAD & TRACK	410	347	0.5	84.6	97	*115	0.6	28.0	117	*129	0.4	31.5	81	*103	0.5	25.1	101
ROLLING STONE	969	848	1.2	87.5	100	*176	0.9	18.2	76	401	1.3	41.4	107	272	1.3	28.1	112
RUNNER'S WORLD	298	265	0.4	88.9	102	*47	0.2	15.8	66	*104	0.3	34.9	90	*114	0.6	38.3	153
SATURDAY EVENING POST	1169	1016	1.4	86.9	99	278	1.4	23.8	99	491	1.6	42.0	109	247	1.2	21.1	85
SCIENCE 84	587	538	0.8	91.7	105	*69	0.4	11.8	49	*217	0.7	37.0	96	*252	1.2	42.9	172
SCIENCE DIGEST	482	443	0.6	91.9	105	*120	0.6	24.9	104	228	0.7	47.3	122	*95	0.5	19.7	79
SCIENTIFIC AMERICAN	594	552	0.8	92.9	106	*77	0.4	13.0	54	*189	0.6	31.8	82	*285	1.4	48.0	192
SELF	2089	1877	2.6	89.9	103	465	2.4	22.3	93	876	2.8	41.9	108	535	2.6	25.6	103
SEVENTEEN	2411	2214	3.1	91.8	105	695	3.6	28.8	121	964	3.1	40.0	103	555	2.7	23.0	92
SKI	480	445	0.6	92.7	106	*61	0.3	12.7	53	*169	0.5	35.2	91	*215	1.1	44.8	179
SMITHSONIAN	2760	2402	3.4	87.0	99	489	2.5	17.7	74	1000	3.2	36.2	94	913	4.5	33.1	133
SOAP OPERA DIGEST	3013	2672	3.8	88.7	101	1022	5.3	33.9	142	1271	4.1	42.2	109	380	1.9	12.6	51
SOUTHERN LIVING	4184	3714	5.2	88.8	101	888	4.6	21.2	89	1441	4.6	34.4	89	1385	6.9	33.1	133
SPORT	559	486	0.7	86.9	99	*163	0.8	29.2	122	*231	0.7	41.3	107	*92	0.5	16.5	66
THE SPORTING NEWS	436	398	0.6	91.3	104	*199	1.0	45.6	191	*136	0.4	31.2	81	*64	0.3	14.7	59
SPORTS AFIELD	493	434	0.6	88.0	101	*238	1.2	48.3	202	*131	0.4	26.6	69	*65	0.3	13.2	53
SPORTS ILLUSTRATED	2758	2484	3.5	90.1	103	697	3.6	25.3	106	1036	3.3	37.6	97	752	3.7	27.3	109
STAR	7456	6514	9.2	87.4	100	2133	11.0	28.6	120	3138	10.0	42.1	109	1243	6.1	16.7	67
SUNDAY	24936	21830	30.8	87.5	100	5678	29.3	22.8	95	9748	31.1	39.1	101	6404	31.7	25.7	103
SUNSET	2124	1915	2.7	90.2	103	*350	1.8	16.5	69	690	2.2	32.5	84	876	4.3	41.2	165
TV GUIDE	21661	19136	27.0	88.3	101	5512	28.5	25.4	106	8638	27.6	39.9	103	4985	24.7	23.0	92
TENNIS	550	479	0.7	87.1	100	*65	0.3	11.8	49	*251	0.8	45.6	118	*163	0.8	29.6	119
TIME	8880	7911	11.2	89.1	102	1933	10.0	21.8	91	3362	10.7	37.9	98	2616	12.9	29.5	118
TOWN & COUNTRY	917	820	1.2	89.4	102	*155	0.8	16.9	71	337	1.1	36.8	95	328	1.6	35.8	143
TRAVEL & LEISURE	972	863	1.2	88.8	101	*215	1.1	22.1	93	285	0.9	29.3	76	363	1.8	37.3	150
TRUE STORY	3356	2981	4.2	88.8	101	1225	6.3	36.5	153	1313	4.2	39.1	101	444	2.2	13.2	53
U.S. NEWS & WORLD REPORT	3410	2998	4.2	87.9	100	687	3.5	20.1	84	1365	4.4	40.0	104	946	4.7	27.7	111
USA TODAY	1759	1601	2.3	91.0	104	400	2.1	22.7	95	694	2.2	39.5	102	507	2.5	28.8	115
US	1873	1706	2.4	91.1	104	533	2.8	28.5	119	692	2.2	36.9	96	480	2.4	25.6	103
VOGUE	3909	3385	4.8	86.6	99	915	4.7	23.4	98	1313	4.2	33.6	87	1157	5.7	29.6	119
HALL STREET JOURNAL	1886	1686	2.4	89.4	102	272	1.4	14.4	60	670	2.1	35.5	92	745	3.7	39.5	158
WEIGHT WATCHERS	2120	1896	2.7	89.4	102	504	2.6	23.8	99	919	2.9	43.3	112	473	2.3	22.3	89
WOMAN'S DAY	14172	12647	17.8	89.2	102	3709	19.2	26.2	109	5625	18.0	39.7	103	3313	16.4	23.4	94
WORKING MOTHER	1146	1073	1.5	93.6	107	409	2.1	35.7	149	486	1.6	42.4	110	*179	0.9	15.6	63
WORKING WOMAN	1322	1176	1.7	89.0	102	222	1.1	16.8	70	551	1.8	41.7	108	403	2.0	30.5	122
WORLD TENNIS	*163	*149	0.2	91.4	104	*88	0.0	4.9	21	*78	0.2	47.9	124	*63	0.3	38.7	155
ZIFF-DAVIS MAG NETHK (GROSS)	2532	2255	3.2	89.1	102	403	2.1	15.9	67	1110	3.5	43.8	113	742	3.7	29.3	117
BLAIR INSERTS	43657	38497	54.3	88.2	101	9843	50.8	22.5	94	17167	54.8	39.3	102	11487	56.8	26.3	105
DAILY NEWSPAPERS																	
READ ANY	51633	45491	64.2	88.1	101	12469	64.4	24.1	101	19833	63.3	38.4	99	13189	65.2	25.5	102
READ ONE	43463	38269	54.0	88.0	101	10520	54.3	24.2	101	16674	53.3	38.4	99	11075	54.8	25.5	102
READ TWO OR MORE	8170	7222	10.2	88.4	101	1949	10.1	23.9	100	3159	10.1	38.7	100	2114	10.5	25.9	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	46535	65.6	88.3	101	12133	62.7	23.0	96	20685	66.1	39.3	102	13718	67.9	26.0	104
READ ONE	46126	40743	57.5	88.3	101	10629	54.9	23.0	96	18259	58.3	39.6	102	11855	58.6	25.7	103
READ TWO OR MORE	6552	5792	8.2	88.4	101	1504	7.8	23.0	96	2425	7.7	37.0	96	1863	9.2	28.4	114
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.82				26.69				27.85				28.84			
30 DAY REACH	71455	62486	88.2	87.4	100	16996	87.8	23.8	99	27412	87.6	38.4	99	18078	89.4	25.3	101
50 SHWG - 30 DAY AV FREQ	14.56	14.68				14.08				14.62				15.33			
30 DAY REACH	67742	59329	83.7	87.6	100	16153	83.4	23.8	100	26158	83.6	38.6	100	17018	84.2	25.1	101
25 SHWG - 30 DAY AV FREQ	7.94	7.96				7.57				8.00				8.25			
30 DAY REACH	62117	54712	77.2	88.1	101	15021	77.6	24.2	101	23902	76.3	38.5	100	15788	78.1	25.4	102
CABLE TV: HOME WIRED	32077	28557	40.3	89.0	102	7430	38.4	23.2	97	12150	38.8	37.9	98	8977	44.4	28.0	112
HOME NOT WIRED	48909	42328	59.7	86.5	99	11932	61.6	24.4	102	19158	61.2	39.2	101	11238	55.6	23.0	92
HAVE PAY CABLE	15935	14373	20.3	90.2	103	3545	18.3	22.2	93	6069	19.4	38.1	99	4759	23.5	29.9	120

DISHWASHING LIQUID (NOT FOR AUTOMATIC DISHWASHERS): USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	70885	100.0	87.5	100	19362	100.0	23.9	100	31308	100.0	38.7	100	20215	100.0	25.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	38565	54.4	87.8	100	10192	52.6	23.2	97	16666	53.2	37.9	98	11706	57.9	26.7	107
10:00 AM - 3:00 PM	30659	27203	38.4	88.7	101	7771	40.1	25.3	106	11480	36.7	37.4	97	7953	39.3	25.9	104
3:00 PM - 7:00 PM	31045	27405	38.7	88.3	101	7097	36.7	22.9	96	11969	38.2	38.6	100	8339	41.3	26.9	108
7:00 PM - MIDNIGHT	15767	13812	19.5	87.6	100	3487	18.0	22.1	93	5993	19.1	38.0	98	4332	21.4	27.5	110
MIDNIGHT - 6:00 AM	9120	8090	11.4	88.7	101	2158	11.1	23.7	99	3579	11.4	39.2	102	2353	11.6	25.8	103
6:00 AM - MIDNIGHT	58527	51507	72.7	88.0	101	13864	71.6	23.7	99	22167	70.8	37.9	98	15476	76.6	26.4	106
ENTIRE DAY	59311	52160	73.6	87.9	100	14065	72.6	23.7	99	22442	71.7	37.8	98	15654	77.4	26.4	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14782	20.9	91.4	104	3877	20.0	24.0	100	6508	20.8	40.2	104	4397	21.8	27.2	109
ALL NEWS	2256	1834	2.6	81.3	93	475	2.5	21.1	88	775	2.5	34.4	89	585	2.9	25.9	104
AOR/PROGRESSIVE	3874	3387	4.8	87.4	100	785	4.1	20.3	85	1484	4.7	38.3	99	1119	5.5	28.9	116
BEAUTIFUL MUSIC	5660	4991	7.0	88.2	101	1242	6.4	21.9	92	1990	6.4	35.2	91	1759	8.7	31.1	125
BLACK	2204	1842	2.6	83.6	95	513	2.6	23.3	97	972	3.1	44.1	114	357	1.8	16.2	65
CLASSICAL	1418	1242	1.8	87.6	100	300	1.5	21.2	88	534	1.7	37.7	97	408	2.0	28.8	115
CHR/ROCK	9538	8566	12.1	89.8	103	2231	11.5	23.4	98	3560	11.4	37.3	97	2774	13.7	29.1	117
COUNTRY	12648	11160	15.7	88.2	101	3451	17.8	27.3	114	4568	14.6	36.1	93	3141	15.5	24.8	99
GOLDEN OLDIES	1191	1039	1.5	87.2	100	*241	1.2	20.2	85	463	1.5	38.9	101	335	1.7	28.1	113
MOR/NOSTALGIA	4757	4126	5.8	86.7	99	998	5.2	21.0	88	1803	5.8	37.9	98	1324	6.5	27.8	112
NEWS/TALK	3863	3349	4.7	86.7	99	756	3.9	19.6	82	1438	4.6	37.2	96	1154	5.7	29.9	120
RELIGIOUS	3084	2629	3.7	85.2	97	686	3.5	22.2	93	1062	3.4	34.4	89	882	4.4	28.6	115
SOFT ROCK	521	398	0.6	76.4	87	**98	0.5	18.8	79	*186	0.6	35.7	92	*113	0.6	21.7	87
URBAN CONTEMPORARY	1585	1294	1.8	81.6	93	363	1.9	22.9	96	640	2.0	40.4	104	291	1.4	18.4	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2940	4.1	90.2	103	980	5.1	30.1	126	1228	3.9	37.7	97	732	3.6	22.4	90
ABC DIRECTION	2316	2059	2.9	88.9	102	587	3.0	25.3	106	931	3.0	40.2	104	541	2.7	23.4	94
ABC ENTERTAINMENT	4834	4214	5.9	87.2	100	1157	6.0	23.9	100	1703	5.4	35.2	91	1354	6.7	28.0	112
ABC FM	2202	1862	2.6	84.6	97	526	2.7	23.9	100	791	2.5	35.9	93	545	2.7	24.8	99
ABC INFORMATION	5425	4776	6.7	88.0	101	1062	5.5	19.6	82	2151	6.9	39.6	103	1564	7.7	28.8	115
ABC ROCK	1677	1553	2.2	92.6	106	375	1.9	22.4	94	755	2.4	45.0	116	423	2.1	25.2	101
CBS	4430	3812	5.4	86.0	98	929	4.8	21.0	88	1756	5.6	39.6	103	1126	5.6	25.4	102
MUTUAL	4992	4514	6.4	90.4	103	1359	7.0	27.2	114	1913	6.1	38.3	99	1242	6.1	24.9	100
NBC	4679	4196	5.9	89.7	102	1115	5.8	23.8	100	1837	5.9	39.3	102	1245	6.2	26.6	107
RADIORADIO	1994	1782	2.5	89.4	102	463	2.4	23.2	97	898	2.9	45.0	116	421	2.1	21.1	85
RKO ONE	2298	2068	2.9	90.0	103	532	2.7	23.2	97	881	2.8	38.3	99	656	3.2	28.5	114
RKO TWO	3311	2907	4.1	87.8	100	794	4.1	24.0	100	1273	4.1	38.4	99	841	4.2	25.4	102
THE SOURCE	2114	1851	2.6	87.6	100	393	2.0	18.6	78	917	2.9	43.4	112	541	2.7	25.6	103
NON-WIRED : BLAIR	8654	7692	10.9	88.9	102	1970	10.2	22.8	95	3265	10.4	37.7	98	2457	12.2	28.4	114
INTERNET	12025	10533	14.9	87.6	100	2682	13.9	22.3	93	4384	14.0	36.5	94	3467	17.2	28.8	116
KATZ RADIO GROUP	15359	13579	19.2	88.4	101	3526	18.2	23.0	96	5844	18.7	38.0	98	4209	20.8	27.4	110
SUPERNET	10628	9417	13.3	88.6	101	2621	13.5	24.7	103	4138	13.2	38.9	101	2658	13.1	25.0	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	7475	10.5	86.3	99	2212	11.4	25.5	107	3290	10.5	38.0	98	1973	9.8	22.8	91
WKDAY 9:00 AM - 1:00 PM	12163	10553	14.9	86.8	99	3447	17.8	28.3	119	4516	14.4	37.1	96	2590	12.8	21.3	85
WKDAY 1:00 PM - 4:30 PM	16150	14026	19.8	86.8	99	4419	22.8	27.4	114	6217	19.9	38.5	100	3389	16.8	21.0	84
WKDAY 4:30 PM - 7:30 PM	22463	19302	27.2	85.9	98	5582	28.8	24.8	104	8631	27.6	38.4	99	5089	25.2	22.7	91
WKDAY 7:30 PM - 8:00 PM	31795	27621	39.0	86.9	99	7707	39.8	24.2	101	12627	40.3	39.7	103	7286	36.0	22.9	92
WKDAY 11:00 PM - 11:30 PM	23977	21131	29.8	88.1	101	5792	29.9	24.2	101	9692	31.0	40.4	105	5647	27.9	23.6	94
WKDAY 11:30 PM - 1:00 AM	7703	6761	9.5	87.8	100	2050	10.6	26.6	111	2990	9.6	38.8	100	1721	8.5	22.3	90
M-SAT 8-11 PM-SUN 7-11 PM	33800	29608	41.8	87.6	100	8334	43.0	24.7	103	13225	42.2	39.1	101	8049	39.8	23.8	95
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5614	7.9	85.9	98	1567	8.1	24.0	100	2659	8.5	40.7	105	1388	6.9	21.2	85
ANOTHER WORLD	N 4620	4066	5.7	88.0	101	1325	6.8	28.7	120	1743	5.6	37.7	98	997	4.9	21.6	86
AS THE WORLD TURNS	C 5614	4828	6.8	86.0	98	1489	7.7	26.5	111	2223	7.1	39.6	102	1116	5.5	19.9	80
CAPITOL	C 3396	2866	4.0	84.4	96	902	4.7	26.6	111	1341	4.3	39.5	102	624	3.1	18.4	74
CBS MORN. NEWS 1	C 1446	1206	1.7	83.4	95	394	2.0	27.2	114	525	1.7	36.3	94	287	1.4	19.8	80
CBS MORN. NEWS 2	C 1207	1002	1.4	83.0	95	278	1.4	23.0	96	466	1.5	38.6	100	258	1.3	21.4	86
DAYS OF OUR LIVES	N 5877	5185	7.3	88.2	101	1772	9.2	30.2	126	2046	6.5	34.8	90	1367	6.8	23.3	93
FACTS OF LIFE - DAYTIME	N 2290	1938	2.7	84.6	97	598	3.1	26.1	109	903	2.9	39.4	102	437	2.2	19.1	76
FAMILY FEUD	A 3023	2596	3.7	85.9	98	810	4.2	26.8	112	1155	3.7	38.2	99	631	3.1	20.9	84
GENERAL HOSPITAL	A 6097	5279	7.4	86.6	99	1607	8.3	26.4	110	2372	7.6	38.9	101	1300	6.4	21.3	85
GOOD MORNING, AMERICA-730	A 3515	3112	4.4	88.5	101	803	4.1	22.8	96	1453	4.6	41.3	107	856	4.2	24.4	98
GOOD MORNING, AMERICA-830	A 2818	2514	3.5	89.2	102	679	3.5	24.1	101	1162	3.7	41.2	107	673	3.3	23.9	96
GUIDING LIGHT	C 5339	4636	6.5	86.8	99	1519	7.8	28.5	119	2081	6.6	39.0	101	1036	5.1	19.4	78
ONE LIFE TO LIVE	A 4478	3862	5.4	86.2	99	1196	6.2	26.7	112	167							

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	TOTAL U.S. '000	AJAX LIQUID				DAMN				DERMASSAGE				DOVE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	5765	100.0	7.1	100	23672	100.0	29.2	100	3451	100.0	4.3	100	6494	100.0	8.0	100
18 - 24	9282	699	12.1	7.5	106	2945	12.4	31.7	109	*352	10.2	3.8	89	973	15.0	10.5	131
25 - 34	19072	1489	25.8	7.8	110	6279	26.5	32.9	113	835	24.2	4.4	103	1316	20.3	6.9	86
35 - 44	14591	1208	21.0	8.3	116	4248	17.9	29.1	100	677	19.6	4.6	109	1064	16.4	7.3	91
45 - 54	11345	810	14.1	7.1	100	3177	13.4	28.0	96	*360	10.4	3.2	74	896	13.8	7.9	98
55 - 64	11635	908	15.8	7.8	110	3100	13.1	26.6	91	*530	15.4	4.6	107	924	14.2	7.9	99
65 OR OLDER	15061	652	11.3	4.3	61	3924	16.6	26.1	89	697	20.2	4.6	109	1322	20.4	8.8	109
18 - 34	28354	2188	38.0	7.7	108	9224	39.0	32.5	111	1188	34.4	4.2	98	2289	35.2	8.1	101
18 - 49	48339	3773	65.4	7.8	110	15038	63.5	31.1	106	2046	59.3	4.2	99	3814	58.7	7.9	98
25 - 54	45008	3506	60.8	7.8	109	13703	57.9	30.4	104	1871	54.2	4.2	98	3275	50.4	7.3	91
35 - 49	19985	1585	27.5	7.9	111	5815	24.6	29.1	100	858	24.9	4.3	101	1525	23.5	7.6	95
50 OR OLDER	32647	1992	34.6	6.1	86	8634	36.5	26.4	90	1405	40.7	4.3	101	2681	41.3	8.2	102
GRADUATED COLLEGE	11155	799	13.9	7.2	101	2726	11.5	24.4	84	*373	10.8	3.3	78	696	10.7	6.2	78
ATTENDED COLLEGE	13682	921	16.0	6.7	95	3829	16.2	28.0	96	553	16.0	4.0	95	1072	16.5	7.8	98
GRADUATED HIGH SCHOOL	33880	2618	45.4	7.7	109	10151	42.9	30.0	103	1677	48.6	4.9	116	2774	42.7	8.2	102
DID NOT GRADUATE HIGH SCHOOL	22270	1427	24.8	6.4	90	6966	29.4	31.3	107	847	24.5	3.8	89	1952	30.1	8.8	109
EMPLOYED	40306	2949	51.2	7.3	103	12035	50.8	29.9	102	1415	41.0	3.5	82	3056	47.1	7.6	95
EMPLOYED FULL-TIME	32850	2389	41.4	7.3	102	9753	41.2	29.7	102	1114	32.3	3.4	80	2465	38.0	7.5	94
EMPLOYED PART-TIME	7456	560	9.7	7.5	106	2282	9.6	30.6	105	*301	8.7	4.0	95	592	9.1	7.9	99
NOT EMPLOYED	40680	2816	48.8	6.9	97	11637	49.2	28.6	98	2036	59.0	5.0	117	3438	52.9	8.5	105
PROFESSIONAL/MANAGER	10392	670	11.6	6.4	91	2807	11.9	27.0	92	*289	8.4	2.8	65	694	10.7	6.7	83
TECH/CLERICAL/SALES	17574	1344	23.3	7.6	107	5194	21.9	29.6	101	781	22.6	4.4	104	1362	21.0	7.8	97
PRECISION/CRAFT	985	*881	1.4	8.2	116	*267	1.1	27.1	93	*19	0.6	1.9	45	*41	0.6	4.2	52
OTHER EMPLOYED	11354	854	14.8	7.5	106	3767	15.9	33.2	114	*326	9.4	2.9	67	959	14.8	8.4	105
SINGLE	9863	550	9.5	5.6	78	2679	11.3	27.2	93	*425	12.3	4.3	101	907	14.0	9.2	115
MARRIED	51375	4018	69.7	7.8	110	15687	66.3	30.5	104	2108	61.1	4.1	96	3844	59.2	7.5	93
DIVORCED/SEPARATED/WIDOWED	19748	1197	20.8	6.1	85	5306	22.4	26.9	92	919	26.6	4.7	109	1743	26.8	8.8	110
PARENTS	32590	2828	49.1	8.7	122	10922	46.1	33.3	115	1487	43.1	4.6	107	2788	42.9	8.6	107
WHITE	70416	4964	86.1	7.0	99	20922	88.4	29.7	102	3083	89.3	4.4	103	5556	85.6	7.9	98
BLACK	8778	727	12.6	8.3	116	2333	9.9	26.6	91	*319	9.2	3.6	85	793	12.2	9.0	113
OTHER	1791	*74	1.3	4.1	58	*417	1.8	23.3	80	*49	1.4	2.7	64	*145	2.2	8.1	101
NORTHEAST-CENSUS	17786	2164	37.5	12.2	171	4749	20.1	26.7	91	926	26.8	5.2	122	1380	21.3	7.8	97
NORTH CENTRAL	20741	1394	24.2	6.7	94	7186	30.4	34.6	119	1094	31.7	5.3	124	1541	23.7	7.4	93
SOUTH	27775	1407	24.4	5.1	71	8192	34.6	29.5	101	1197	34.7	4.3	101	2562	39.5	9.2	115
WEST	14683	800	13.9	5.4	77	3546	15.0	24.2	83	*234	6.8	1.6	37	1011	15.6	6.9	86
NORTHEAST-MKTG.	17961	2040	35.4	11.4	160	4585	19.4	25.5	87	947	27.4	5.3	124	1404	21.6	7.8	97
EAST CENTRAL	11885	880	15.3	7.4	104	3708	15.7	31.2	107	875	25.4	7.4	173	1089	16.8	9.2	114
WEST CENTRAL	14090	928	16.1	6.6	93	5132	21.7	36.4	125	557	16.1	4.0	93	957	14.7	6.8	85
SOUTH	24081	1223	21.2	5.1	71	7355	31.1	30.5	104	882	25.6	3.7	86	2176	33.5	9.0	113
PACIFIC	12969	694	12.0	5.4	75	2893	12.2	22.3	76	*190	5.5	1.5	34	868	13.4	6.7	83
COUNTY SIZE A	32439	2613	45.3	8.1	113	7845	33.1	24.2	83	1356	39.3	4.2	98	2502	38.5	7.7	96
COUNTY SIZE B	24915	1971	34.2	7.9	111	7408	31.3	29.7	102	996	28.9	4.0	94	2009	30.9	8.1	101
COUNTY SIZE C	12930	717	12.4	5.5	78	4574	19.3	35.4	121	555	16.1	4.3	101	1273	19.6	9.8	123
COUNTY SIZE D	10703	*464	8.0	4.3	61	3846	16.2	35.9	123	544	15.8	5.1	119	711	10.9	6.6	83
METRO CENTRAL CITY	24518	1666	28.9	6.8	95	6359	26.9	25.9	89	936	27.1	3.8	90	2137	32.9	8.7	109
METRO SUBURBAN	35919	2943	51.0	8.2	115	10054	42.5	28.0	96	1443	41.8	4.0	94	2642	40.7	7.4	92
NON METRO	20549	1156	20.1	5.6	79	7260	30.7	35.3	121	1071	31.0	5.2	122	1716	26.4	8.4	104
TOP 5 ADI'S	18341	1746	30.3	9.5	134	4220	17.8	23.0	79	680	19.7	3.7	87	1258	19.4	6.9	86
TOP 10 ADI'S	25378	2330	40.4	9.2	129	5694	24.1	22.4	77	1019	29.5	4.0	94	1920	29.6	7.6	94
TOP 20 ADI'S	36488	2910	50.5	8.0	112	8803	37.2	24.1	83	1589	46.0	4.4	102	2794	43.0	7.7	95
MSHLD INC. \$50,000 OR MORE	6612	668	11.6	10.1	142	1697	7.2	25.7	88	*259	7.5	3.9	92	*478	7.4	7.2	90
\$40,000 OR MORE	12659	1178	20.4	9.3	131	3538	14.9	27.9	96	*556	16.1	4.4	103	1119	17.2	8.8	110
\$30,000 OR MORE	24698	2055	35.6	8.3	117	7001	29.6	28.3	97	1020	29.6	4.1	97	1952	30.1	7.9	99
\$25,000 OR MORE	32077	2501	43.4	7.8	110	9125	38.5	28.4	97	1286	37.3	4.0	94	2480	38.2	7.7	96
\$20,000 - \$24,999	9144	658	11.4	7.2	101	2731	11.5	29.9	102	*377	10.9	4.1	97	735	11.3	8.0	100
\$15,000 - \$19,999	8728	700	12.1	8.0	113	2260	9.5	25.9	89	*395	11.4	4.5	106	581	8.9	6.7	83
\$10,000 - \$14,999	12562	786	13.6	6.3	88	4298	18.2	34.2	117	695	20.1	5.5	130	1083	16.7	8.6	108
UNDER \$10,000	18475	1121	19.4	6.1	85	5258	22.2	28.5	97	699	20.3	3.8	89	1615	24.9	8.7	109
HOUSEHOLD OF 1 PERSON	11987	534	9.3	4.5	63	2942	12.4	24.5	84	468	13.6	3.9	92	1039	16.0	8.7	108
2 PEOPLE	26577	1806	31.3	6.8	95	7021	29.7	26.4	90	1137	32.9	4.3	100	1777	27.4	6.7	83
3 OR 4 PEOPLE	30617	2322	40.3	7.6	107	9459	40.0	30.9	106	1342	38.9	4.4	103	2561	39.4	8.4	104
5 OR MORE PEOPLE	11804	1103	19.1	9.3	131	4250	18.0	36.0	123	*504	14.6	4.3	100	1117	17.2	9.5	118
NO CHILD IN MSHLD	46165	2692	46.7	5.8	82	12085	51.1	26.2	90	1884	54.6	4.1	96	3509	54.0	7.6	95
CHILD(REN) UNDER 2 YRS	5325	*523	9.1	9.8	138	1974	8.3	37.1	127	*209	6.1	3.9	92	*414	6.4	7.8	97
2 - 5 YEARS	14221	1394	24.2	9.8	138	4982	21.0	35.0	120	648	18.8	4.6	107	1291	19.9	9.1	113
6 - 11 YEARS	15117	1412	24.5	9.3	131	5231	22.1	34.6	118	775	22.5	5.1	120	1371	21.1	9.1	113
12 - 17 YEARS	16611	1302	22.6	7.8	110	5138	21.7	30.9	106	721	20.9	4.3	102	1464	22.5	8.8	110
RESIDENCE OWNED	55884	3914	67.9	7.0	98	16878	71.3	30.2	103	2682	77.7	4.8	113	4548	70.0	8.1	101
VALUE: \$50,000 OR MORE	31744	2246	39.0	7.1	99	8735	36.9	27.5	94	1364	39.5	4.3	101	2367	36.4	7.5	93
VALUE: UNDER \$50,000	24140	1668	28.9	6.9	97	8143	34.4	33.7	115	1318	38.2	5.5	128	2180	33.6	9.0	113

DISHWASHING LIQUID (NOT FOR AUTOMATIC DISHWASHERS): BRANDS
(FEMALE HOMEOWNERS)

			TOTAL	AJAX LIQUID				DAMN				DERMASSAGE				DOVE			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
			DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN
			ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS
			INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX
TOTAL FEMALE HOMEOWNERS			80986	5765	100.0	7.1	100	23672	100.0	29.2	100	3451	100.0	4.3	100	6494	100.0	8.0	100
MAGAZINES	QUINTILE 1	15799	1284	22.3	8.1	114	4897	20.7	31.0	106	725	21.0	4.6	108	1250	19.2	7.9	99	
	QUINTILE 2	17259	1192	20.7	6.9	97	4870	20.6	28.2	97	730	21.2	4.2	99	1351	20.8	7.8	98	
	QUINTILE 3	13545	951	16.5	7.0	99	3803	16.1	28.1	96	565	16.4	4.2	98	1246	19.2	9.2	115	
	QUINTILE 4	15133	1144	19.8	7.6	106	4276	18.1	28.3	97	732	21.2	4.8	114	1110	17.1	7.3	91	
	QUINTILE 5	19250	1194	20.7	6.2	87	5827	24.6	30.3	104	698	20.2	3.6	85	1538	23.7	8.0	100	
NEWSPAPERS	QUINTILE 1	12413	1044	18.1	8.4	118	3457	14.6	27.8	95	641	18.6	5.2	121	905	13.9	7.3	91	
	QUINTILE 2	24116	1673	29.0	6.9	97	6754	28.5	28.0	96	996	28.9	4.1	97	1775	27.3	7.4	92	
	QUINTILE 3	11261	660	11.4	5.9	82	3335	14.1	29.6	101	440	12.7	3.9	92	1100	16.9	9.8	122	
	QUINTILE 4	20255	1504	26.1	7.4	104	6311	26.7	31.2	107	856	24.8	4.2	99	1749	26.9	8.6	108	
	QUINTILE 5	12940	884	15.3	6.8	96	3815	16.1	29.5	101	517	15.0	4.0	94	967	14.9	7.5	93	
OUTDOOR	QUINTILE 1	14852	1198	20.8	8.1	113	4261	18.0	28.7	98	602	17.4	4.1	95	1091	16.8	7.3	92	
	QUINTILE 2	15725	1257	21.8	8.0	112	4860	20.5	30.9	106	547	15.9	3.5	82	1334	20.5	8.5	106	
	QUINTILE 3	16330	1179	20.5	7.2	101	4668	19.7	28.6	98	778	22.5	4.8	112	1349	20.8	8.3	103	
	QUINTILE 4	16744	1155	20.0	6.9	97	5008	21.2	29.9	102	812	23.5	4.8	114	1435	22.1	8.6	107	
	QUINTILE 5	17334	976	16.9	5.6	79	4876	20.6	28.1	96	712	20.6	4.1	96	1285	19.8	7.4	92	
RADIO-DRIVE TIME	QUINTILE 1	15911	922	16.0	5.8	81	4742	20.0	29.8	102	683	19.8	4.3	101	1309	20.2	8.2	103	
	QUINTILE 2	14837	1103	19.1	7.4	104	4705	19.9	31.7	108	551	16.0	3.7	87	1102	17.0	7.4	93	
	QUINTILE 3	15339	1129	19.6	7.4	103	4098	17.3	26.7	91	819	23.7	5.3	125	1357	20.9	8.8	110	
	QUINTILE 4	16723	1291	22.4	7.7	108	5159	21.8	30.8	106	670	19.4	4.0	94	1178	18.1	7.0	88	
	QUINTILE 5	18176	1321	22.9	7.3	102	4968	21.0	27.3	94	727	21.1	4.0	94	1549	23.9	8.5	106	
RADIO-MID-DAY	TERCILE 1	21020	1441	25.0	6.9	96	6262	26.5	29.8	102	969	28.1	4.6	108	1663	25.6	7.9	99	
	TERCILE 2	21610	1708	29.6	7.9	111	6729	28.4	31.1	107	965	28.0	4.5	105	1825	28.1	8.4	105	
	TERCILE 3	38355	2616	45.4	6.8	96	10680	45.1	27.8	95	1517	44.0	4.0	93	3007	46.3	7.8	98	
RADIO-TOTAL	QUINTILE 1	15988	1077	18.7	6.7	95	4738	20.0	29.6	101	706	20.5	4.4	104	1262	19.4	7.9	98	
	QUINTILE 2	15626	1022	17.7	6.5	92	4812	20.3	30.8	105	586	17.0	3.8	88	1210	18.6	7.7	97	
	QUINTILE 3	16723	1358	23.6	8.1	114	5025	21.2	30.0	103	838	24.3	5.0	118	1450	22.3	8.7	108	
	QUINTILE 4	16342	1291	22.4	7.9	111	4804	20.3	29.4	101	698	20.2	4.3	100	1224	18.8	7.5	93	
	QUINTILE 5	16306	1017	17.6	6.2	88	4294	18.1	26.3	90	623	18.1	3.8	90	1348	20.8	8.3	103	
TV-PRIME TIME	QUINTILE 1	15953	1073	18.6	6.7	94	4657	19.7	29.2	100	777	22.5	4.9	114	1373	21.1	8.6	107	
	QUINTILE 2	16137	1120	19.4	6.9	98	5033	21.3	31.2	107	805	23.3	5.0	117	1520	23.4	9.4	117	
	QUINTILE 3	16420	1285	22.3	7.8	110	4731	20.0	28.8	99	694	20.1	4.2	99	1280	19.7	7.8	97	
	QUINTILE 4	16687	1226	21.3	7.3	103	4575	19.3	27.4	94	666	19.3	4.0	94	1157	17.8	6.9	86	
	QUINTILE 5	15789	1062	18.4	6.7	94	4676	19.8	29.6	101	510	14.8	3.2	76	1166	18.0	7.4	92	
TV-DAYTIME	TERCILE 1	27736	1873	32.5	6.8	95	8717	36.8	31.4	108	1263	36.6	4.6	107	2312	35.6	8.3	104	
	TERCILE 2	26489	2051	35.6	7.7	109	7842	33.1	29.6	101	1081	31.3	4.1	96	2129	32.8	8.0	100	
	TERCILE 3	26761	1841	31.9	6.9	97	7114	30.1	26.6	91	1107	32.1	4.1	97	2053	31.6	7.7	96	
TV-TOTAL	QUINTILE 1	16345	1015	17.6	6.2	87	4900	20.7	30.0	103	876	25.4	5.4	126	1513	23.3	9.3	115	
	QUINTILE 2	16447	1069	18.5	6.5	91	4918	20.8	29.9	102	797	23.1	4.8	114	1370	21.1	8.3	104	
	QUINTILE 3	15980	1235	21.4	7.7	109	4469	18.9	28.0	96	609	17.6	3.8	89	1141	17.6	7.1	89	
	QUINTILE 4	15887	1360	23.6	8.6	120	4681	19.8	29.5	101	576	16.7	3.6	85	1293	19.9	8.1	101	
	QUINTILE 5	16326	1087	18.9	6.7	94	4705	19.9	28.8	99	593	17.2	3.6	85	1178	18.1	7.2	90	
MAGAZINES-NEWSPAPERS: DUAL			20721	1532	26.6	7.4	104	5885	24.9	28.4	97	970	28.1	4.7	110	1722	26.5	8.3	104
MAGAZINE IMPERATIVE			19186	1364	23.7	7.1	100	5743	24.3	29.9	102	729	21.1	3.8	89	1554	23.9	8.1	101
NEWSPAPER IMPERATIVE			21899	1504	26.1	6.9	96	6137	25.9	28.0	96	915	26.5	4.2	98	1664	25.6	7.6	95
MAGAZINES-OUTDOOR: DUAL			15451	1303	22.6	8.4	118	4565	19.3	29.5	101	674	19.5	4.4	102	1190	18.3	7.7	96
MAGAZINE IMPERATIVE			25953	1681	29.2	6.5	91	7371	31.1	28.4	97	1179	34.2	4.5	107	2164	33.3	8.3	104
OUTDOOR IMPERATIVE			24400	1804	31.3	7.4	104	7173	30.3	29.4	101	1012	29.3	4.1	97	1971	30.4	8.1	101
MAGAZINES-RADIO: DUAL			18049	1247	21.6	6.9	97	5347	22.6	29.6	101	720	20.9	4.0	94	1304	20.1	7.2	90
MAGAZINE IMPERATIVE			23571	1874	32.5	8.0	112	6759	28.6	28.7	98	1096	31.8	4.6	109	2039	31.4	8.7	108
RADIO IMPERATIVE			23278	1594	27.6	6.8	96	7121	30.1	30.6	105	1027	29.8	4.4	104	1983	30.5	8.5	106
MAGAZINES-TELEVISION: DUAL			15459	987	17.1	6.4	90	4533	19.1	29.3	100	849	24.6	5.5	129	1224	18.8	7.9	99
MAGAZINE IMPERATIVE			25829	2097	36.4	8.1	114	7444	31.4	28.8	99	909	26.3	3.5	83	2086	32.1	8.1	101
TELEVISION IMPERATIVE			26039	1669	29.0	6.4	90	7684	32.5	29.5	101	1219	35.3	4.7	110	2318	35.7	8.9	111
NEWSPAPERS-OUTDOOR: DUAL			16605	1414	24.5	8.5	120	5006	21.1	30.1	103	627	18.2	3.8	89	1185	18.2	7.1	89
NEWSPAPER IMPERATIVE			26834	1726	29.9	6.4	90	7407	31.3	27.6	94	1291	37.4	4.8	113	2159	33.2	8.0	100
OUTDOOR IMPERATIVE			23346	1709	29.6	7.3	103	6763	28.6	29.0	99	974	28.2	4.2	98	2122	32.7	9.1	113
NEWSPAPERS-RADIO: DUAL			17133	1020	17.7	6.0	84	4996	21.1	29.2	100	740	21.4	4.3	101	1132	17.4	6.6	82
NEWSPAPER IMPERATIVE			25892	2040	35.4	7.9	111	7037	29.7	27.2	93	1193	34.6	4.6	108	2143	33.0	8.3	103
RADIO IMPERATIVE			23167	1719	29.8	7.4	104	7248	30.6	31.3	107	926	26.8	4.0	94	2056	31.7	8.9	111
NEWSPAPERS-TELEVISION: DUAL			17159	1060	18.4	6.2	87	4808	20.3	28.0	96	828	24.0	4.8	113	1305	20.1	7.6	95
NEWSPAPER IMPERATIVE			26214	2003	34.7	7.6	107	7167	30.3	27.3	94	1035	30.0	3.9	93	1971	30.4	7.5	94
TELEVISION IMPERATIVE			23412	1569	27.2	6.7	94	7201	30.4	30.8	105	1116	32.3	4.8	112	2248	34.6	9.6	120
OUTDOOR-RADIO: DUAL			15303	1036	18.0	6.8	95	4596	19.4	30.0	103	td							

	TOTAL U.S. '000	AJAX LIQUID				DAMN				DERMASSEGE				DOVE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	5765	100.0	7.1	100	23672	100.0	29.2	100	3451	100.0	4.3	100	6494	100.0	8.0	100
ATLANTIC MONTHLY	415	**14	0.2	3.4	47	**113	0.5	27.2	93	**8	0.2	1.9	45	**15	0.2	3.6	45
BARRON'S	453	**39	0.7	8.6	121	**128	0.5	28.3	97	**7	0.2	1.5	36	**19	0.3	4.2	52
BETTER HOMES & GARDENS	16256	1238	21.5	7.6	107	4683	19.8	28.8	99	715	20.7	4.4	103	1341	20.6	8.2	103
BON APPETIT	2535	**105	1.8	4.1	58	616	2.6	24.3	83	**121	3.5	4.8	112	**161	2.5	6.4	79
BUSINESS WEEK	1278	**67	1.2	5.2	74	286	1.2	22.4	77	**34	1.0	2.7	62	**115	1.8	9.0	112
CAR AND DRIVER	378	**12	0.2	3.2	45	**85	0.4	22.5	77	**22	0.6	5.8	137	**50	0.8	13.2	165
CBS MAGAZINE NETWORK (GROSS)	1498	**118	2.0	7.9	111	442	1.9	29.5	101	**102	3.0	6.8	160	**80	1.2	5.3	67
CHANGING TIMES	1505	**120	2.1	8.0	112	377	1.6	25.0	86	**64	1.9	4.3	100	**93	1.4	6.2	77
COLONIAL HOMES	1231	**115	2.0	9.3	131	310	1.3	25.2	86	**41	1.2	3.3	78	**105	1.6	8.5	106
CONDE NAST MAG. PKG. (GROSS)	14146	1207	20.9	8.5	120	4075	17.2	28.8	99	574	16.6	4.1	95	1092	16.8	7.7	96
CONSUMERS DIGEST	1323	**112	1.9	8.5	119	386	1.6	29.2	100	**76	2.2	5.7	135	**81	1.2	6.1	76
COSMOPOLITAN	7102	546	9.5	7.7	108	1979	8.4	27.9	95	354	10.3	5.0	117	658	10.1	9.3	116
COUNTRY LIVING	2481	**168	2.9	6.8	95	661	2.8	26.6	91	**162	4.7	6.5	153	**151	2.3	6.1	76
CUISINE	1472	**77	1.3	5.2	73	399	1.7	27.1	93	**79	2.3	5.4	126	**130	2.0	8.8	110
CYCLE WORLD	425	**55	1.0	12.9	182	**121	0.5	28.5	97	**29	0.8	6.8	160	**16	0.2	3.8	47
DCI:CREATIVE IDEAS FOR LIV	2510	**171	3.0	6.8	96	618	2.6	24.6	84	**77	2.2	3.1	72	**210	3.2	8.4	104
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	336	5.8	5.0	71	1651	7.0	24.7	84	270	7.8	4.0	95	608	9.4	9.1	113
DISCOVER	894	**67	1.2	7.5	105	**236	1.0	26.4	90	**32	0.9	3.6	84	**73	1.1	8.2	102
EBONY	3507	302	5.2	8.6	121	857	3.6	24.4	84	**191	5.5	5.4	128	321	4.9	9.2	114
ESQUIRE	1083	**78	1.4	7.2	101	297	1.3	27.4	94	**38	1.1	3.5	82	**70	1.1	6.5	81
ESSENCE	1830	**119	2.1	6.5	91	463	2.0	25.3	87	**64	1.9	3.5	82	**161	2.5	8.8	110
FAMILY CIRCLE	15930	1216	21.1	7.6	107	5013	21.2	31.5	108	827	24.0	5.2	122	1322	20.4	8.3	103
THE FAMILY HANDYMAN	1126	**138	2.4	12.3	172	442	1.9	39.3	134	**45	1.3	4.0	94	**54	0.8	4.8	60
FAMILY WEEKLY	11468	783	13.6	6.8	96	4023	17.0	35.1	120	469	13.6	4.1	96	956	14.7	8.3	104
FIELD & STREAM	2234	**93	1.6	4.2	58	701	3.0	31.4	107	**86	2.5	3.8	90	**94	1.4	4.2	52
FOOD & WINE	579	**21	0.4	3.6	51	**140	0.6	24.2	83	**7	0.2	1.2	28	**35	0.5	6.0	75
FORBES	728	**55	1.0	7.6	106	**187	0.8	25.7	88	**13	0.4	1.8	42	**52	0.8	7.1	89
FORTUNE	906	**52	0.9	5.7	81	**279	1.2	30.8	105	**20	0.6	2.2	52	**50	0.8	5.5	69
GENTLEMEN'S QUARTERLY	791	**66	1.1	8.3	117	257	1.1	32.5	111	**44	1.3	5.6	131	**116	1.8	14.7	183
GLAMOUR	5265	469	8.1	8.9	125	1594	6.7	30.3	104	**208	6.0	4.0	93	384	5.9	7.3	91
GOLF DIGEST	636	**29	0.5	4.6	64	**231	1.0	36.3	124	**42	1.2	6.6	155	**16	0.2	2.5	31
GOLF DIGEST/TENNIS (GROSS)	1186	**73	1.3	6.2	86	395	1.7	33.3	114	**125	3.6	10.5	247	**39	0.6	3.3	41
GOLF MAGAZINE	441	**12	0.2	2.7	38	**134	0.6	30.4	104	**49	1.4	11.1	261	**61	0.9	13.8	172
GOLF MAGAZINE/SKI (GROSS)	922	**55	1.0	6.0	84	**208	0.9	22.6	77	**55	1.6	6.0	140	**82	1.3	8.9	111
GOOD HOUSEKEEPING	16487	1221	21.2	7.4	104	5310	22.4	32.2	110	805	23.3	4.9	115	1576	24.3	9.6	119
HARPER'S BAZAAR	2423	286	5.0	11.8	166	629	2.7	26.0	89	**91	2.6	3.8	88	**137	2.1	5.7	71
HEALTH	1994	**127	2.2	6.4	89	635	2.7	31.8	109	**101	2.9	5.1	119	**123	1.9	6.2	77
HEARST MAG CORP. BUY (GROSS)	44101	3505	60.8	7.9	112	13059	55.2	29.6	101	2060	59.7	4.7	110	3663	56.4	8.3	104
HEARST MAN POWER (GROSS)	1993	**159	2.8	8.0	112	533	2.3	26.7	91	**97	2.8	4.9	114	**86	1.3	4.3	54
HEARST WOMAN POWER (GROSS)	31274	2359	40.9	7.5	106	9672	40.9	30.9	106	1514	43.9	4.8	114	2840	43.7	9.1	113
HOUSE BEAUTIFUL	3623	342	5.9	9.4	133	975	4.1	26.9	92	**138	4.0	3.8	89	281	4.3	7.8	97
INC.	283	**17	0.3	6.0	84	**107	0.5	37.8	129	**21	0.6	7.4	174	**22	0.3	7.8	97
JET	2928	**266	4.6	9.1	128	715	3.0	24.4	84	**130	3.8	4.4	104	275	4.2	9.4	117
LADIES' HOME JOURNAL	11918	829	14.4	7.0	98	3662	15.5	30.7	105	425	12.3	3.6	84	965	14.9	8.1	101
LHJ FAMILY GRP COMBO(GROSS)	16764	1176	20.4	7.0	99	5289	22.3	31.5	108	623	18.1	3.7	87	1350	20.8	8.1	100
LIFE	4254	349	6.1	8.2	115	1006	4.2	23.6	81	**250	7.2	5.9	138	304	4.7	7.1	89
L.A. TIMES HOME MAGAZINE	1145	**35	0.6	3.1	43	**214	0.9	18.7	64	**9	0.3	0.8	18	**110	1.7	9.6	120
MADEMOISELLE	2884	**210	3.6	7.3	102	858	3.6	29.8	102	**147	4.3	5.1	120	**259	4.0	9.0	112
MC CALL'S	13460	855	14.8	6.4	89	4262	18.0	31.7	108	500	14.5	3.7	87	1196	18.4	8.9	111
MC CALL'S/WRK MOTHER (GROSS)	14606	968	16.8	6.6	93	4665	19.7	31.9	109	567	16.4	3.9	91	1324	20.4	9.1	113
MECHANIX ILLUSTRATED	772	**83	1.4	10.8	151	**232	1.0	30.1	103	**35	1.0	4.5	106	**76	1.2	9.8	123
METROPOLITAN HOME	967	**67	1.2	6.9	97	313	1.3	32.4	111	**22	0.6	2.3	53	**79	1.2	8.2	102
MONEY	1588	**149	2.6	9.4	132	374	1.6	23.6	81	**50	1.4	3.1	74	**49	0.8	3.1	38
MOTHER EARTH NEWS	1002	**69	1.2	6.9	97	334	1.4	33.3	114	**44	1.3	4.4	103	**30	0.5	3.0	37
MS.	825	**89	1.5	10.8	152	307	1.3	37.2	127	**36	1.0	4.4	102	**39	0.6	4.7	59
NATIONAL ENQUIRER	10336	593	10.3	5.7	81	3147	13.3	30.4	104	368	10.7	3.6	84	775	11.9	7.5	94
NATIONAL GEOGRAPHIC	9597	721	12.5	7.5	106	2440	10.3	25.4	87	379	11.0	3.9	93	736	11.3	7.7	96
NATIONAL SUNDAY MAGAZINE PKG	49558	3704	64.2	7.5	105	14050	59.4	28.4	97	2089	60.5	4.2	99	3963	61.0	8.0	100
NATURAL HISTORY	573	**104	1.8	18.2	255	**84	0.4	14.7	50	**16	0.5	2.8	66	**38	0.6	6.6	83
NEW WOMAN	1699	**146	2.5	8.6	121	447	1.9	26.3	90	**57	1.7	3.4	79	**86	1.3	5.1	63
NEW YORK INCLUDING CUE	443	**29	0.5	6.5	92	**89	0.4	20.1	69	**32	0.9	7.2	170	**16	0.2	3.6	45
THE NEW YORKER	1270	**86	1.5	6.8	95	191	0.8	15.0	51	**40	1.2	3.1	74	**84	1.3	6.6	82
NEWSWEEK	6277	408	7.1	6.5	91	1549	6.5	24.7	84	**12	6.1	3.4	79	428	6.6	6.8	85
THE N.Y. TIMES DAILY EDITION	1205	**130	2.3	10.8	152	335	1.4	27.8	95	**96	2.8	8.0	187	**68	1.0	5.6	70
THE N.Y. TIMES MAGAZINE	2081	289	5.0	13.9	195	552	2.3	26.5	91	**149	4.3	7.2	168	**164	2.5	7.9	98
OMNI	788	**93	1.6	11.8	166	260	1.1	33.0	113	**33	1.0	4.2	98	**76	1.2	9.6	120
ON CABLE	1158	**118	2.0	10.2	143	302	1.3	26.1	89	**43	1.2	3.7	87	**102	1.6	8.8	110
1001 HOME IDEAS	2852	**220	3.8	7.7	108	992	4.2	34.8	119	**97	2.8	3.4	80	**261	4.0	9.2	114
ORGANIC GARDENING	1658	**156	2.7	9.4	132	492	2.1	29.7	102	**90	2.6	5.4	127	**100	1.5	6.0	75
OUTDOOR LIFE	896	**53	0.9	5.9	83	291	1.2	32.5	111	**55	1.6	6.1	144	**25	0.4	2.8	35
PARADE MAGAZINE	24275	1915	33.2	7.9	111	6571	27.8	27.1	93	1127	32.7	4.6	109	1954	30.1	8.0	100

	TOTAL U.S. '000	AJAX LIQUID				DAMN				DERMAMASSAGE				DOVE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOME MAKERS	80986	5765	100.0	7.1	100	23672	100.0	29.2	100	3451	100.0	4.3	100	6494	100.0	8.0	100
PARENTS	3845	371	6.4	9.6	136	1325	5.6	34.5	118	*176	5.1	4.6	107	285	4.4	7.4	92
PENTHOUSE	831	**48	0.8	5.8	81	*170	0.7	20.5	70	**18	0.5	2.2	51	**96	1.5	11.6	144
PEOPLE	11645	777	13.5	6.7	94	3250	13.7	27.9	95	450	13.0	3.9	91	988	15.2	8.5	106
PLAYBOY	2006	*157	2.7	7.8	110	493	2.1	24.6	84	*61	1.8	3.0	71	*166	2.6	8.3	103
POPULAR HOT RODDING	297	**24	0.4	8.1	114	*111	0.5	37.4	128	**23	0.7	7.7	182	**32	0.5	10.8	134
POPULAR MECHANICS	1018	**106	1.8	10.4	146	*226	1.0	22.2	76	**33	1.0	3.2	76	**71	1.1	7.0	87
POPULAR SCIENCE	878	**100	1.7	11.4	160	313	1.3	35.6	122	*61	1.8	6.9	163	**54	0.8	6.2	77
PREVENTION	3913	260	4.5	6.6	93	1100	4.6	28.1	96	*226	6.5	5.8	136	395	6.1	10.1	126
PSYCHOLOGY TODAY	1710	*198	3.4	11.6	163	622	2.6	36.4	124	*106	3.1	6.2	145	*183	2.8	10.7	133
READER'S DIGEST	22204	1574	27.3	7.1	100	6685	28.2	30.1	103	1027	29.8	4.6	109	1768	27.2	8.0	99
REDBOOK	7684	593	10.3	7.7	108	2383	10.1	31.0	106	355	10.3	4.6	108	606	9.3	7.9	98
ROAD & TRACK	410	**19	0.3	4.6	65	*122	0.5	29.8	102	*30	0.9	7.3	172	*26	0.4	6.3	79
ROLLING STONE	969	*146	2.5	15.1	212	380	1.6	39.2	134	*58	1.7	6.0	140	*57	0.9	5.9	73
RUNNER'S WORLD	298	*20	0.3	6.7	94	*31	0.1	10.4	36	*0	0.0	0.0	0	*60	0.9	20.1	251
SATURDAY EVENING POST	1169	*60	1.0	5.1	72	351	1.5	30.0	103	*31	0.9	2.7	62	*59	0.9	5.0	63
SCIENCE 84	587	**74	1.3	12.6	177	*242	1.0	41.2	141	*12	0.3	2.0	48	*57	0.9	9.7	121
SCIENCE DIGEST	482	**26	0.5	5.4	76	*189	0.8	39.2	134	*41	1.2	8.5	200	*11	0.2	2.3	28
SCIENTIFIC AMERICAN	594	*25	0.4	4.2	59	*147	0.6	24.7	85	*46	1.3	7.7	182	*53	0.8	8.9	111
SELF	2089	*155	2.7	7.4	104	596	2.5	28.5	98	*48	1.4	2.3	54	*146	2.2	7.0	87
SEVENTEEN	2411	*216	3.7	9.0	126	609	2.6	25.3	86	*120	3.5	5.0	117	*182	2.8	7.5	94
SKI	480	**43	0.7	9.0	126	*74	0.3	15.4	53	*6	0.2	1.3	29	*20	0.3	4.2	52
SMITHSONIAN	2760	*155	2.7	5.6	79	657	2.8	23.8	81	*73	2.1	2.6	62	*197	3.0	7.1	89
SOAP OPERA DIGEST	3013	*237	4.1	7.9	110	968	4.1	32.1	110	*113	3.3	3.8	88	*261	4.0	8.7	108
SOUTHERN LIVING	4184	*165	2.9	3.9	55	1033	4.4	24.7	84	*193	5.6	4.6	108	398	6.1	9.5	119
SPORT	559	*48	0.8	8.6	121	*177	0.7	31.7	108	*15	0.4	2.7	63	*65	1.0	11.6	145
THE SPORTING NEWS	436	*26	0.5	6.0	84	*189	0.8	43.3	148	*13	0.4	3.0	70	*43	0.7	9.9	123
SPORTS AFIELD	493	*27	0.5	5.5	77	*118	0.5	23.9	82	*23	0.7	4.7	109	*5	0.1	1.0	13
SPORTS ILLUSTRATED	2758	*249	4.3	9.0	127	809	3.4	29.3	100	*147	4.3	5.3	125	*153	2.4	5.5	69
STAR	7456	565	9.8	7.6	106	2291	9.7	30.7	105	354	10.3	4.7	111	577	8.9	7.7	97
SUNDAY	24936	2058	35.7	8.3	116	6324	26.7	25.4	87	1186	34.4	4.8	112	1937	29.8	7.8	97
SUNSET	2124	*120	2.1	5.6	79	477	2.0	22.5	77	*70	2.0	3.3	77	*169	2.6	8.0	99
TV GUIDE	21661	1537	26.7	7.1	100	6428	27.2	29.7	102	882	25.6	4.1	96	1722	26.5	7.9	99
TENNIS	550	*44	0.8	8.0	112	*164	0.7	29.8	102	*83	2.4	15.1	354	*23	0.4	4.2	52
TIME	8880	664	11.5	7.5	105	2306	9.7	26.0	89	398	11.5	4.5	105	622	9.6	7.0	87
TOWN & COUNTRY	917	*76	1.3	8.3	116	243	1.0	26.5	91	*17	0.5	1.9	44	*43	0.7	4.7	58
TRAVEL & LEISURE	972	*87	1.5	9.0	126	312	1.3	32.1	110	*56	1.6	5.8	135	*73	1.1	7.5	94
TRUE STORY	3356	*184	3.2	5.5	77	1201	5.1	35.8	122	*70	2.0	2.1	49	*205	3.2	6.1	76
U.S. NEWS & WORLD REPORT	3410	299	5.2	8.8	123	846	3.6	24.8	85	*116	3.4	3.4	80	302	4.7	8.9	110
USA TODAY	1759	*123	2.1	7.0	98	551	2.3	31.3	107	*81	2.3	4.6	108	*152	2.3	8.6	108
US	1873	*111	1.9	5.9	83	681	2.9	36.4	124	*83	2.4	4.4	104	*114	1.8	6.1	76
VOGUE	3909	374	6.5	9.6	134	1027	4.3	26.3	90	*170	4.9	4.3	102	303	4.7	7.8	97
WALL STREET JOURNAL	1886	*138	2.4	7.3	103	538	2.3	28.5	98	*60	1.7	3.2	75	*140	2.2	7.4	93
WEIGHT WATCHERS	2120	*122	2.1	5.8	81	707	3.0	33.3	114	*109	3.2	5.1	121	*238	3.7	11.2	140
WOMAN'S DAY	14172	1306	22.7	9.2	129	4407	18.6	31.1	106	809	23.4	5.7	134	1089	16.8	7.7	96
WORKING WOMAN	1146	*114	2.0	9.9	140	402	1.7	35.1	120	*67	1.9	5.8	137	*129	2.0	11.3	140
WORKING WOMAN	1322	*160	2.8	12.1	170	478	2.0	36.2	124	*72	2.1	5.4	128	*140	2.2	10.6	132
WORLD TENNIS	*163	*17	0.3	10.4	147	*58	0.2	35.6	122	*22	4.6	13.5	317	*9	0.1	5.5	69
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*159	2.8	6.3	88	680	2.9	26.9	92	*83	2.4	3.3	77	*153	2.4	6.0	75
BLAIR INSERTS	43657	3330	57.8	7.6	107	11926	50.4	27.3	93	1818	52.7	4.2	98	3459	53.3	7.9	99
DAILY NEWSPAPERS																	
READ ANY	51633	3629	62.9	7.0	99	14948	63.1	29.0	99	2342	67.9	4.5	106	4116	63.4	8.0	99
READ ONE	43463	3045	52.8	7.0	98	12648	53.4	29.1	100	1885	54.6	4.3	102	3530	54.4	8.1	101
READ TWO OR MORE	8170	585	10.1	7.2	101	2300	9.7	28.2	96	457	13.2	5.6	131	586	9.0	7.2	89
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3888	67.4	7.4	104	14919	63.0	28.3	97	2199	63.7	4.2	98	4168	64.2	7.9	99
READ ONE	46126	3384	58.7	7.3	103	13091	55.3	28.4	97	1863	54.0	4.0	95	3618	55.7	7.8	98
READ TWO OR MORE	6552	503	8.7	7.7	108	1828	7.7	27.9	95	336	9.7	5.1	120	550	8.5	8.4	105
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	28.96				28.16				24.78				26.53			
30 DAY REACH	71455	5236	90.8	7.3	103	20770	87.7	29.1	99	3044	88.2	4.3	100	5686	87.6	8.0	99
50 SHMG - 30 DAY AV FREQ	14.56	15.26				14.77				13.04				13.86			
30 DAY REACH	67742	4979	86.4	7.3	103	19855	83.9	29.3	100	2895	83.9	4.3	100	5442	83.8	8.0	100
25 SHMG - 30 DAY AV FREQ	7.94	8.07				7.98				6.92				7.38			
30 DAY REACH	62117	4718	81.8	7.6	107	18359	77.6	29.6	101	2706	78.4	4.4	102	5114	78.7	8.2	103
CABLE TV: HOME WIRED	32077	2345	40.7	7.3	103	9789	41.4	30.5	104	1293	37.5	4.0	95	2725	42.0	8.5	106
HOME NOT WIRED	48909	3420	59.3	7.0	98	13883	58.6	28.4	97	2158	62.5	4.4	104	3769	58.0	7.7	96
HAVE PAY CABLE	15935	1406	24.4	8.8	124	5033	21.3	31.6	108	738	21.4	4.6	109	1414	21.8	8.9	111

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	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	5765	100.0	7.1	100	23672	100.0	29.2	100	3451	100.0	4.3	100	6494	100.0	8.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1587	27.5	6.1	86	7293	30.8	28.0	96	1199	34.7	4.6	108	2109	32.5	8.1	101
NETWORK AFFILIATES - LATE	20261	1551	26.9	7.7	108	5984	25.3	29.5	101	858	24.9	4.2	99	1533	23.6	7.6	94
INDEPENDENTS - LATE	2076	138	2.4	6.6	93	499	2.1	24.0	82	103	3.0	5.0	116	178	2.7	8.6	107
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	772	13.4	7.4	104	3293	13.9	31.5	108	506	14.7	4.8	114	965	14.9	9.2	115
ABC MONDAY NIGHT MOVIE	A 6412	531	9.2	8.3	116	1985	8.4	31.0	106	270	7.8	4.2	99	486	7.5	7.6	95
ABC SUNDAY NIGHT MOVIE	A 12407	883	15.3	7.1	100	3571	15.1	28.8	98	499	14.5	4.0	94	948	14.6	7.6	95
ABC WORLD NEWS TONIGHT	A 6176	425	7.4	6.9	97	1730	7.3	28.0	96	222	6.4	3.6	84	484	7.5	7.8	99
AFTERMASH	C 5863	550	9.5	9.4	132	1924	8.1	32.8	112	*273	7.9	4.7	109	544	8.4	9.3	116
ALICE	C 9594	684	11.9	7.1	100	2919	12.3	30.4	104	402	11.6	4.2	98	817	12.6	8.5	106
AMERICAN PARADE	C 6622	360	6.2	5.4	76	1905	8.0	28.8	98	287	8.3	4.3	102	523	8.1	7.9	98
BENSON	A 10886	736	12.8	6.8	95	3113	13.2	28.6	98	479	13.9	4.4	103	916	14.1	8.4	105
BLUE THUNDER	A 5036	382	6.6	7.6	107	1574	6.6	31.3	107	*227	6.6	4.5	106	358	5.5	7.1	89
CAGNEY & LACEY	C 9965	748	13.0	7.5	105	3174	13.4	31.9	109	517	15.0	5.2	122	815	12.6	8.2	102
CBS EVENING NEWS-DEAN	C 3491	*256	4.4	7.3	103	932	3.9	26.7	91	*167	4.8	4.8	112	309	4.8	8.9	110
CBS EVENING NEWS-RATHER	C 7123	469	8.1	6.6	92	1797	7.6	25.2	86	341	9.9	4.8	112	550	8.5	7.7	96
CBS SAT. NEWS-SCHIEFFER	C 3621	231	4.0	6.4	90	821	3.5	22.7	78	127	3.7	3.5	82	311	4.8	8.6	107
CBS SATURDAY NIGHT MOVIE	C 5436	415	7.2	7.6	107	1658	7.0	30.5	104	213	6.2	3.9	92	536	8.3	9.9	123
CBS WEDNESDAY NIGHT MOVIE	C 6100	357	6.2	5.9	82	1972	8.3	32.3	111	225	6.5	3.7	87	574	8.8	9.4	117
CHEERS	N 8889	738	12.8	8.3	117	2496	10.5	28.1	96	442	12.8	5.0	117	753	11.6	8.5	106
DALLAS	C 22109	1415	24.5	6.4	90	6602	27.9	29.9	102	1007	29.2	4.6	107	1706	26.3	7.7	96
DIFF'RENT STROKES	N 6940	489	8.5	7.0	99	2034	8.6	29.3	100	308	8.9	4.4	104	617	9.5	8.9	111
DOUBLE TROUBLE	N 7223	544	9.4	7.5	106	2364	10.0	32.7	110	307	8.9	4.3	100	646	9.9	8.9	112
DUCK FACTORY	N 5595	456	7.9	8.2	114	1672	7.1	29.9	102	294	8.5	5.3	123	525	8.1	9.4	117
DUKES OF HAZZARD	C 5768	333	5.8	5.8	81	1819	7.7	31.5	108	334	9.7	5.8	136	498	7.7	8.6	108
DYNASTY	A 20053	1421	24.6	7.1	100	5564	23.5	27.7	95	821	23.8	4.1	96	1682	25.9	8.4	105
FACTS OF LIFE	N 8087	562	9.7	6.9	98	2594	11.0	32.1	110	462	13.4	5.7	134	693	10.7	8.6	107
FALCON CREST	C 20046	1257	21.8	6.3	88	6102	25.8	30.4	104	911	26.4	4.5	107	1516	23.3	7.6	94
FALL GUY	A 9084	750	13.0	8.3	116	2960	12.5	32.6	111	403	11.7	4.4	104	716	11.0	7.9	98
FAMILY TIES	N 7964	603	10.5	7.6	106	2614	11.0	32.8	112	348	10.1	4.4	103	642	9.9	8.1	101
FANTASY ISLAND	A 7687	575	10.0	7.5	105	2080	8.8	27.1	93	352	10.2	4.6	107	544	8.4	7.1	88
FOULUPS, BLEEPERS & BLUNDERS	A 8861	518	9.0	5.8	82	2631	11.1	29.7	102	539	15.6	6.1	143	629	9.7	7.1	89
FOUR SEASONS	C 5095	454	7.9	8.9	125	1606	6.8	31.5	108	*227	6.6	4.5	105	371	5.7	7.3	91
GIMME A BREAK	N 8838	665	11.5	7.5	106	2659	11.2	30.1	103	471	13.6	5.3	125	664	10.2	7.5	94
HART TO HART	A 8978	659	11.4	7.3	103	2753	11.6	30.7	105	397	11.5	4.4	104	715	11.0	8.0	99
HILL STREET BLUES	N 8590	603	10.5	7.0	99	2427	10.3	28.3	97	444	12.9	5.2	121	706	10.9	8.2	102
HOTEL	A 14085	1059	18.4	7.5	106	4373	18.5	31.0	106	552	16.0	3.9	92	1104	17.0	7.8	98
JEFFERSONS	C 9360	622	10.8	6.6	93	3018	12.7	32.2	110	426	12.3	4.6	107	745	11.5	8.0	99
JENNIFER SLEPT HERE	N 5841	401	7.0	6.9	96	1785	7.5	30.6	105	221	6.4	3.8	89	560	8.6	9.6	120
KATE & ALLIE	C 9206	617	10.7	6.7	94	3042	12.9	33.0	113	406	11.8	4.4	103	840	12.9	9.1	114
KNIGHT RIDER	N 7076	452	7.8	6.4	90	2211	9.3	31.2	107	318	9.2	4.5	105	639	9.8	9.0	113
LOVE BOAT	A 12219	857	14.9	7.0	99	3471	14.7	28.4	97	546	15.8	4.5	105	916	14.1	7.5	93
MAGNUM PI	C 11199	748	13.0	6.7	94	3411	14.4	30.5	104	477	13.8	4.3	100	976	15.0	8.7	109
MAMA'S FAMILY	N 6057	365	6.3	6.0	85	1714	7.2	28.3	97	280	8.1	4.6	108	586	9.0	9.7	121
MASTER, THE	N 3598	222	3.9	6.2	87	1189	5.0	33.0	113	*174	5.0	4.8	113	354	5.5	9.8	123
MATT HOUSTON	A 6344	465	8.1	7.3	103	1801	7.6	28.4	97	273	7.9	4.3	101	486	7.5	7.7	96
NBC MONDAY NIGHT MOVIE	N 11994	894	15.5	7.5	105	3718	15.7	31.0	106	510	14.8	4.3	100	962	14.8	8.0	100
NBC NIGHTLY NEWS	N 5132	270	4.7	5.3	74	1487	6.3	29.0	99	223	6.5	4.3	102	523	8.1	10.2	127
NBC NIGHTLY NEWS-SAT	N 3375	*200	3.5	5.9	83	824	3.5	24.4	84	*178	5.2	5.3	124	284	4.4	8.4	105
NBC NIGHTLY NEWS-SUN	N 3130	*183	3.2	5.8	82	673	2.8	21.5	74	*157	4.5	5.0	118	227	3.5	7.3	90
NBC SUNDAY NIGHT MOVIE	N 8284	588	10.2	7.1	100	2448	10.3	29.6	101	467	13.5	5.6	132	557	10.1	7.9	99
NEWHART	C 9240	719	12.5	7.8	109	3050	12.9	33.0	113	466	13.5	5.0	118	887	13.7	9.6	120
ONE DAY AT A TIME	C 7288	459	8.0	6.3	88	2194	9.3	30.1	103	300	8.7	4.1	97	654	10.1	9.0	112
PEOPLE ARE FUNNY	N 4855	254	4.4	5.2	73	1489	6.3	30.7	105	*175	5.1	3.6	85	445	6.9	9.2	114
REAL PEOPLE	N 8869	509	8.8	5.7	81	2663	11.2	30.0	103	509	14.7	5.7	135	809	12.5	9.1	114
REMINGTON STEELE	N 7743	544	9.4	7.0	99	2228	9.4	28.8	98	396	11.5	5.1	120	699	10.8	9.0	113
RIPTLEY'S BELIEVE IT - NOT	A 5345	378	6.6	7.1	99	1704	7.2	31.9	109	*184	5.3	3.4	81	362	5.6	6.8	84
RIPTIDE	N 6988	572	9.9	8.2	115	2146	9.1	30.7	105	404	11.7	5.8	136	574	8.8	8.2	102
SCARECROW & MRS. KING	C 10002	698	12.1	7.0	98	3162	13.4	31.6	108	437	12.7	4.4	103	882	13.6	8.8	110
SIMON & SIMON	C 10638	722	12.5	6.8	95	3329	14.1	31.3	107	453	13.1	4.3	100	836	12.9	7.9	98
60 MINUTES	C 13293	795	13.8	6.0	84	3535	14.9	26.6	91	572	16.6	4.3	101	1042	16.0	7.8	98
ST. ELSEWHERE	N 7017	635	11.0	9.0	127	2071	8.7	29.5	101	389	11.3	5.5	130	553	8.5	7.9	98
THREE'S COMPANY	A 10917	787	13.7	7.2	101	3415	14.4	31.3	107	497	14.4	4.6	107	868	13.4	8.0	99
T.J. HOOKER	A 9204	572	9.9	6.2	87	2876	12.1	31.2	107	407	11.8	4.4	104	681	10.5	7.4	92
TONIGHT SHOW	N 2372	169															

	TOTAL U.S. '000	IVORY				JOY				LUX				PALMOLIVE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	22642	100.0	28.0	100	18980	100.0	23.4	100	4763	100.0	5.9	100	17830	100.0	22.0	100
18 - 24	9282	2183	9.6	23.5	84	1891	10.0	20.4	87	419	8.8	4.5	77	1590	8.9	17.1	78
25 - 34	19072	5844	25.8	30.6	110	4769	25.1	25.0	107	1058	22.2	5.5	94	4330	24.3	22.7	103
35 - 44	14591	3683	16.3	25.2	90	3530	18.6	24.2	103	734	15.4	5.0	86	3367	18.9	23.1	105
45 - 54	11345	3388	15.0	29.9	107	3028	16.0	26.7	114	672	14.1	5.9	101	2375	13.3	20.9	95
55 - 64	11635	3428	15.1	29.5	105	2541	13.4	21.8	93	860	18.1	7.4	126	2797	15.7	24.0	109
65 OR OLDER	15061	4115	18.2	27.3	98	3220	17.0	21.4	91	1021	21.4	6.8	115	3371	18.9	22.4	102
18 - 34	28354	8028	35.5	28.3	101	6661	35.1	23.5	100	1477	31.0	5.2	89	5920	33.2	20.9	95
18 - 49	48339	13281	58.7	27.5	98	11695	61.6	24.2	103	2521	52.9	5.2	89	10607	59.5	21.9	100
25 - 54	45008	12915	57.0	28.7	103	11328	59.7	25.2	107	2464	51.7	5.5	93	10072	56.5	22.4	102
35 - 49	19985	5253	23.2	26.3	94	5034	26.5	25.2	107	1044	21.9	5.2	89	4687	26.3	23.5	107
50 OR OLDER	32647	9361	41.3	28.7	103	7285	38.4	22.3	95	2243	47.1	6.9	117	7223	40.5	22.1	100
GRADUATED COLLEGE	11155	3253	14.4	29.2	104	2830	14.9	25.4	108	500	10.5	4.5	76	2430	13.6	21.8	99
ATTENDED COLLEGE	13682	4186	18.5	30.6	109	3240	17.1	23.7	101	806	16.9	5.9	100	2811	15.8	20.5	93
GRADUATED HIGH SCHOOL	33880	9724	42.9	28.7	103	7833	41.3	23.1	99	1821	38.2	5.4	91	8136	45.6	24.0	109
DID NOT GRADUATE HIGH SCHOOL	22270	5479	24.2	24.6	88	5077	26.7	22.8	97	1637	34.4	7.4	125	4452	25.0	20.0	91
EMPLOYED	40306	11332	50.0	28.1	101	9686	51.0	24.0	103	2143	45.0	5.3	90	8973	50.3	22.3	101
EMPLOYED FULL-TIME	32850	9091	40.2	27.7	99	7847	41.3	23.9	102	1718	36.1	5.2	89	7103	39.8	21.6	98
EMPLOYED PART-TIME	7456	2241	9.9	30.1	108	1838	9.7	24.7	105	425	8.9	5.7	97	1870	10.5	25.1	114
NOT EMPLOYED	40680	11310	50.0	27.8	99	9294	49.0	22.8	97	2620	55.0	6.4	110	8857	49.7	21.8	99
PROFESSIONAL/MANAGER	10392	2741	12.1	26.4	94	2591	13.7	24.9	106	434	9.1	4.2	71	2168	12.2	20.9	95
TECH/CLERICAL/SALES	17574	5427	24.0	30.9	110	4143	21.8	23.6	101	981	20.6	5.6	95	4197	23.5	23.9	108
PRECISION/CRAFT	985	328	1.4	33.3	119	2294	1.5	29.8	127	446	1.0	4.7	79	2226	1.3	22.9	104
OTHER EMPLOYED	11354	2837	12.5	25.0	89	2658	14.0	23.4	100	682	14.3	6.0	102	2382	13.4	21.0	95
SINGLE	9863	2517	11.1	25.5	91	2420	12.8	24.5	105	731	15.3	7.4	126	1913	10.7	19.4	88
MARRIED	51375	15100	66.7	29.4	105	12402	65.3	24.1	103	2662	55.9	5.2	88	11479	64.4	22.3	101
DIVORCED/SEPARATED/WIDOWED	19748	5025	22.2	25.4	91	4157	21.9	21.1	90	1371	28.8	6.9	118	4437	24.9	22.5	102
PARENTS	32590	9121	40.3	28.0	100	7814	41.2	24.0	102	1730	36.3	5.3	90	7247	40.6	22.2	101
WHITE	70416	19718	87.1	28.0	100	16198	85.3	23.0	98	3793	79.6	5.4	92	15995	87.7	22.7	103
BLACK	8778	2322	10.3	26.5	95	2277	12.0	25.9	111	829	17.4	9.4	161	1434	8.0	16.3	74
OTHER	1791	602	2.7	33.6	120	505	2.7	28.2	120	141	3.0	7.9	134	402	2.3	22.4	102
NORTHEAST-CENSUS	17786	5444	24.0	30.6	109	4546	24.0	25.6	109	968	20.3	5.4	93	4615	25.9	25.9	118
NORTH CENTRAL	20741	5765	25.5	27.8	99	5389	28.4	26.0	111	1313	27.6	6.3	108	5269	29.6	25.4	115
SOUTH	27775	7508	33.2	27.0	97	6548	34.5	23.6	101	1809	38.0	6.5	111	5047	28.3	18.2	83
WEST	14683	3925	17.3	26.7	96	2497	13.2	17.0	73	673	14.1	4.6	78	2898	16.3	19.7	90
NORTHEAST-MKTG.	17961	5216	23.0	29.0	104	4583	24.1	25.5	109	893	18.7	5.0	85	4288	24.0	23.9	108
EAST CENTRAL	11885	3291	14.5	27.7	99	2842	15.0	23.9	102	683	14.3	5.7	98	3020	16.9	25.4	115
WEST CENTRAL	14090	3953	17.5	28.1	100	3510	18.5	24.9	106	908	19.1	6.4	110	3485	19.5	24.7	112
SOUTH	24081	6657	29.4	27.6	99	5914	31.2	24.6	105	1692	35.5	7.0	119	4484	25.1	18.6	85
PACIFIC	12969	3525	15.6	27.2	97	2131	11.2	16.4	70	587	12.3	4.5	77	2553	14.3	19.7	89
COUNTY SIZE A	32439	8603	38.0	26.5	95	7347	38.7	22.6	97	1763	37.0	5.4	92	7389	41.4	22.8	103
COUNTY SIZE B	24915	7232	31.9	29.0	104	6063	31.9	24.3	104	1402	29.4	5.6	96	5609	31.5	22.5	102
COUNTY SIZE C	12930	3801	16.8	29.4	105	2900	15.3	22.4	96	846	17.8	6.5	111	2572	14.4	19.9	90
COUNTY SIZE D	10703	3006	13.3	28.1	100	2669	14.1	24.9	106	752	15.8	7.0	119	2260	12.7	21.1	96
METRO CENTRAL CITY	24518	6113	27.0	24.9	89	5804	30.6	23.7	101	1294	27.2	5.3	90	5053	28.3	20.6	94
METRO SUBURBAN	35919	10731	47.4	29.9	107	8283	43.6	23.1	98	2096	44.0	5.8	99	8384	47.0	23.3	106
NON METRO	20549	5798	25.6	28.2	101	4892	25.8	23.8	102	1373	28.8	6.7	114	4393	24.6	21.4	97
TOP 5 ADI'S	18341	5326	23.5	29.0	104	4444	23.4	24.2	103	1032	21.7	5.6	96	4286	24.0	23.4	106
TOP 10 ADI'S	25378	7144	31.6	28.2	101	5973	31.5	23.5	100	1489	31.3	5.9	100	5809	32.6	22.9	104
TOP 20 ADI'S	36488	10061	44.4	27.6	99	8204	43.2	22.5	96	2010	42.2	5.5	94	8377	47.0	23.0	104
HSOLD INC. \$50,000 OR MORE	6612	1857	8.2	28.1	100	1877	9.9	28.4	121	264	5.5	4.0	68	1538	8.6	23.3	106
\$40,000 OR MORE	12659	3849	17.0	30.4	109	3529	18.6	27.9	119	690	14.5	5.5	93	3013	16.9	23.8	108
\$30,000 OR MORE	24698	7378	32.6	29.9	107	6363	33.5	25.8	110	1212	25.4	4.9	83	5892	33.0	23.9	108
\$25,000 OR MORE	32077	9671	42.7	30.1	108	8240	43.4	25.7	110	1597	33.5	5.0	85	7311	41.0	22.8	104
\$20,000 - \$24,999	9144	2566	11.3	28.1	100	2089	11.0	22.8	97	482	10.1	5.3	90	2162	12.1	23.6	107
\$15,000 - \$19,999	8728	2391	10.6	27.4	98	1658	8.7	19.0	81	606	12.7	6.9	118	1861	10.4	21.3	97
\$10,000 - \$14,999	12562	3498	15.4	27.8	100	3033	16.0	24.1	103	739	15.5	5.9	100	3010	16.9	24.0	109
UNDER \$10,000	18475	4516	19.9	24.4	87	3960	20.9	21.4	91	1339	28.1	7.2	123	3485	19.5	18.9	86
HOUSEHOLD OF 1 PERSON	11987	3168	14.0	26.4	95	2602	13.7	21.7	93	778	16.3	6.5	110	2483	13.9	20.7	94
2 PEOPLE	26577	7436	32.8	28.0	100	6035	31.8	22.7	97	1583	33.2	6.0	101	5911	33.2	22.2	101
3 OR 4 PEOPLE	30617	8838	39.0	28.9	103	7458	39.3	24.4	104	1425	29.9	4.7	79	6521	36.6	21.3	97
5 OR MORE PEOPLE	11804	3200	14.1	27.1	97	2885	15.2	24.4	104	978	20.5	8.3	141	2914	16.3	24.7	112
NO CHILD IN HSOLD	46165	12856	56.8	27.8	100	10652	56.1	23.1	98	2875	60.4	6.2	106	10071	56.5	21.8	99
CHILD(REN) UNDER 2 YRS	5325	1470	6.5	27.6	99	1277	6.7	24.0	102	393	8.3	7.4	125	957	5.4	18.0	82
2 - 5 YEARS	14221	3883	17.1	27.3	98	3599	19.0	25.3	108	855	18.0	6.0	102	3166	17.8	22.3	101
6 - 11 YEARS	15117	4253	18.8	28.1	101	3492	18.4	23.1	99	899	18.9	5.9	101	3681	20.6	24.4	111
12 - 17 YEARS	16611	4669	20.6	28.1	101	3982	21.0	24.0	102	951	20.0	5.7	97	3738	21.0	22.5	102
RESIDENCE OWNED	55884	16274	71.9	29.1	104	13345	70.3	23.9	102	3316	67.6	5.9	101	12883	72.3	23.1	105
VALUE: \$50,000 OR MORE	31744	9529	42.1	30.0	107	7658	40.3	24.1	103	1665	35.0	5.2	89	7598	42.6	23.9	109
VALUE: UNDER \$50,000	24140	6744	29.8	27.9	100	5686	30.0	23.6	101	1652	34.7	6.8	116	5286	29.6	21.9	99

DISHWASHING LIQUID (NOT FOR AUTOMATIC DISHWASHERS): BRANDS
(FEMALE HOMEOWNERS)

			TOTAL	IVORY				JOY				LUX				PALMOLIVE			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
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DISHWASHING LIQUID (NOT FOR AUTOMATIC DISHWASHERS): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	IVORY				JOY				LUX				PALMOLIVE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	22642	100.0	28.0	100	18980	100.0	23.4	100	4763	100.0	5.9	100	17830	100.0	22.0	100
ATLANTIC MONTHLY	415	*154	0.7	37.1	133	**100	0.5	24.1	103	**115	0.3	3.6	61	**101	0.6	24.3	111
BARRON'S	453	*199	0.9	43.9	157	**149	0.8	32.9	140	**99	0.2	2.0	34	**93	0.5	20.5	93
BETTER HOMES & GARDENS	16256	5097	22.5	31.4	112	3825	20.2	23.5	100	889	18.7	5.5	93	3683	20.7	22.7	103
BON APPETIT	2535	813	3.6	32.1	115	626	3.3	24.7	105	**86	1.8	3.4	58	507	2.8	20.0	91
BUSINESS WEEK	1278	390	1.7	30.5	109	241	1.3	18.9	80	**51	1.1	4.0	68	*202	1.1	15.8	72
CAR AND DRIVER	378	**140	0.6	37.0	132	**92	0.5	24.3	104	**23	0.5	6.1	103	**58	0.3	15.3	70
CBS MAGAZINE NETWORK (GROSS)	1498	443	2.0	29.6	106	446	2.3	29.8	107	**60	1.3	4.0	68	298	1.7	19.3	80
CHANGING TIMES	1505	347	1.5	23.1	82	330	1.7	21.9	94	**83	1.7	5.5	94	334	1.9	22.2	101
COLONIAL HOMES	1231	416	1.8	33.8	121	307	1.6	24.9	106	**45	0.9	3.7	62	*216	1.2	17.5	80
CONDE NAST MAG. PKG. (GROSS)	14146	4214	18.6	29.8	107	3533	18.6	25.0	107	909	19.1	6.4	109	3383	19.0	23.9	109
CONSUMERS DIGEST	1323	368	1.6	27.8	99	260	1.4	19.7	84	**87	1.8	6.6	112	290	1.6	21.9	100
COSMOPOLITAN	7102	1871	8.3	26.3	94	1803	9.5	25.4	108	396	8.3	5.6	95	1726	9.7	24.3	110
COUNTRY LIVING	2481	847	3.7	34.1	122	568	3.0	22.9	98	**118	2.5	4.8	81	701	3.9	28.3	128
CUISINE	1472	453	2.0	30.8	110	409	2.2	27.8	119	**50	1.0	3.4	58	280	1.6	19.0	86
CYCLE WORLD	425	**139	0.6	32.7	117	**108	0.6	25.4	108	**10	0.2	2.4	40	**88	0.5	20.7	94
DCI:CREATIVE IDEAS FOR LIV	2510	770	3.4	30.7	110	622	3.3	24.8	106	**95	2.0	3.8	64	780	4.4	31.1	141
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2082	9.2	31.1	111	1747	9.2	26.1	111	296	6.2	4.4	75	1711	9.6	25.6	116
DISCOVER	894	*164	0.7	18.3	66	239	1.3	26.7	114	**64	1.3	7.2	122	*237	1.3	26.5	120
EDONY	3507	912	4.0	26.0	93	1019	5.4	29.1	124	378	7.9	10.8	183	567	3.2	16.2	73
ESQUIRE	1083	275	1.2	25.4	91	253	1.3	23.4	100	**95	2.0	8.8	149	*257	1.4	23.7	108
ESSENCE	1830	410	1.8	22.4	80	463	2.4	25.3	108	*196	4.1	10.7	182	257	1.4	14.0	64
FAMILY CIRCLE	15930	4335	19.1	27.2	97	3567	18.8	22.4	96	849	17.8	5.3	91	3940	22.1	24.7	112
THE FAMILY HANDYMAN	1126	328	1.4	29.1	104	256	1.3	22.7	97	**33	0.7	2.9	50	*223	1.3	19.8	90
FAMILY WEEKLY	11468	3340	14.8	29.1	104	2590	13.6	22.6	96	723	15.2	6.3	107	2408	13.5	21.0	95
FIELD & STREAM	2234	604	2.7	27.0	97	571	3.0	25.6	109	**98	2.1	4.4	75	662	3.7	29.6	135
FOOD & WINE	579	*82	0.4	14.2	51	**123	0.6	21.2	91	**30	0.6	5.2	88	**125	0.7	21.6	98
FORBES	728	*199	0.9	27.3	98	*207	1.1	28.4	121	**38	0.8	5.2	89	**82	0.5	11.3	51
FORTUNE	906	274	1.2	30.2	108	*258	1.4	28.5	122	**42	0.9	4.6	79	*150	0.8	16.6	75
GENTLEMEN'S QUARTERLY	791	*200	0.9	25.3	90	283	1.5	35.8	153	**55	1.2	7.0	118	*216	1.2	27.3	124
GLANDU	5265	1653	7.3	31.4	112	1359	7.2	25.8	110	247	5.2	4.7	80	1363	7.6	25.9	118
GOLF DIGEST	636	*144	0.6	22.6	81	**107	0.6	16.8	72	**54	1.1	8.5	144	**124	0.7	19.5	89
GOLF DIGEST/TENNIS (GROSS)	1186	337	1.5	28.4	102	*216	1.1	18.2	78	**110	2.3	9.3	158	*217	1.2	18.3	83
GOLF MAGAZINE	441	**122	0.5	27.7	99	**160	0.8	36.3	155	**35	0.7	7.9	135	**69	0.4	15.6	71
GOLF MAGAZINE/SKI (GROSS)	922	*256	1.1	27.8	99	*260	1.4	28.2	120	**47	1.0	5.1	87	*168	0.9	18.2	83
GOOD HOUSEKEEPING	16487	4875	21.5	29.6	106	4080	21.5	24.7	106	1102	23.1	6.7	114	4200	23.6	25.5	116
HARPER'S BAZAAR	2423	756	3.3	31.2	112	605	3.2	25.0	107	*159	3.3	6.6	112	523	2.9	21.6	98
HEALTH	1994	422	1.9	21.2	76	587	3.1	29.4	126	*188	3.9	9.4	160	550	3.1	27.6	125
HEARST MAG CORP. BUY (GROSS)	44101	12945	57.2	29.4	105	11021	58.1	25.0	107	2623	55.1	5.9	101	10713	60.1	24.3	110
HEARST MAN POWER (GROSS)	1993	616	2.7	30.9	111	555	2.9	27.8	119	*80	1.7	4.0	68	532	3.0	26.7	121
HEARST WOMAN POWER (GROSS)	31274	9032	39.9	28.9	103	7753	40.8	24.8	106	1943	40.8	6.2	106	7622	42.7	24.4	111
HOUSE BEAUTIFUL	3623	988	4.4	27.3	98	943	5.0	26.0	111	*210	4.4	5.8	99	870	4.9	24.0	109
INC.	283	**98	0.4	34.6	124	**110	0.6	38.9	166	*114	0.3	4.9	84	**95	0.5	33.6	152
JET	2928	786	3.5	26.8	96	784	4.1	26.8	114	378	7.9	12.9	220	518	2.9	17.7	80
LADIES' HOME JOURNAL	11918	3640	16.1	30.5	109	2768	14.6	23.2	99	555	11.7	4.7	79	2673	15.0	22.4	102
LHJ FAMILY GRP COMBO(GROSS)	16764	4802	21.2	28.6	102	4161	21.9	24.8	106	874	18.3	5.2	89	3946	22.1	23.5	107
LIFE	4254	1132	5.0	26.6	95	1013	5.3	23.8	102	*244	5.1	5.7	98	931	5.2	21.9	99
L.A. TIMES HOME MAGAZINE	1145	348	1.5	30.4	109	*207	1.1	18.1	77	**43	0.9	3.8	64	*203	1.1	17.7	81
MADMOISELLE	2884	868	3.8	30.1	108	787	4.1	27.3	116	*198	4.2	6.9	117	693	3.9	24.0	109
MC CALL'S	13460	4011	17.7	29.8	107	3116	16.4	23.2	99	702	14.7	5.2	89	3238	18.2	24.1	108
MC CALL'S/MRK MOTHER (GROSS)	14606	4318	19.1	29.6	106	3432	18.1	23.5	100	749	15.7	5.1	87	3496	19.6	23.9	109
MECHANIX ILLUSTRATED	772	*235	1.0	30.4	109	**101	0.5	13.1	56	**75	1.6	9.7	165	*130	0.7	16.8	76
METROPOLITAN HOME	967	319	1.4	33.0	118	252	1.3	26.1	111	*31	0.7	3.2	55	279	1.6	28.9	131
MONEY	1588	360	1.6	22.7	81	437	2.3	27.5	117	**56	1.2	3.5	60	310	1.7	19.5	89
MOTHER EARTH NEWS	1002	293	1.3	29.2	105	*228	1.2	22.8	97	*72	1.5	7.2	122	*240	1.3	24.0	109
MS.	825	231	1.0	28.0	100	*222	1.2	26.9	115	**63	1.3	7.6	130	*210	1.2	25.5	116
NATIONAL ENQUIRER	10336	2934	13.0	28.4	102	2418	12.7	23.4	100	683	14.3	6.6	112	2154	12.1	20.8	95
NATIONAL GEOGRAPHIC	9597	2798	12.4	29.2	104	2258	11.9	23.5	100	434	9.1	4.5	77	2291	12.8	23.9	108
NATIONAL SUNDAY MAGAZINE PKG	49558	14472	63.9	29.2	104	11686	61.6	23.6	101	2641	55.4	5.3	91	11479	64.4	23.2	105
NATURAL HISTORY	573	*157	0.7	27.4	98	*177	0.9	30.9	132	**9	0.2	1.6	27	*140	0.8	24.4	111
NEW WOMAN	1699	465	2.1	27.4	98	453	2.4	26.7	114	**95	2.0	5.6	95	350	2.0	20.6	94
NEW YORK INCLUDING CUE	443	*96	0.4	21.7	78	*126	0.7	28.4	121	**21	0.4	4.7	81	*100	0.6	22.6	103
THE NEW YORKER	1270	384	1.7	30.2	108	365	1.9	28.7	123	**58	1.2	4.6	78	249	1.4	19.6	89
NEWSWEEK	6277	1762	7.8	28.1	100	1566	8.3	24.9	106	218	4.6	3.5	59	1385	7.8	22.1	100
THE N.Y. TIMES DAILY EDITION	1205	375	1.7	31.1	111	365	1.9	30.3	129	*71	1.5	5.9	100	275	1.5	22.8	104
THE N.Y. TIMES MAGAZINE	2081	554	2.4	26.6	95	639	3.4	30.7	131	*111	2.3	5.3	91	435	2.4	20.9	95
OWNI	788	*144	0.6	18.3	65	*178	0.9	22.6	96	**41	0.9	5.2	88	*104	0.6	13.2	60
ON CABLE	1158	*239	1.1	20.6	74	*269	1.4	23.2	99	*26	0.5	2.2	38	*222	1.2	19.2	87
1001 HOME IDEAS	2852	740	3.3	25.9	93	806	4.2	28.3	121	*131	2.8	4.6	78	723	4.1	25.4	115
ORGANIC GARDENING	1658	411	1.8	24.8	89	378	2.0	22.8	97	*144	3.0	8.7	148	300	1.7	18.1	82
OUTDOOR LIFE	896	*217	1.0	24.2	87	*221	1.2	24.7	105	**42	0.9	4.7	80	*271	1.5	30.2	137
PARADE MAGAZINE	24275	7027	31.0	28.9	104	5956	31.4	24.5	105	1297	27.2	5.3	91	5733	32.2	23.6	107

DISHWASHING LIQUID (NOT FOR AUTOMATIC DISHWASHERS): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	IVORY				JOY				LUX				PALMOLIVE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	22642	100.0	28.0	100	18980	100.0	23.4	100	4763	100.0	5.9	100	17830	100.0	22.0	100
PARENTS	3845	1098	4.8	28.6	102	965	5.1	25.1	107	*148	3.1	3.8	65	880	4.9	22.9	104
PENTHOUSE	831	*219	1.0	26.4	94	*239	1.3	28.8	123	*127	2.7	15.3	260	*204	1.1	24.5	112
PEOPLE	11645	3271	14.4	28.1	100	2734	14.4	23.5	100	756	15.9	6.5	110	2719	15.2	23.3	106
PLAYBOY	2006	454	2.0	22.6	81	485	2.6	24.2	103	*131	2.8	6.5	111	359	2.0	17.9	81
POPULAR HOT RODDING	297	*93	0.4	31.3	112	*94	0.5	31.6	135	*14	0.3	4.7	80	*72	0.4	24.2	110
POPULAR MECHANICS	1018	*387	1.7	38.0	136	*272	1.4	26.7	114	*51	1.1	5.0	85	*292	1.6	28.7	130
POPULAR SCIENCE	878	*255	1.1	29.0	104	*225	1.2	25.6	109	*77	1.6	8.8	149	*161	0.9	18.3	83
PREVENTION	3913	1117	4.9	28.5	102	993	5.2	25.4	108	*229	4.8	5.9	100	887	5.0	22.7	103
PSYCHOLOGY TODAY	1710	356	1.6	20.8	74	472	2.5	27.6	118	*128	2.7	7.5	127	404	2.3	23.6	107
READER'S DIGEST	22204	6673	29.5	30.1	107	5224	27.5	23.5	100	1347	28.3	6.1	103	5501	30.9	24.8	113
REDBOOK	7684	2286	10.1	29.8	106	1870	9.9	24.3	104	445	9.3	5.8	98	1697	9.5	22.1	100
ROAD & TRACK	410	*118	0.5	28.8	103	*51	0.3	12.4	53	*34	0.7	8.3	141	*94	0.5	22.9	104
ROLLING STONE	969	315	1.4	32.5	116	311	1.6	32.1	137	*19	0.4	2.0	33	*235	1.3	24.3	110
RUNNER'S WORLD	298	*77	0.3	25.8	92	*153	0.8	51.3	219	*31	0.7	10.4	177	*66	0.4	22.1	101
SATURDAY EVENING POST	1169	409	1.8	35.0	125	244	1.3	20.9	89	*59	1.2	5.0	86	335	1.9	28.7	130
SCIENCE 84	587	*187	0.8	31.9	114	*103	0.5	17.5	75	*6	0.1	1.0	17	*111	0.6	18.9	86
SCIENCE DIGEST	482	*86	0.4	17.8	64	*113	0.6	23.4	100	*18	0.4	3.7	63	*134	0.8	27.8	126
SCIENTIFIC AMERICAN	594	*163	0.7	27.4	98	*118	0.6	19.9	85	*26	0.5	4.4	74	*67	0.4	11.3	51
SELF	2089	566	2.5	27.1	97	492	2.6	23.6	100	*163	3.4	7.8	133	511	2.9	24.5	111
SEVENTEEN	2411	667	2.9	27.7	99	644	3.4	26.7	114	*117	2.5	4.9	83	550	3.1	22.8	104
SKI	480	*134	0.6	27.9	100	*100	0.5	20.8	89	*13	0.3	2.7	46	*99	0.6	20.6	94
SMITHSONIAN	2760	689	3.0	25.0	89	679	3.6	24.6	105	*90	1.9	3.3	55	594	3.3	21.5	98
SOAP OPERA DIGEST	3013	933	4.1	31.0	111	757	4.0	25.1	107	*261	5.5	8.7	147	646	3.6	21.4	97
SOUTHERN LIVING	4184	1312	5.8	31.4	112	1126	5.9	26.9	115	*201	4.2	4.8	82	931	5.2	22.3	101
SPORT	559	*151	0.7	27.0	97	*188	1.0	33.6	144	*32	0.7	5.7	97	*123	0.7	22.0	100
THE SPORTING NEWS	436	*147	0.6	33.7	121	*82	0.4	18.8	80	*4	0.1	0.9	16	*134	0.8	30.7	140
SPORTS AFIELD	493	*143	0.6	29.0	104	*170	0.9	34.5	147	*10	0.2	2.0	34	*105	0.6	21.3	97
SPORTS ILLUSTRATED	2758	757	3.3	27.4	98	773	4.1	28.0	120	*141	3.0	5.1	87	570	3.2	20.7	94
STAR	7456	1861	8.2	25.0	89	1896	10.0	25.4	109	449	9.4	6.0	102	1590	8.9	21.3	97
SUNDAY	24936	7086	31.3	28.4	102	5973	31.5	24.0	102	1171	24.6	4.7	80	6124	34.3	24.6	112
SUNSET	2124	695	3.1	32.7	117	436	2.3	20.5	88	*116	2.4	5.5	93	514	2.9	24.2	110
TV GUIDE	21661	5718	25.3	26.4	94	5372	28.3	24.8	106	1228	25.8	5.7	96	4754	26.7	21.9	100
TENNIS	550	*193	0.9	35.1	126	*109	0.6	19.8	85	*56	1.2	10.2	173	*93	0.5	16.9	77
TIME	8880	2636	11.6	29.7	106	2335	12.3	26.3	112	434	9.1	4.9	83	2036	11.4	22.9	104
TOWN & COUNTRY	917	260	1.1	28.4	101	245	1.3	26.7	114	*65	1.4	7.1	121	*206	1.2	22.5	102
TRAVEL & LEISURE	972	283	1.2	29.1	104	194	1.0	20.0	85	*26	0.5	2.7	45	*226	1.3	23.3	106
TRUE STORY	3356	988	4.4	29.4	105	928	4.9	27.7	118	313	6.6	9.3	159	653	3.7	19.5	88
U.S. NEWS & WORLD REPORT	3410	958	4.2	28.1	100	792	4.2	23.2	99	*94	2.0	2.8	47	803	4.5	23.5	107
USA TODAY	1759	590	2.6	33.5	120	442	2.3	25.1	107	*98	2.1	5.6	95	417	2.3	23.7	108
US	1873	615	2.7	32.8	117	533	2.8	28.5	121	*161	3.4	8.6	146	492	2.8	26.3	119
VOGUE	3909	1127	5.0	28.8	103	894	4.7	22.9	98	300	6.3	7.7	130	816	4.6	20.9	95
MALL STREET JOURNAL	1886	586	2.6	31.1	111	489	2.6	25.9	111	*167	3.5	8.9	151	419	2.3	22.2	101
WEIGHT WATCHERS	2120	830	3.7	39.2	140	709	3.7	33.4	143	*162	3.4	7.6	130	566	3.2	26.7	121
WOMAN'S DAY	14172	4171	18.4	29.4	105	3256	17.2	23.0	98	740	15.5	5.2	89	3571	20.0	25.2	114
WORKING MOTHER	1146	307	1.4	26.8	96	317	1.7	27.7	118	*47	1.0	4.1	70	*258	1.4	22.5	102
WORKING WOMAN	1322	361	1.6	27.3	98	278	1.5	21.0	90	*74	1.6	5.6	95	240	1.3	18.2	82
WORLD TENNIS	*163	*70	0.3	42.9	154	*63	0.3	38.7	165	*4	0.1	2.5	42	*18	0.1	11.0	50
ZIFF-DAVIS MAG NETHK (GROSS)	2532	757	3.3	29.9	107	590	3.1	23.3	99	*76	1.6	3.0	51	491	2.8	19.4	88
BLAIR INSERTS	43657	12861	56.8	29.5	105	10416	54.9	23.9	102	2244	47.1	5.1	87	10163	57.0	23.3	106
DAILY NEWSPAPERS																	
READ ANY	51633	15076	66.6	29.2	104	12204	64.3	23.6	101	2955	62.0	5.7	97	11833	66.4	22.9	104
READ ONE	43463	12523	55.3	28.8	103	10245	54.0	23.6	101	2494	52.4	5.7	98	9693	54.4	22.3	101
READ TWO OR MORE	8170	2553	11.3	31.2	112	1959	10.3	24.0	102	461	9.7	5.6	96	2140	12.0	26.2	119
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	15340	67.8	29.1	104	12358	65.1	23.5	100	2865	60.2	5.4	92	12203	68.4	23.2	105
READ ONE	46126	13267	58.6	28.8	103	10691	56.3	23.2	99	2488	52.2	5.4	92	10697	60.0	23.2	105
READ TWO OR MORE	6552	2073	9.2	31.6	113	1667	8.8	25.4	109	377	7.9	5.8	98	1506	8.4	23.0	104
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.35				28.92				24.66				27.88			
30 DAY REACH	71455	19977	88.2	28.0	100	16603	87.5	23.2	99	4207	88.3	5.9	100	15706	88.1	22.0	100
50 SHWG - 30 DAY AV FREQ	14.56	13.98				15.23				12.94				14.57			
30 DAY REACH	67742	18843	83.2	27.8	99	15800	83.2	23.3	100	4028	84.6	5.9	101	15048	84.4	22.2	101
25 SHWG - 30 DAY AV FREQ	7.94	7.58				8.26				7.03				7.83			
30 DAY REACH	62117	17399	76.8	28.0	100	14605	76.9	23.5	100	3701	77.7	6.0	101	13999	78.5	22.5	102
CABLE TV: HOME WIRED	32077	9305	41.1	29.0	104	8162	43.0	25.4	109	1830	38.4	5.7	97	6827	38.3	21.3	97
HOME NOT WIRED	48909	13337	58.9	27.3	98	10818	57.0	22.1	94	2934	61.6	6.0	102	11002	61.7	22.5	102
HAVE PAY CABLE	15935	4506	19.9	28.3	101	4057	21.4	25.5	109	923	19.4	5.8	98	3383	19.0	21.2	94

	TOTAL U.S. '000	A '000	IVORY B % DOWN	C ACROSS %	D INDX	A '000	JOY B % DOWN	C ACROSS %	D INDX	A '000	LUX B % DOWN	C ACROSS %	D INDX	A '000	PALMOLIVE B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	22642	100.0	28.0	100	18980	100.0	23.4	100	4763	100.0	5.9	100	17830	100.0	22.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	12170	53.7	27.7	99	10525	55.5	24.0	102	2460	51.6	5.6	95	10107	56.7	23.0	105
10:00 AM - 3:00 PM	30659	8893	39.3	29.0	104	7425	39.1	24.2	103	1878	39.4	6.1	104	7489	42.0	24.4	111
3:00 PM - 7:00 PM	31045	8898	39.3	28.7	103	7346	38.7	23.7	101	1723	36.2	5.6	94	7216	40.5	23.2	106
7:00 PM - MIDNIGHT	15767	4553	20.1	28.9	103	3989	21.0	25.3	108	1018	21.4	6.5	110	3779	21.2	24.0	109
MIDNIGHT - 6:00 AM	9120	2625	11.6	28.8	103	2298	12.1	25.2	108	560	11.8	6.1	104	2137	12.0	23.4	106
6:00 AM - MIDNIGHT	58527	16492	72.8	28.2	101	14009	73.8	23.9	102	3365	70.6	5.7	98	13149	73.7	22.5	102
ENTIRE DAY	59311	16733	73.9	28.2	101	14272	75.2	24.1	103	3431	72.0	5.8	98	13298	74.6	22.4	102
AVG DAILY M-F CUME: 6AM-MDNT FORMATS: ADULT CONTEMPORARY	16172	4926	21.8	30.5	109	4187	22.1	25.9	110	953	20.0	5.9	100	3880	21.8	24.0	109
ALL NEWS	2256	681	3.0	30.2	108	502	2.6	22.3	95	**118	2.5	5.2	89	441	2.5	19.5	89
AOR/PROGRESSIVE	3874	1113	4.9	28.7	103	1064	5.6	27.5	117	*179	3.8	4.6	79	959	5.4	24.8	112
BEAUTIFUL MUSIC	5660	1614	7.1	28.5	102	1260	6.6	22.3	95	286	6.0	5.1	86	1262	7.1	22.3	101
BLACK	2204	619	2.7	28.1	100	535	2.8	24.3	104	*120	2.5	5.4	93	399	2.2	18.1	82
CLASSICAL	1418	341	1.5	24.0	86	336	1.8	23.7	101	**83	1.7	5.9	100	300	1.7	21.2	96
CHR/ROCK	9538	2931	12.9	30.7	110	2261	11.9	23.7	101	612	12.8	6.4	109	2311	13.0	24.2	110
COUNTRY	12648	3522	15.6	27.8	100	3267	17.2	25.8	110	719	15.1	5.7	97	2706	15.2	21.4	97
GOLDEN OLDIES	1191	*278	1.2	23.3	83	269	1.4	22.6	96	**93	2.0	7.8	133	*238	1.3	20.0	91
MOR/NOSTALGIA	4757	1158	5.1	24.3	87	1014	5.3	21.3	91	*256	5.4	5.4	92	1199	6.7	25.2	114
NEWS/TALK	3863	974	4.3	25.2	90	812	4.3	21.0	90	218	4.6	5.6	96	916	5.1	23.7	108
RELIGIOUS	3084	818	3.6	26.5	95	604	3.2	19.6	84	*180	3.8	5.8	99	710	4.0	23.0	105
SOFT ROCK	521	**104	0.5	20.0	71	**55	0.3	10.6	45	**17	0.4	3.3	55	*149	0.8	28.6	130
URBAN CONTEMPORARY	1585	477	2.1	30.1	108	516	2.7	32.6	139	*162	3.4	10.2	174	378	2.1	23.8	108
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1085	4.8	33.3	119	816	4.3	25.0	107	*206	4.3	6.3	107	814	4.6	25.0	113
ABC DIRECTION	2316	772	3.4	33.3	119	639	3.4	27.6	118	*172	3.6	7.4	126	593	3.3	25.6	116
ABC ENTERTAINMENT	4834	1458	6.4	30.2	108	1193	6.3	24.7	105	*275	5.8	5.7	97	1074	6.0	22.2	101
ABC FM	2202	649	2.9	29.5	105	584	3.1	26.5	113	**126	2.6	5.7	97	465	2.6	21.1	96
ABC INFORMATION	5425	1565	6.9	28.8	103	1218	6.4	22.5	96	332	7.0	6.1	104	1239	6.9	22.8	104
ABC ROCK	1677	632	2.8	37.7	135	542	2.9	32.3	138	**160	3.4	9.5	162	524	2.9	31.2	142
CBS	4430	1182	5.2	26.7	95	901	4.7	20.3	87	255	5.4	5.8	98	1025	5.7	23.1	105
MUTUAL	4992	1444	6.4	28.9	103	1440	7.6	28.8	123	250	5.2	5.0	85	1200	6.7	24.0	109
NBC	4679	1340	5.9	28.6	102	1399	7.4	29.9	128	*218	4.6	4.7	79	1075	6.0	23.0	104
RADIORADIO	1994	564	2.5	28.3	101	474	2.5	23.8	101	**142	3.0	7.1	121	500	2.8	25.1	114
RKO ONE	2298	721	3.2	31.4	112	567	3.0	24.7	105	**71	1.5	3.1	53	439	2.5	19.1	87
RKO TWO	3311	932	4.1	28.1	101	623	3.3	18.8	80	*185	3.9	5.6	95	768	4.3	23.2	105
THE SOURCE	2114	736	3.3	34.8	125	607	3.2	28.7	123	**122	2.6	5.8	98	438	2.5	20.7	94
NON-WIRED: BLAIR	8654	2448	10.8	28.3	101	1866	9.8	21.6	92	503	10.6	5.8	99	2136	12.0	24.7	112
INTERNET	12025	3370	14.9	28.0	100	3016	15.9	25.1	107	861	18.1	7.2	122	2969	16.7	24.7	112
KATZ RADIO GROUP	15359	4337	19.2	28.2	101	3890	20.5	25.3	108	855	18.0	5.6	95	3557	19.9	23.2	105
SUPERNET	10628	3129	13.8	29.4	105	2508	13.2	23.6	101	731	15.3	6.9	117	2509	14.1	23.6	107
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2278	10.1	26.3	94	1842	9.7	21.3	91	554	11.6	6.4	109	1865	10.5	21.5	98
MKDAY 9:00 AM - 1:00 PM	12163	3436	15.2	28.2	101	2752	14.5	22.6	97	828	17.4	6.8	116	2531	14.2	20.8	95
MKDAY 1:00 PM - 4:30 PM	16150	4391	19.4	27.2	97	3788	20.0	23.5	100	1030	21.6	6.4	108	3411	19.1	21.1	96
MKDAY 4:30 PM - 7:30 PM	22463	6036	26.7	26.9	96	5197	27.4	23.1	99	1444	30.3	6.4	109	4773	26.8	21.2	97
MKDAY 7:30 PM - 8:00 PM	31795	8700	38.4	27.4	98	7376	38.9	23.2	99	2000	42.0	6.3	107	6866	38.5	21.6	98
MKDAY 11:00 PM - 11:30 PM	23977	6690	29.5	27.9	100	5781	30.5	24.1	103	1577	33.1	6.6	112	5548	31.1	23.1	105
MKDAY 11:30 PM - 1:00 AM	7703	2048	9.0	26.6	95	1824	9.6	23.7	101	470	9.9	6.1	104	1800	10.1	23.4	106
M-SAT 8-11 PM-SUN 7-11 PM	33800	9408	41.6	27.8	100	8033	42.3	23.8	101	2099	44.1	6.2	106	7592	42.6	22.5	102
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1782	7.9	27.3	97	1497	7.9	22.9	98	376	7.9	5.8	98	1297	7.3	19.8	90
ANOTHER WORLD	N 4620	1330	5.9	28.8	103	1084	5.7	23.5	100	290	6.1	6.3	107	1003	5.6	21.7	99
AS THE WORLD TURNS	M 5614	1483	6.5	26.4	94	1285	6.8	22.9	98	335	7.0	6.0	101	1118	6.3	19.9	90
CAPITOL	C 3396	978	4.3	28.8	103	858	4.5	25.3	108	208	4.4	6.1	104	637	3.6	18.8	85
CBS MORN. NEWS 1	C 1446	319	1.4	22.1	79	312	1.6	21.6	92	109	2.3	7.5	128	322	1.8	22.3	101
CBS MORN. NEWS 2	C 1207	281	1.2	23.3	83	188	1.0	15.6	66	*94	2.0	7.8	132	256	1.4	21.2	96
DAYS OF OUR LIVES	N 5877	1696	7.5	28.9	103	1352	7.1	23.0	98	410	8.6	7.0	119	1335	7.5	22.7	103
FACTS OF LIFE - DAYTIME	N 2290	562	2.5	24.5	88	513	2.7	22.4	96	184	3.9	8.0	137	469	2.6	20.5	93
FAMILY FEUD	A 3023	897	4.0	29.7	106	631	3.3	20.9	89	150	3.1	5.0	84	546	3.1	18.1	82
GENERAL HOSPITAL	A 6097	1525	6.7	25.0	89	1424	7.5	23.4	100	368	7.7	6.0	103	1268	7.1	20.8	94
GOOD MORNING, AMERICA-730A	A 3515	1037	4.6	29.5	106	788	4.2	22.4	96	130	2.7	3.7	63	769	4.3	21.9	99
GOOD MORNING, AMERICA-830A	A 2818	819	3.6	29.1	104	606	3.2	21.5	92	87	1.8	3.1	52	641	3.6	22.7	103
GUIDING LIGHT	C 5339	1501	6.6	28.1	101	1439	7.6	27.0	115	387	8.1	7.2	123	1171	6.6	21.9	100
ONE LIFE TO LIVE	A 4478	1127	5.0	25.2	90	1090	5.7	24.3	104	214	4.5	4.8	81	925	5.2	20.7	94
PRESS YOUR LUCK	C 2244	738	3.3	32.9	118	599	3.2	26.7	114	173	3.6	7.7	131	430	2.4	19.2	87
PRICE IS RIGHT 1	C 4348	1311	5.8	30.2	108	1127	5.9	25.9	111	277	5.8	6.4	108	954	5.4	21.9	100
PRICE IS RIGHT 2	C 5014	1556	6.9	31.0	111	1306	6.9	26.0	111	364	7.6	7.3	123	1121	6.3	22.4	102
RYAN'S HOPE	A 3150	773	3.4	24.5	88	741	3.9	23.5	100	125	2.6	4.0	67	646	3.6	20.5	93
SALE OF THE CENTURY	N 2695	695	3.1	25.8	92	573	3.0	21.3	91	212	4.5	7.9	134	505	2.8	18.7	85
SEARCH FOR TOMORROW	N 2319	761	3.4	32.8	117	484	2.6	20.9	89	*153	3.2	6.6	112	467	2.6	20.1	91
TODAY SHOW 1	N 2693	631	2.8	23.4	84	561	3.0	20.8	89	182	3.8	6.8	115	491	2.8	18.2	83
TODAY SHOW 2	N 2498	576	2.5	23.1	82	508	2.7	20.3	87	154	3.2	6.2	105	543	3.0	21.7	99
\$25,000 PYRAMID	C 2753	896	4.0	32.5	116	680	3.6	24.7	105	265	5.6	9.6	164	592	3.3	21.5	98
WHEEL OF FORTUNE	N 4388	1281	5.7	29.2	104	1052	5.5	24.0	102	348	7.3	7.9	135	945	5.3	21.5	98
YOUNG AND THE RESTLESS	C 5695	1545	6.8	27.1	97	1367	7.2	24.0	102	440	9.2	7.7	131	1082	6.1	19.0	86
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	412	1.8	23.4	84	395	2.1	22									

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	22642	100.0	28.0	100	18980	100.0	23.4	100	4763	100.0	5.9	100	17830	100.0	22.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	7042	31.1	27.0	97	6068	32.0	23.3	99	1619	34.0	6.2	106	5578	31.3	21.4	97
NETWORK AFFILIATES - LATE	20261	5623	24.8	27.8	99	4936	26.0	24.4	104	1355	28.4	6.7	114	4702	26.4	23.2	105
INDEPENDENTS - LATE	2076	608	2.7	29.3	105	466	2.5	22.4	96	96	2.0	4.6	79	474	2.7	22.8	104
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	3062	13.5	29.3	105	2626	13.8	25.1	107	742	15.6	7.1	121	2245	12.6	21.5	98
ABC MONDAY NIGHT MOVIE	A 6412	1827	8.1	28.5	102	1579	8.3	24.6	105	332	7.0	5.2	88	1449	8.1	22.6	103
ABC SUNDAY NIGHT MOVIE	A 12407	3388	15.0	27.3	98	3034	16.0	24.5	104	696	14.6	5.6	95	2734	15.3	22.0	100
ABC WORLD NEWS TONIGHT	A 6176	1676	7.4	27.1	97	1402	7.4	22.7	97	304	6.4	4.9	84	1312	7.4	21.2	99
AFTERMASH	C 5863	1703	7.5	29.0	104	1177	6.2	20.1	86	392	8.2	6.7	114	1406	7.9	24.0	109
ALICE	C 9594	2600	11.5	27.1	97	2169	11.4	22.6	96	576	12.1	6.0	102	2093	11.7	21.8	99
AMERICAN PARADE	C 6622	1704	7.5	25.7	92	1445	7.6	21.8	93	468	9.8	7.1	120	1507	8.5	22.8	103
BENSON	A 10886	3062	13.5	28.1	101	2586	13.6	23.8	101	715	15.0	6.6	112	2307	12.9	21.2	96
BLUE THUNDER	A 5036	1383	6.1	27.5	98	1250	6.6	24.8	106	321	6.7	6.4	108	1156	6.5	23.0	104
CAGNEY & LACEY	C 9965	2971	13.1	29.8	107	2427	12.8	24.4	104	661	13.9	6.6	113	2293	12.9	23.0	105
CBS EVENING NEWS-DEAN	C 3491	929	4.1	26.6	95	740	3.9	21.2	90	*219	4.6	6.3	107	775	4.3	22.2	101
CBS EVENING NEWS-RATHER	C 7123	1993	8.8	28.0	100	1676	8.8	23.5	100	479	10.1	6.7	114	1700	9.5	23.9	108
CBS SAT. NEWS-SCHIEFFER	C 3621	849	3.7	23.4	84	880	4.6	24.3	104	286	6.0	7.9	134	754	4.2	20.8	95
CBS SATURDAY NIGHT MOVIE	C 5436	1479	6.5	27.2	97	1395	7.3	25.7	109	284	6.0	5.2	89	1161	6.5	21.4	97
CBS WEDNESDAY NIGHT MOVIE	C 6100	1722	7.6	28.2	101	1527	8.0	25.0	107	470	9.9	7.7	131	1450	8.1	23.8	108
CHEERS	N 8889	2676	11.8	30.1	108	2305	12.1	25.9	111	507	10.6	5.7	97	1976	11.1	22.2	101
DALLAS	C 22109	6320	27.9	28.6	102	5501	29.0	24.9	106	1511	31.7	6.8	116	5035	28.2	22.8	103
DIFF'RENT STROKES	N 6940	2099	9.3	30.2	108	1560	8.2	22.5	96	564	11.8	8.1	138	1582	8.9	22.8	104
DOUBLE TROUBLE	N 7223	2050	9.1	28.4	102	1723	9.1	23.9	102	355	7.5	4.9	84	1652	9.3	22.9	104
DUCK FACTORY	N 5595	1609	7.1	28.8	103	1348	7.1	24.1	103	356	7.5	6.4	108	1298	7.3	23.2	105
DUKES OF HAZZARD	C 5768	1577	7.0	27.3	98	1251	6.6	21.7	93	421	8.8	7.3	124	1270	7.1	22.0	100
DYNASTY	A 20053	5488	24.2	27.4	98	4888	25.8	24.4	104	1204	25.3	6.0	102	4326	24.3	21.6	98
FACTS OF LIFE	N 8087	2361	10.4	29.2	104	1831	9.6	22.6	97	449	9.4	5.6	94	1787	10.0	22.1	100
FALCON CREST	C 20046	5778	25.5	28.8	103	5031	26.5	25.1	107	1424	29.9	7.1	121	4893	27.4	24.4	111
FALL GUY	A 9084	2649	11.7	29.2	104	2033	10.7	22.4	95	621	13.0	6.8	116	1924	10.8	21.2	96
FAMILY TIES	N 7964	2375	10.5	29.8	107	2051	10.8	25.8	110	584	12.3	7.3	125	1733	9.7	21.8	99
FANTASY ISLAND	A 7687	2003	8.8	26.1	93	1644	8.7	21.4	91	555	11.7	7.2	123	1731	9.7	22.5	102
FOULUPS, BLEEPERS & BLUNDERS	A 8861	2540	11.2	28.7	103	2233	11.8	25.2	108	514	10.8	5.8	99	2066	11.6	23.3	106
FOUR SEASONS	C 5095	1450	6.4	28.5	102	930	4.9	18.3	78	*313	6.6	6.1	104	1127	6.3	22.1	100
GIMME A BREAK	N 8838	2413	10.7	27.3	98	2148	11.3	24.3	104	642	13.5	7.3	124	1712	9.6	19.4	88
HART TO HART	A 8978	2632	11.6	29.3	105	1956	10.3	21.8	93	536	11.3	6.0	102	1986	11.1	22.1	100
HILL STREET BLUES	N 8590	2496	11.0	29.1	104	1947	10.3	22.7	97	494	10.4	5.8	98	2145	12.0	25.0	113
HOTEL	A 14085	3813	16.8	27.1	97	3210	16.9	22.8	97	925	19.4	6.6	112	3090	17.3	21.9	100
JEFFERSONS	C 9360	2518	11.1	26.9	96	2003	10.6	21.4	91	602	12.6	6.4	109	2110	11.8	22.5	102
JENNIFER SLEPT HERE	N 5841	1671	7.4	28.6	102	1385	7.3	23.7	101	432	9.1	7.4	126	1248	7.0	21.4	97
KATE & ALLIE	C 9206	2567	11.3	27.9	100	2140	11.3	23.2	99	470	9.9	5.1	87	1962	11.0	21.3	97
KNIGHT RIDER	N 7076	2022	8.9	28.6	102	1647	8.7	23.3	99	447	9.4	6.3	107	1541	8.6	21.8	99
LOVE BOAT	A 12219	3265	14.4	26.7	96	2799	14.7	22.9	98	841	17.7	6.9	117	2564	14.4	21.0	95
MAGNUM PI	C 11199	3177	14.0	28.4	101	2495	13.1	22.3	95	837	17.6	7.5	127	2398	13.4	21.4	97
MAMA'S FAMILY	N 6057	1769	7.8	29.2	104	1352	7.1	22.3	95	517	10.9	8.5	145	1374	7.7	22.7	103
MASTER, THE	N 3598	990	4.4	27.5	98	874	4.6	24.3	104	*215	4.5	6.0	102	749	4.2	20.8	95
MATT HOUSTON	A 6344	1796	7.9	28.3	101	1597	8.4	25.2	107	445	9.3	7.0	119	1445	8.1	22.8	103
NBC MONDAY NIGHT MOVIE	N 11994	3179	14.0	26.5	95	2815	14.8	23.5	100	659	13.8	5.5	93	2581	14.5	21.5	98
NBC NIGHTLY NEWS	N 5132	1213	5.4	23.6	85	1193	6.3	23.2	99	413	8.7	8.0	137	1017	5.7	19.8	90
NBC NIGHTLY NEWS-SAT	N 3375	913	4.0	27.1	97	736	3.9	21.8	93	*237	5.0	7.0	119	663	3.7	19.6	89
NBC NIGHTLY NEWS-SUN	N 3130	734	3.2	23.5	84	758	4.0	24.2	103	*218	4.6	7.0	118	669	3.8	21.4	97
NBC SUNDAY NIGHT MOVIE	N 8284	2207	9.7	26.6	95	1890	10.0	22.8	97	483	10.1	5.8	99	1770	9.9	21.4	97
NEWMART	C 9240	2796	12.3	30.3	108	2212	11.7	23.9	102	576	12.1	6.2	106	2181	12.2	23.6	107
ONE DAY AT A TIME	C 7288	1985	8.8	27.2	97	1896	10.0	26.0	111	474	10.0	6.5	111	1550	8.7	21.3	97
PEOPLE ARE FUNNY	N 4855	1430	6.3	29.5	105	1206	6.4	24.8	106	429	9.0	8.8	150	1113	6.2	22.9	104
REAL PEOPLE	N 8869	2475	10.9	27.9	100	2049	10.8	23.1	99	586	12.3	6.6	112	1984	11.1	22.4	102
REMINGTON STEELE	N 7743	2135	9.4	27.6	99	1712	9.0	22.1	94	363	7.6	4.7	80	1713	9.6	22.1	100
RIPLEY'S BELIEVE IT - NOT	A 5345	1509	6.7	28.2	101	1466	7.7	27.4	117	313	6.6	5.9	100	1180	6.6	22.1	100
RIP TIDE	N 6988	1993	8.8	28.5	102	1528	8.1	21.9	93	449	9.4	6.4	109	1657	9.3	23.7	108
SCARECROW & MRS. KING	C 10002	2710	12.0	27.1	97	2265	11.9	22.6	97	668	14.0	6.7	114	2286	12.8	22.9	104
SIMON & SIMON	C 10638	2964	13.1	27.9	100	2484	13.1	23.4	100	854	17.9	8.0	136	2207	12.4	20.7	94
60 MINUTES	C 13293	3648	16.1	27.4	98	2975	15.7	22.4	95	899	18.9	6.8	115	2995	16.8	22.5	102
ST. ELSEWHERE	N 7017	2054	9.1	29.3	105	1705	9.0	24.3	104	349	7.3	5.0	85	1697	9.5	24.2	110
THREE'S COMPANY	A 10917	3163	14.0	29.0	104	2452	12.9	22.5	96	553							

	TOTAL U.S. '000	SUNLIGHT				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	% ACROSS	D																
		'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	11087	100.0	13.7	100																
18 - 24	9282	1409	12.7	15.2	111																
25 - 34	19072	3386	30.5	17.8	130																
35 - 44	14591	2007	18.1	13.8	100																
45 - 54	11345	1433	12.9	12.6	92																
55 - 64	11635	1314	11.9	11.3	82																
65 OR OLDER	15061	1539	13.9	10.2	75																
18 - 34	28354	4795	43.2	16.9	124																
18 - 49	48339	7443	67.1	15.4	112																
25 - 54	45008	6826	61.6	15.2	111																
35 - 49	19985	2649	23.9	13.3	97																
50 OR OLDER	32647	3644	32.9	11.2	82																
GRADUATED COLLEGE	11155	1611	14.5	14.4	105																
ATTENDED COLLEGE	13682	2238	20.2	16.4	119																
GRADUATED HIGH SCHOOL	33880	5113	46.1	15.1	110																
DID NOT GRADUATE HIGH SCHOOL	22270	2126	19.2	9.5	70																
EMPLOYED	40306	6107	55.1	15.2	111																
EMPLOYED FULL-TIME	32850	4868	43.9	14.8	108																
EMPLOYED PART-TIME	7456	1239	11.2	16.6	121																
NOT EMPLOYED	40680	4980	44.9	12.2	89																
PROFESSIONAL/MANAGER	10392	1666	15.0	16.0	117																
TECH/CLERICAL/SALES	17574	2866	25.9	16.3	119																
PRECISION/CRAFT	985	**103	0.9	10.5	76																
OTHER EMPLOYED	11354	1471	13.3	13.0	95																
SINGLE	9863	1216	11.0	12.3	90																
MARRIED	51375	7534	68.0	14.7	107																
DIVORCED/SEPARATED/WIDOWED	19748	2337	21.1	11.8	86																
PARENTS	32590	5316	47.9	16.3	119																
WHITE	70416	10145	91.5	14.4	105																
BLACK	8778	752	6.8	8.6	63																
OTHER	1791	**189	1.7	10.6	77																
NORTHEAST-CENSUS	17786	2297	20.7	12.9	94																
NORTH CENTRAL	20741	2998	27.0	14.5	106																
SOUTH	27775	3020	27.2	10.9	79																
WEST	14683	2772	25.0	18.9	138																
NORTHEAST-MKTG.	17961	2332	21.0	13.0	95																
EAST CENTRAL	11885	1661	15.0	14.0	102																
WEST CENTRAL	14090	1927	17.4	13.7	100																
SOUTH	24081	2626	23.7	10.9	80																
PACIFIC	12969	2542	22.9	19.6	143																
COUNTY SIZE A	32439	4697	42.4	14.5	106																
COUNTY SIZE B	24915	3753	33.9	15.1	110																
COUNTY SIZE C	12930	1614	14.6	12.5	91																
COUNTY SIZE D	10703	1024	9.2	9.6	70																
METRO CENTRAL CITY	24518	3336	30.1	13.6	99																
METRO SUBURBAN	35919	5647	50.9	15.7	115																
NON METRO	20549	2105	19.0	10.2	75																
TOP 5 ADI'S	18341	2813	25.4	15.3	112																
TOP 10 ADI'S	25378	3489	31.5	13.7	100																
TOP 20 ADI'S	36488	5109	46.1	14.0	102																
MSHLD INC. \$50,000 OR MORE	6612	1145	10.3	17.3	126																
\$40,000 OR MORE	12659	2069	18.7	16.3	119																
\$30,000 OR MORE	24698	3961	35.7	16.0	117																
\$25,000 OR MORE	32077	5163	46.6	16.1	118																
\$20,000 - \$24,999	9144	1330	12.0	14.5	106																
\$15,000 - \$19,999	8728	1065	9.6	12.2	89																
\$10,000 - \$14,999	12562	1602	14.4	12.8	93																
UNDER \$10,000	18475	1928	17.4	10.4	76																
HOUSEHOLD OF 1 PERSON	11987	1068	9.6	8.9	65																
2 PEOPLE	26577	3248	29.3	12.2	89																
3 OR 4 PEOPLE	30617	4942	44.6	16.1	118																
5 OR MORE PEOPLE	11804	1829	16.5	15.5	113																
NO CHILD IN MSHLD	46165	5581	50.3	12.1	88																
CHILD(REN) UNDER 2 YRS	5325	976	8.8	18.3	134																
2 - 5 YEARS	14221	2660	24.0	18.7	137																
6 - 11 YEARS	15117	2185	19.7	14.5	106																
12 - 17 YEARS	16611	2272	20.5	13.7	100																
RESIDENCE OWNED	55884	7629	68.8	13.7	100																
VALUE: \$50,000 OR MORE	31744	4798	43.3	15.1	110																
VALUE: UNDER \$50,000	24140	2832	25.5	11.7	86																

		TOTAL U.S. '000	BLINDLIGHT																			
			A '000	B % DOWN	C % ACROSS	D INDX					A '000	B % DOWN	C % ACROSS	D INDX					A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS		80986	11087	100.0	13.7	100																
MAGAZINES	QUINTILE 1	15799	2637	23.8	16.7	122																
	QUINTILE 2	17259	2475	22.3	14.3	105																
	QUINTILE 3	13545	1888	17.0	13.9	102																
	QUINTILE 4	15133	2085	18.8	13.8	101																
	QUINTILE 5	19250	2002	18.1	10.4	76																
NEWSPAPERS	QUINTILE 1	12413	1403	12.7	11.3	83																
	QUINTILE 2	24116	3285	29.6	13.6	100																
	QUINTILE 3	11261	1853	16.7	16.5	120																
	QUINTILE 4	20255	3081	27.8	15.2	111																
	QUINTILE 5	12940	1465	13.2	11.3	83																
OUTDOOR	QUINTILE 1	14852	2333	21.0	15.7	115																
	QUINTILE 2	15725	2634	23.8	16.8	122																
	QUINTILE 3	16330	2238	20.2	13.7	100																
	QUINTILE 4	16744	2007	18.1	12.0	88																
	QUINTILE 5	17334	1876	16.9	10.8	79																
RADIO-DRIVE TIME	QUINTILE 1	15911	2304	20.8	14.5	106																
	QUINTILE 2	14837	2057	18.6	13.9	101																
	QUINTILE 3	15339	2165	19.5	14.1	103																
	QUINTILE 4	16723	2251	20.3	13.5	98																
	QUINTILE 5	18176	2309	20.8	12.7	93																
RADIO-MID- DAY	TERCILE 1	21020	3195	28.8	15.2	111																
	TERCILE 2	21610	3122	28.2	14.4	106																
	TERCILE 3	38355	4770	43.0	12.4	91																
RADIO-TOTAL	QUINTILE 1	15988	2419	21.8	15.1	111																
	QUINTILE 2	15626	2003	18.1	12.8	94																
	QUINTILE 3	16723	2527	22.8	15.1	110																
	QUINTILE 4	16342	2131	19.2	13.0	95																
	QUINTILE 5	16306	2007	18.1	12.3	90																
TV-PRIME TIME	QUINTILE 1	15953	2178	19.6	13.7	100																
	QUINTILE 2	16137	2068	18.7	12.8	94																
	QUINTILE 3	16420	2212	20.0	13.5	98																
	QUINTILE 4	16687	2550	23.0	15.3	112																
	QUINTILE 5	15789	2080	18.8	13.2	96																
TV-DAYTIME	TERCILE 1	27736	3502	31.6	12.6	92																
	TERCILE 2	26489	3651	32.9	13.8	101																
	TERCILE 3	26761	3934	35.5	14.7	107																
TV-TOTAL	QUINTILE 1	16345	2163	19.5	13.2	97																
	QUINTILE 2	16447	2059	18.6	12.5	91																
	QUINTILE 3	15980	2266	20.4	14.2	104																
	QUINTILE 4	15887	2164	19.5	13.6	99																
	QUINTILE 5	16326	2435	22.0	14.9	109																
MAGAZINES-NEWSPAPERS: DUAL		20721	2920	26.3	14.1	103																
MAGAZINE IMPERATIVE		19186	3146	28.4	16.4	120																
NEWSPAPER IMPERATIVE		21899	2714	24.5	12.4	91																
MAGAZINES-OUTDOOR: DUAL		15451	2574	23.2	16.7	122																
MAGAZINE IMPERATIVE		25953	3439	31.0	13.3	97																
OUTDOOR IMPERATIVE		24400	3532	31.9	14.5	106																
MAGAZINES-RADIO: DUAL		18049	2526	22.8	14.0	102																
MAGAZINE IMPERATIVE		23571	3730	33.6	15.8	116																
RADIO IMPERATIVE		23278	3122	28.2	13.4	98																
MAGAZINES-TELEVISION: DUAL		15459	2197	19.8	14.2	104																
MAGAZINE IMPERATIVE		25829	4183	37.7	16.2	118																
TELEVISION IMPERATIVE		26039	3216	29.0	12.4	90																
NEWSPAPERS-OUTDOOR: DUAL		16605	2420	21.8	14.6	106																
NEWSPAPER IMPERATIVE		26834	3338	30.1	12.4	91																
OUTDOOR IMPERATIVE		23346	3893	35.1	16.7	122																
NEWSPAPERS-RADIO: DUAL		17133	2327	21.0	13.6	99																
NEWSPAPER IMPERATIVE		25892	3446	31.1	13.3	97																
RADIO IMPERATIVE		23167	3522	31.8	15.2	111																
NEWSPAPERS-TELEVISION: DUAL		17159	2236	20.2	13.0	95																
NEWSPAPER IMPERATIVE		26214	3599	32.5	13.7	100																
TELEVISION IMPERATIVE		23412	3177	28.7	13.6	99																
OUTDOOR-RADIO: DUAL		15303	2489	22.4	16.3	119																
OUTDOOR IMPERATIVE		24901	3649	32.9	14.7	107																
RADIO IMPERATIVE		26492	3333	30.1	12.6	92																
OUTDOOR-TELEVISION: DUAL		14794	2354	21.2	15.9	116																
OUTDOOR IMPERATIVE		25437	4082	36.8	16.0	117																
TELEVISION IMPERATIVE		27877	3217	29.0	11.5	84																
RADIO-TELEVISION: DUAL		15996	1871	16.9	11.7	85																
RADIO IMPERATIVE		25478	3792	34.2	14.9	109																
TELEVISION IMPERATIVE		26573	3663	33.0	13.8	101																

	TOTAL U.S. '000	SUNLIGHT				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	11087	100.0	13.7	100																
ATLANTIC MONTHLY	415	**57	0.5	13.7	100																
BARRON'S	453	**129	1.2	28.5	208																
BETTER HOMES & GARDENS	16256	2573	23.2	15.8	116																
BON APPETIT	2535	353	3.2	13.9	102																
BUSINESS WEEK	1278	*187	1.7	14.6	107																
CAR AND DRIVER	378	**36	0.3	9.5	70																
CBS MAGAZINE NETWORK (GROSS)	1498	*271	2.4	18.1	132																
CHANGING TIMES	1505	*239	2.2	15.9	116																
COLONIAL HOMES	1231	219	2.0	17.8	130																
CONDE NAST MAG. PKG. (GROSS)	14146	2620	23.6	18.5	135																
CONSUMERS DIGEST	1323	*249	2.2	18.8	137																
COSMOPOLITAN	7102	1245	11.2	17.5	128																
COUNTRY LIVING	2481	354	3.2	14.3	104																
CUISINE	1472	*291	2.6	19.8	144																
CYCLE WORLD	425	**113	1.0	26.6	194																
DCI:CREATIVE IDEAS FOR LIV	2510	279	2.5	11.1	81																
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	770	6.9	11.5	84																
DISCOVER	894	*166	1.5	18.6	136																
EBONY	3507	395	3.6	11.3	82																
ESQUIRE	1083	*149	1.3	13.8	100																
ESSENCE	1830	192	1.7	10.5	77																
FAMILY CIRCLE	15930	2450	22.1	15.4	112																
THE FAMILY HANDYMAN	1126	*173	1.6	15.4	112																
FAMILY WEEKLY	11468	1706	15.4	14.9	109																
FIELD & STREAM	2234	379	3.4	17.0	124																
FOOD & WINE	579	**104	0.9	18.0	131																
FORBES	728	**154	1.4	21.2	155																
FORTUNE	906	**200	1.8	22.1	161																
GENTLEMAN'S QUARTERLY	791	*205	1.8	25.9	189																
GLAMOUR	5265	965	8.7	18.3	134																
GOLF DIGEST	636	**113	1.0	17.8	130																
GOLF DIGEST/TENNIS (GROSS)	1186	*173	1.6	14.6	107																
GOLF MAGAZINE	441	**119	1.1	27.0	197																
GOLF MAGAZINE/SKI (GROSS)	922	*239	2.2	25.9	189																
GOOD HOUSEKEEPING	16487	2456	22.2	14.9	109																
HARPER'S BAZAAR	2423	575	5.2	23.7	173																
HEALTH	1994	*306	2.8	15.3	112																
HEARST MAG CORP. BUY (GROSS)	44101	7038	63.5	16.0	117																
HEARST MAN POWER (GROSS)	1993	364	3.3	18.3	133																
HEARST WOMAN POWER (GROSS)	31274	4735	42.7	15.1	111																
HOUSE BEAUTIFUL	3623	683	6.2	18.9	138																
INC.	283	**77	0.7	27.2	199																
JET	2928	347	3.1	11.9	87																
LADIES' HOME JOURNAL	11918	1854	16.7	15.6	114																
LHJ FAMILY GRP COMBO(GROSS)	16764	2730	24.6	16.3	119																
LIFE	4254	768	6.9	18.1	132																
L.A. TIMES HOME MAGAZINE	1145	*255	2.3	22.3	163																
MADEMOISELLE	2884	551	5.0	19.1	140																
MC CALL'S	13460	1874	16.9	13.9	102																
MC CALL'S/MRK MOTHER (GROSS)	14606	2093	18.9	14.3	105																
MECHANIX ILLUSTRATED	772	**134	1.2	17.4	127																
METROPOLITAN HOME	967	**104	0.9	10.8	79																
MONEY	1588	*284	2.6	17.9	131																
MOTHER EARTH NEWS	1002	*109	1.0	10.9	79																
MS.	825	*157	1.4	19.0	139																
NATIONAL ENQUIRER	10336	1465	13.2	14.2	104																
NATIONAL GEOGRAPHIC	9597	1485	13.4	15.5	113																
NATIONAL SUNDAY MAGAZINE PKG	49558	7203	65.0	14.5	106																
NATURAL HISTORY	573	**90	0.8	15.7	115																
NEW WOMAN	1699	307	2.8	18.1	132																
NEW YORK INCLUDING CUE	443	**48	0.4	10.8	79																
THE NEW YORKER	1270	*241	2.2	19.0	139																
NEWSWEEK	6277	1127	10.2	18.0	131																
THE N.Y. TIMES DAILY EDITION	1205	**90	0.8	7.5	55																
THE N.Y. TIMES MAGAZINE	2081	*174	1.6	8.4	61																
OMNI	788	*189	1.7	24.0	175																
ON CABLE	1158	*273	2.5	23.6	172																
1001 HOME IDEAS	2852	570	5.1	20.0	146																
ORGANIC GARDENING	1658	*227	2.0	13.7	100																
OUTDOOR LIFE	896	*147	1.3	16.4	120																
PARADE MAGAZINE	24275	3237	29.2	13.3	97																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DISHWASHING LIQUID (NOT FOR AUTOMATIC DISHWASHERS): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	SUNLIGHT				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX																
TOTAL FEMALE HOMEOWNERS	80986	11087	100.0	13.7	100																
PARENTS	3845	682	6.2	17.7	130																
PENTHOUSE	831	**114	1.0	13.7	100																
PEOPLE	11645	2046	18.5	17.6	128																
PLAYBOY	2006	362	3.3	18.0	132																
POPULAR HOT RODDING	297	**61	0.6	20.5	150																
POPULAR MECHANICS	1018	*174	1.6	17.1	125																
POPULAR SCIENCE	878	**109	1.0	12.4	91																
PREVENTION	3913	634	5.7	16.2	118																
PSYCHOLOGY TODAY	1710	288	2.6	16.8	123																
READER'S DIGEST	22204	3312	29.9	14.9	109																
REDBOOK	7684	1034	9.3	13.5	98																
ROAD & TRACK	410	**82	0.7	20.0	146																
ROLLING STONE	969	*182	1.6	18.8	137																
RUNNER'S WORLD	298	**60	0.5	20.1	147																
SATURDAY EVENING POST	1169	**95	0.9	8.1	59																
SCIENCE 84	587	*127	1.1	21.6	158																
SCIENCE DIGEST	482	**119	1.1	24.7	180																
SCIENTIFIC AMERICAN	594	**93	0.8	15.7	114																
SELF	2089	408	3.7	19.5	143																
SEVENTEEN	2411	359	3.2	14.9	109																
SKI	480	**121	1.1	25.2	184																
SMITHSONIAN	2760	334	3.0	12.1	88																
SOAP OPERA DIGEST	3013	483	4.4	16.0	117																
SOUTHERN LIVING	4184	491	4.4	11.7	86																
SPORT	559	**77	0.7	13.8	101																
THE SPORTING NEWS	436	**24	0.2	5.5	40																
SPORTS AFIELD	493	**71	0.6	14.4	105																
SPORTS ILLUSTRATED	2758	503	4.5	18.2	133																
STAR	7456	922	8.3	12.4	90																
SUNDAY	24936	3470	31.3	13.9	102																
SUNSET	2124	530	4.8	25.0	182																
TV GUIDE	21661	3346	30.2	15.4	113																
TENNIS	550	**60	0.5	10.9	80																
TIME	8880	1206	10.9	13.6	99																
TOWN & COUNTRY	917	**66	0.6	7.2	53																
TRAVEL & LEISURE	972	*166	1.5	17.1	125																
TRUE STORY	3356	381	3.4	11.4	83																
U.S. NEWS & WORLD REPORT	3410	575	5.2	16.9	123																
USA TODAY	1759	266	2.4	15.1	110																
US	1873	331	3.0	17.7	129																
VOGUE	3909	695	6.3	17.8	130																
WALL STREET JOURNAL	1886	254	2.3	13.5	98																
WEIGHT WATCHERS	2120	332	3.0	15.7	114																
WOMAN'S DAY	14172	1968	17.8	13.9	101																
WORKING MOTHER	1146	*219	2.0	19.1	140																
WORKING WOMAN	1322	*227	2.0	17.2	125																
WORLD TENNIS	*163	**24	0.2	14.7	108																
ZIFF-DAVIS MAG NETWK (GROSS)	2532	441	4.0	17.4	127																
BLAIR INSERTS	43657	6295	56.8	14.4	105																
DAILY NEWSPAPERS																					
READ ANY	51633	6993	63.1	13.5	99																
READ ONE	43463	6119	55.2	14.1	103																
READ TWO OR MORE	8170	874	7.9	10.7	78																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	7447	67.2	14.1	103																
READ ONE	46126	6695	60.4	14.5	106																
READ TWO OR MORE	6552	752	6.8	11.5	84																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	27.55	31.64																			
30 DAY REACH	71455	10005	90.2	14.0	102																
50 SHWG - 30 DAY AV FREQ	14.56	16.58																			
30 DAY REACH	67742	9553	86.2	14.1	103																
25 SHWG - 30 DAY AV FREQ	7.94	8.67																			
30 DAY REACH	62117	9113	82.2	14.7	107																
CABLE TV: HOME HIRED	32077	4949	44.6	15.4	113																
HOME NOT HIRED	48909	6139	55.4	12.6	92																
HAVE PAY CABLE	15935	2883	26.0	18.1	132																

	TOTAL U.S. '000	SUNLIGHT				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	11087	100.0	13.7	100																
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	43921	6111	55.1	13.9	102																
10:00 AM - 3:00 PM	30659	4539	40.9	14.8	108																
3:00 PM - 7:00 PM	31045	4613	41.6	14.9	109																
7:00 PM - MIDNIGHT	15767	2426	21.9	15.4	112																
MIDNIGHT - 6:00 AM	9120	1239	11.2	13.6	99																
6:00 AM - MIDNIGHT	58527	8316	75.0	14.2	104																
ENTIRE DAY	59311	8390	75.7	14.1	103																
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS:																					
ADULT CONTEMPORARY	16172	2465	22.2	15.2	111																
ALL NEWS	2256	331	3.0	14.7	107																
AOR/PROGRESSIVE	3874	694	6.3	17.9	131																
BEAUTIFUL MUSIC	5660	806	7.3	14.2	104																
BLACK	2204	*227	2.0	10.3	75																
CLASSICAL	1418	*273	2.5	19.3	141																
CHR/ROCK	9538	1566	14.1	16.4	120																
COUNTRY	12648	1455	13.1	11.5	84																
GOLDEN OLDIES	1191	**116	1.0	9.7	71																
MOR/NOSTALGIA	4757	789	7.1	16.6	121																
NEWS/TALK	3863	654	5.9	16.9	124																
RELIGIOUS	3084	490	4.4	15.9	116																
SOFT ROCK	521	**102	0.9	19.6	143																
URBAN CONTEMPORARY	1585	*162	1.5	10.2	75																
WIRED NETWORKS:																					
ABC CONTEMPORARY	3261	452	4.1	13.9	101																
ABC DIRECTION	2316	377	3.4	16.3	119																
ABC ENTERTAINMENT	4834	562	5.1	11.6	85																
ABC FM	2202	355	3.2	16.1	118																
ABC INFORMATION	5425	949	8.6	17.5	128																
ABC ROCK	1677	371	3.3	22.1	162																
CBS	4430	633	5.7	14.3	104																
MUTUAL	4992	662	6.0	13.3	97																
NBC	4679	620	5.6	13.3	97																
RADIORADIO	1994	*267	2.4	13.4	98																
RKO ONE	2298	385	3.5	16.8	122																
RKO TWO	3311	441	4.0	13.3	97																
THE SOURCE	2114	370	3.3	17.5	128																
NON-WIRED: BLAIR	8654	1139	10.3	13.2	96																
INTERNET	12025	2087	18.8	17.4	127																
KATZ RADIO GROUP	15359	2416	21.8	15.7	115																
SUPERNET	10628	1478	13.3	13.9	102																
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	8659	1151	10.4	13.3	97																
WKDAY 9:00 AM - 1:00 PM	12163	1589	14.3	13.1	95																
WKDAY 1:00 PM - 4:30 PM	16150	2038	18.4	12.6	92																
WKDAY 4:30 PM - 7:30 PM	22463	2910	26.2	13.0	95																
WKDAY 7:30 PM - 8:00 PM	31795	4024	36.3	12.7	92																
WKDAY 11:00 PM - 11:30 PM	23977	3419	30.8	14.3	104																
WKDAY 11:30 PM - 1:00 AM	7703	1162	10.5	15.1	110																
M-SAT 8-11 PM+SUN 7-11 PM	33800	4605	41.5	13.6	100																
WKDY DAYTIME NTHK 7AM-4:30PM																					
ALL MY CHILDREN	A 6538	1017	9.2	15.6	114																
ANOTHER WORLD	N 4620	490	4.4	10.6	77																
AS THE WORLD TURNS	C 5614	614	5.5	10.9	80																
CAPITOL	C 3396	393	3.5	11.6	85																
CBS MORN. NEWS 1	C 1446	148	1.3	10.2	75																
CBS MORN. NEWS 2	C 1207	118	1.1	9.8	71																
DAYS OF OUR LIVES	N 5877	709	6.4	12.1	88																
FACTS OF LIFE - DAYTIME	N 2290	224	2.0	9.8	71																
FAMILY FEUD	A 3023	367	3.3	12.1	89																
GENERAL HOSPITAL	A 6097	763	6.9	12.5	91																
GOOD MORNING, AMERICA-730	A 3515	503	4.5	14.3	105																
GOOD MORNING, AMERICA-830	A 2818	389	3.5	13.8	101																
GUIDING LIGHT	C 5339	615	5.5	11.5	84																
ONE LIFE TO LIVE	A 4478	638	5.8	14.2	104																
PRESS YOUR LUCK	C 2244	318	2.9	14.2	104																
PRICE IS RIGHT 1	C 4348	574	5.2	13.2	96																
PRICE IS RIGHT 2	C 5014	624	5.6	12.4	91																
RYAN'S HOPE	A 3150	431	3.9	13.7	100																
SALE OF THE CENTURY	N 2695	244	2.2	9.1	66																
SEARCH FOR TOMORROW	N 2319	281	2.5	12.1	89																
TODAY SHOW 1	N 2693	261	2.4	9.7	71																
TODAY SHOW 2	N 2498	299	2.7	12.0	87																
\$25,000 PYRAMID	C 2753	355	3.2	12.9	94																
WHEEL OF FORTUNE	N 4388	510	4.6	11.6	85																
YOUNG AND THE RESTLESS	C 5695	644	5.8	11.3	83																
WEEKEND DAYTIME NTHK PRE 6PM																					
ABC WIDE WORLD-SPORTS SAT	A 1760	268	2.4	15.2	111																
NBA PLAYOFF GAME -1	C 1136	*105	0.9	9.2	68																
NBC MAJOR LEAGUE PRE-GAME N	953	*130	1.2	13.6	100																
SPORTSWORLD - SUN	N 1233	*188	1.7	15.2	111																
SUNDAY MORNING	C 1611	240	2.2	14.9	109																

DISHWASHING LIQUID (NOT FOR AUTOMATIC DISHWASHERS): BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	DUNLIGHT				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			A	B	C	D																
			'000	% DOWN	% ACROSS	% INDX					'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	11087	100.0	13.7	100																
WKDAY LOCAL EVENING TV NEWS																						
NETWORK AFFILIATES - EARLY		26063	3018	27.2	11.6	85																
NETWORK AFFILIATES - LATE		20261	2845	25.7	14.0	103																
INDEPENDENTS - LATE		2076	240	2.2	11.6	84																
TV EVENING NTKW 6 PM - 2 AM																						
A TEAM	M	10453	1432	12.9	13.7	100																
ABC MONDAY NIGHT MOVIE	A	6412	801	7.2	12.5	91																
ABC SUNDAY NIGHT MOVIE	A	12407	1737	15.7	14.0	102																
ABC WORLD NEWS TONIGHT	A	6176	715	6.4	11.6	85																
AFTERMASH	C	5863	873	7.9	14.9	109																
ALICE	C	9594	1143	10.3	11.9	87																
AMERICAN PARADE	C	6622	690	6.2	10.4	76																
BENSON	A	10886	1513	13.6	13.9	102																
BLUE THUNDER	A	5036	692	6.2	13.7	100																
CAGNEY & LACEY	C	9965	1664	15.0	16.7	122																
CBS EVENING NEWS-DEAN	C	3491	334	3.0	9.6	70																
CBS EVENING NEWS-RATHER	C	7123	814	7.3	11.4	83																
CBS SAT. NEWS-SCHIEFFER	C	3621	377	3.4	10.4	76																
CBS SATURDAY NIGHT MOVIE	C	5436	653	5.9	12.0	88																
CBS WEDNESDAY NIGHT MOVIE	C	6100	725	6.5	11.9	87																
CHEERS	M	8889	1522	13.7	17.1	125																
DALLAS	C	22109	3025	27.3	13.7	100																
DIFFERENT STROKES	M	6940	860	7.8	12.4	91																
DOUBLE TROUBLE	M	7223	953	8.6	13.2	96																
DUCK FACTORY	M	5595	973	8.8	17.4	127																
DUKES OF HAZZARD	C	5768	746	6.7	12.9	94																
DYNASTY	A	20053	2552	23.0	12.7	93																
FACTS OF LIFE	M	8087	1102	9.9	13.6	100																
FALCON CREST	C	20046	2756	24.9	13.7	100																
FALL GUY	A	9084	1226	11.1	13.5	99																
FAMILY TIES	M	7964	1120	10.1	14.1	103																
FANTASY ISLAND	A	7687	976	8.8	12.7	93																
FOULUPS, BLEEPERS & BLUNDERS	A	8861	1229	11.1	13.9	101																
FOUR SEASONS	C	5095	700	6.3	13.7	100																
GIMME A BREAK	M	8838	1194	10.8	13.5	99																
HART TO HART	A	8978	1263	11.4	14.1	103																
HILL STREET BLUES	M	8590	1300	11.7	15.1	111																
HOTEL	A	14085	1808	16.3	12.8	94																
JEFFERSONS	C	9360	1239	11.2	13.2	97																
JENNIFER SLEPT HERE	M	5841	826	7.5	14.1	103																
KATE & ALLIE	C	9206	1302	11.7	14.1	103																
KNIGHT RIDER	M	7076	978	8.8	13.8	101																
LOVE BOAT	A	12219	1529	13.8	12.5	91																
MAGNUM PI	C	11199	1574	14.2	14.1	103																
MAMA'S FAMILY	M	6057	874	7.9	14.4	105																
MASTER, THE	M	3598	420	3.8	11.7	85																
MATT HOUSTON	A	6344	909	8.2	14.3	105																
NBC MONDAY NIGHT MOVIE	M	11994	1631	14.7	13.6	99																
NBC NIGHTLY NEWS	M	5132	652	5.9	12.7	93																
NBC NIGHTLY NEWS-SAT	M	3375	302	2.7	8.9	65																
NBC NIGHTLY NEWS-SUN	M	3130	337	3.0	10.8	79																
NBC SUNDAY NIGHT MOVIE	M	8284	1100	9.9	13.3	97																
NEWMART	C	9240	1402	12.6	15.2	111																
ONE DAY AT A TIME	C	7288	927	8.4	12.7	93																
PEOPLE ARE FUNNY	M	4855	668	6.0	13.8	101																
REAL PEOPLE	M	8869	1169	10.5	13.2	96																
REMINGTON STEELE	M	7743	1056	9.5	13.6	100																
RIPLEY'S BELIEVE IT - NOT	A	5345	836	7.5	15.6	114																
RIPTIDE	M	6988	1035	9.3	14.8	108																
SCARECROW & MRS. KING	C	10002	1501	13.5	15.0	110																
SIMON & SIMON	C	10638	1375	12.4	12.9	94																
60 MINUTES	C	13293	1621	14.6	12.2	89																
ST. ELSEWHERE	M	7017	1161	10.5	16.5	121																
THREE'S COMPANY	A	10917	1544	13.9	14.1	103																
T.J. HOOKER	A	9204	1127	10.2	12.2	89																
TONIGHT SHOW	M	2372	360	3.2	15.2	111																
TRAPPER JOHN, M.D.	C	9846	1218	11.0	12.4	90																
TV BLOOPERS & PRAC. JOKES	M	9105	1453	13.1	16.0	117																
20/20	A	9387	1267	11.4	13.5	99																
WEBSTER	A	11067	1563	14.1	14.1	103																
WORLD NEWS - SUN	A	3062	428	3.9	14.0	102																
YELLOW ROSE	M	4978	704	6.3	14.1	103																
TV VIEWING SPORTS EVENTS																						
BASEBALL		8878	1245	11.2	14.0	102																
BASKETBALL - COLLEGE GAMES		4080	499	4.5	12.2	89																
BASKETBALL - PRO GAMES		3607	629	5.7	17.4	127																
BOWLING		3883	602	5.4	15.5	113																
BOXING		3928	775	7.0	19.7	144																
FOOTBALL - COLLEGE GAMES		6366	964	8.7	15.1	111																
FOOTBALL - PRO GAMES		11300	2047	18.5	18.1	132																
GOLF		3378	*496	4.5	14.7	107																
POST-SEASON COLL. FOOTBALL		4906	752	6.8	15.3	112																
POST-SEASON PRO FOOTBALL		6120	1061	9.6	17.3	127																
TENNIS		3033	*387	3.5	12.8	93																
WRESTLING - PROFESSIONAL		3344	*438	4.0	13.1	96																

LAUNDRY WASHLOADS (ALL TYPES)

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-17

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
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4. IN TOTAL, ABOUT HOW MANY
WASHLOADS OF ALL TYPES OF
LAUNDRY WERE DONE BY
YOUR ENTIRE HOUSEHOLD
IN THE LAST 7 DAYS?

16 OR MORE	H	5368	6.6	504
13 - 15	H	4383	5.4	434
10 - 12	H	7590	9.4	738
7 - 9	H	13076	16.2	1365
4 - 6	H	21491	26.5	2426
1 - 3	L	19095	23.6	2640
NONE		3014	3.7	473
DO NOT KNOW		6969	8.6	855

	TOTAL U.S. '000	DID LAUNDRY WASHLOAD IN LAST WEEK				10 OR MORE WASHLOADS				4 - 9				1 - 3			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	71003	100.0	87.7	100	17340	100.0	21.4	100	34567	100.0	42.7	100	19095	100.0	23.6	100
18 - 24	9282	8030	11.3	86.5	99	1406	8.1	15.1	71	4555	13.2	49.1	115	2069	10.8	22.3	95
25 - 34	19072	17415	24.5	91.3	104	4644	26.8	24.3	114	9306	26.9	48.8	114	3466	18.2	18.2	77
35 - 44	14591	13203	18.6	90.5	103	5233	30.2	35.9	168	6143	17.8	42.1	99	1827	9.6	12.5	53
45 - 54	11345	9968	14.0	87.9	100	2989	17.2	26.3	123	5085	14.7	44.8	105	1894	9.9	16.7	71
55 - 64	11635	10263	14.5	88.2	101	1893	10.9	16.3	76	4855	14.0	41.7	98	3515	18.4	30.2	128
65 OR OLDER	15061	12123	17.1	80.5	92	1176	6.8	7.8	36	4624	13.4	30.7	72	6324	33.1	42.0	178
18 - 34	28354	25445	35.8	89.7	102	6050	34.9	21.3	100	13860	40.1	48.9	115	5535	29.0	19.5	83
18 - 49	48339	43424	61.2	89.8	102	12824	74.0	26.5	124	22414	64.8	46.4	109	8186	42.9	16.9	72
25 - 49	45008	40586	57.2	90.2	103	12865	74.2	28.6	133	20533	59.4	45.6	107	7187	37.6	16.0	68
35 - 49	19985	17979	25.3	90.0	103	6773	39.1	33.9	158	8554	24.7	42.8	100	2652	13.9	13.3	56
50 OR OLDER	32647	27578	38.8	84.5	96	4517	26.0	13.8	65	12153	35.2	37.2	87	10909	57.1	33.4	142
GRADUATED COLLEGE	11155	10077	14.2	90.3	103	2269	13.1	20.3	95	5046	14.6	45.2	106	2763	14.5	24.8	105
ATTENDED COLLEGE	13682	12406	17.5	90.7	103	3188	18.4	23.3	109	6181	17.9	45.2	106	3038	15.9	22.2	94
GRADUATED HIGH SCHOOL	33880	30473	42.9	89.9	103	8638	49.8	25.5	119	14759	42.7	43.6	102	7075	37.1	20.9	89
DID NOT GRADUATE HIGH SCHOOL	22270	18046	25.4	81.0	92	3246	18.7	14.6	68	8581	24.8	38.5	90	6219	32.6	27.9	118
EMPLOYED	40306	36261	51.1	90.0	103	9158	52.8	22.7	106	18969	54.9	47.1	110	8134	42.6	20.2	86
EMPLOYED FULL-TIME	32850	29451	41.5	89.7	102	7264	41.9	22.1	103	15455	44.7	47.0	110	6733	35.3	20.5	87
EMPLOYED PART-TIME	7456	6810	9.6	91.3	104	1895	10.9	25.4	119	3514	10.2	47.1	110	1402	7.3	18.8	80
NOT EMPLOYED	40680	34741	48.9	85.4	97	8182	47.2	20.1	94	15598	45.1	38.3	90	10961	57.4	26.9	114
PROFESSIONAL/MANAGER	10392	9519	13.4	91.6	104	2316	13.4	22.3	104	4826	14.0	46.4	109	2377	12.4	22.9	97
TECH/CLERICAL/SALES	17574	16088	22.7	91.5	104	4239	24.4	24.1	113	8561	24.8	48.7	114	3289	17.2	18.7	79
PRECISION/CRAFT	985	925	1.3	93.9	107	184	1.1	18.7	87	539	1.6	54.7	128	202	1.1	20.5	87
OTHER EMPLOYED	11354	9730	13.7	85.7	98	2420	14.0	21.3	100	5044	14.6	44.4	104	2266	11.9	20.0	85
SINGLE	9863	8124	11.4	82.4	94	1115	6.4	11.3	53	3838	11.1	38.9	91	3171	16.6	32.2	136
MARRIED	51375	46480	65.5	90.5	103	13865	80.0	27.0	126	23526	68.1	45.8	107	9089	47.6	17.7	75
DIVORCED/SEPARATED/WIDOWED	19748	16398	23.1	83.0	95	2360	13.6	12.0	56	7203	20.8	36.5	85	6835	35.8	34.6	147
PARENTS	32590	29712	41.8	91.2	104	11122	64.1	34.1	159	15381	44.5	47.2	111	3209	16.8	9.8	42
WHITE	70416	62715	88.3	89.1	102	15888	91.6	22.6	105	30328	87.7	43.1	101	16500	86.4	23.4	99
BLACK	8778	6856	9.7	78.1	89	1136	6.6	12.9	60	3668	10.6	41.8	98	2052	10.7	23.4	99
OTHER	1791	1431	2.0	79.9	91	316	1.8	17.6	82	571	1.7	31.9	75	544	2.8	30.4	129
NORTHEAST-CENSUS	17786	15803	22.3	88.9	101	4099	23.6	23.0	108	6459	18.7	36.3	85	5245	27.5	29.5	125
NORTH CENTRAL	20741	18480	26.0	89.1	102	5728	33.0	27.6	129	9295	26.9	44.8	105	3457	18.1	16.7	71
SOUTH	27775	23917	33.7	86.1	98	5030	29.0	18.1	85	12395	35.9	44.6	105	6492	34.0	23.4	99
WEST	14683	12803	18.0	87.2	99	2484	14.3	16.9	79	6419	18.6	43.7	102	3901	20.4	26.6	113
NORTHEAST-MKTG.	17961	15839	22.3	88.2	101	4012	23.1	22.3	104	6732	19.5	37.5	88	5095	26.7	28.4	120
EAST CENTRAL	11885	10626	15.0	89.4	102	2892	16.7	24.3	114	5525	16.0	46.5	109	2209	11.6	18.6	79
WEST CENTRAL	14090	12623	17.8	89.6	102	3909	22.5	27.7	130	6195	17.9	44.0	103	2519	13.2	17.9	76
SOUTH	24081	20729	29.2	86.1	98	4452	25.7	18.5	86	10495	34.4	43.6	102	5783	30.3	24.0	102
PACIFIC	12969	11185	15.8	86.2	98	2075	12.0	16.0	75	5620	16.3	43.3	102	3490	18.3	26.9	114
COUNTY SIZE A	32439	27720	39.0	85.5	97	5617	32.4	17.3	81	14115	40.8	43.5	102	7988	41.8	24.6	104
COUNTY SIZE B	24915	22029	31.0	88.4	101	6113	35.3	24.5	115	10289	29.8	41.3	97	5627	29.5	22.6	96
COUNTY SIZE C	12930	11751	16.6	90.9	104	3026	17.5	23.4	109	5432	15.7	42.0	98	3293	17.2	25.5	108
COUNTY SIZE D	10703	9503	13.4	88.8	101	2584	14.9	24.1	113	4731	13.7	44.2	104	2188	11.5	20.4	87
METRO CENTRAL CITY	24518	20605	29.0	84.0	96	4647	26.8	19.0	89	9564	27.7	39.0	91	6394	33.5	26.1	111
METRO SUBURBAN	35919	32319	45.5	90.0	103	7889	45.5	22.0	103	16121	46.6	44.9	105	8309	43.5	23.1	98
NON METRO	20549	18079	25.5	88.0	100	4804	27.7	23.4	109	8883	25.5	43.2	101	4393	23.0	21.4	91
TOP 5 ADI'S	18341	15254	21.5	83.2	95	3201	18.5	17.5	82	7003	20.3	38.2	89	5050	26.4	27.5	117
TOP 10 ADI'S	25378	21550	30.4	84.9	97	4315	24.9	17.0	79	10893	31.5	42.9	101	6342	33.2	25.0	106
TOP 20 ADI'S	36488	31446	44.3	86.2	98	6454	37.2	17.7	83	15862	45.9	43.5	102	9129	47.8	25.0	106
HSOLD INC. \$50,000 OR MORE	6612	6157	8.7	93.1	106	1894	10.9	28.6	134	3219	9.3	48.7	114	1044	5.5	15.8	67
\$40,000 OR MORE	12659	11697	16.5	92.4	105	3596	20.7	28.4	133	5946	17.2	47.0	110	2155	11.3	17.0	72
\$30,000 OR MORE	24698	22798	32.1	92.3	105	7128	41.1	28.9	135	11761	34.0	47.6	112	3909	20.5	15.8	67
\$25,000 OR MORE	32077	29473	41.5	91.9	105	8997	51.9	28.0	131	15442	44.7	48.1	113	5034	26.4	15.7	67
\$20,000 - \$24,999	9144	8067	11.4	88.2	101	2347	13.5	25.7	120	3886	11.2	42.5	100	1835	9.6	20.1	85
\$15,000 - \$19,999	8728	7686	10.8	88.1	100	1530	8.8	17.5	82	3793	11.0	43.5	102	2363	12.4	27.1	115
\$10,000 - \$14,999	12562	11108	15.6	88.4	101	2161	12.5	17.2	80	5524	16.0	44.0	103	3423	17.9	27.2	116
UNDER \$10,000	18475	14669	20.7	79.4	91	2306	13.3	12.5	58	5922	17.1	32.1	75	6440	33.7	34.9	148
HOUSEHOLD OF 1 PERSON	11987	9395	13.2	78.4	89	547	3.2	4.6	21	2617	7.6	21.8	51	6231	32.6	52.0	220
2 PEOPLE	26577	23491	33.1	88.4	101	2907	16.8	10.9	51	12322	35.6	46.4	109	8262	43.3	31.1	132
3 OR 4 PEOPLE	30617	27348	38.5	89.3	102	8385	48.4	27.4	128	15286	44.2	49.9	117	3677	19.3	12.0	51
5 OR MORE PEOPLE	11804	10769	15.2	91.2	104	5501	31.7	46.6	218	4343	12.6	36.8	86	925	4.8	7.8	33
NO CHILD IN HSOLD	46165	39334	55.4	85.2	97	5505	31.7	11.9	56	18228	52.7	39.5	93	15602	81.7	33.8	143
CHILD(REN) UNDER 2 YRS	5325	4909	6.9	92.2	105	1334	7.7	25.1	117	2917	8.4	54.8	128	658	3.4	12.4	52
2 - 5 YEARS	14221	13143	18.5	92.4	105	4524	26.1	31.8	149	7061	20.4	49.7	116	1559	8.2	11.0	46
6 - 11 YEARS	15117	13691	19.3	90.6	103	5509	31.8	36.4	170	6649	19.2	44.0	103	1533	8.0	10.1	43
12 - 17 YEARS	16611	14974	21.1	90.1	103	6745	38.9	40.6	190	7114	20.6	42.8	100	1115	5.8	6.7	28
RESIDENCE OWNED	55884	50227	70.7	89.9	103	13759	79.3	24.6	115	24295	70.3	43.5	102	12173	63.7	21.8	92
VALUE: \$50,000 OR MORE	31744	28797	40.6	90.7	103	8211	47.4	25.9	121	14250	41.2	44.9	105	6337	33.2	20.0	85
VALUE: UNDER \$50,000	24140	21430	30.2	88.8	101	5548	32.0	23.0	107	10045	29.1	41.6	97	5837	30.6	24.2	103

LAUNDRY MASHLOADS: NUMBER DONE IN LAST SEVEN DAYS
(FEMALE HOME MAKERS)

			DID LAUNDRY MASHLOAD IN LAST WEEK				10 OR MORE MASHLOADS				4 - 9				1 - 3				
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOME MAKERS			80986	71003	100.0	87.7	100	17340	100.0	21.4	100	34567	100.0	42.7	100	19095	100.0	23.6	100
MAGAZINES	QUINTILE 1	15799	14276	20.1	90.4	103	4131	23.8	26.1	122	7109	20.6	45.0	105	3036	15.9	19.2	82	
	QUINTILE 2	17259	15560	21.9	90.2	103	4196	24.2	24.3	114	7615	22.0	44.1	103	3749	19.6	21.7	92	
	QUINTILE 3	13545	12089	17.0	89.3	102	3196	18.4	23.6	110	5939	17.2	43.8	103	2954	15.5	21.8	92	
	QUINTILE 4	15133	13161	18.5	87.0	99	3232	18.6	21.4	100	6310	18.3	41.7	98	3619	19.0	23.9	101	
	QUINTILE 5	19250	15916	22.4	82.7	94	2585	14.9	13.4	63	7594	22.0	39.4	92	5738	30.0	29.8	126	
NEWSPAPERS	QUINTILE 1	12413	11107	15.6	89.5	102	3085	17.8	24.9	116	5051	14.6	40.7	95	2971	15.6	23.9	101	
	QUINTILE 2	24116	21239	29.9	88.1	100	5503	31.7	22.8	107	10565	30.6	43.8	103	5171	27.1	21.4	91	
	QUINTILE 3	11261	10087	14.2	89.6	102	2588	14.9	23.0	107	4939	14.3	43.9	103	2559	13.4	22.7	96	
	QUINTILE 4	20255	17777	25.0	87.8	100	4044	23.3	20.0	93	8774	25.4	43.3	101	4959	26.0	24.5	104	
	QUINTILE 5	12940	10793	15.2	83.4	95	2120	12.2	16.4	77	5237	15.2	40.5	95	3435	18.0	26.5	113	
OUTDOOR	QUINTILE 1	14852	13260	18.7	89.3	102	2943	17.0	19.8	93	7134	20.6	48.0	113	3183	16.7	21.4	91	
	QUINTILE 2	15725	13775	19.4	87.6	100	3363	19.4	21.4	100	6975	20.2	44.4	104	3438	18.0	21.9	93	
	QUINTILE 3	16330	14462	20.4	88.6	101	3725	21.5	22.8	107	7032	20.3	43.1	101	3706	19.4	22.7	96	
	QUINTILE 4	16744	14501	20.4	86.6	99	3780	21.8	22.6	105	6844	19.8	40.9	96	3878	20.3	23.2	98	
	QUINTILE 5	17334	15005	21.1	86.6	99	3530	20.4	20.4	95	6584	19.0	38.0	89	4891	25.6	28.2	120	
RADIO-DRIVE TIME	QUINTILE 1	15911	14461	20.4	90.9	104	3743	21.6	23.5	110	7405	21.4	46.5	109	3313	17.4	20.8	88	
	QUINTILE 2	14837	13116	18.5	88.4	101	3602	20.8	24.3	113	6507	18.8	43.9	103	3007	15.7	20.3	86	
	QUINTILE 3	15339	13492	19.0	88.0	100	3283	18.9	21.4	100	6367	18.4	41.5	97	3842	20.1	25.0	106	
	QUINTILE 4	16723	14311	20.2	85.6	98	3546	20.4	21.2	99	7002	20.3	41.9	98	3764	19.7	22.5	95	
	QUINTILE 5	18176	15624	22.0	86.0	98	3167	18.3	17.4	81	7286	21.1	40.1	94	5170	27.1	28.4	121	
RADIO-MID-DAY	TERCILE 1	21020	18970	26.7	90.2	103	4731	27.3	22.5	105	9539	27.6	45.4	106	4700	24.6	22.4	95	
	TERCILE 2	21610	19220	27.1	88.9	101	4977	28.7	23.0	108	9501	27.5	44.0	103	4742	24.8	21.9	93	
	TERCILE 3	38355	32813	46.2	85.6	98	7632	44.0	19.9	93	15527	44.9	40.5	95	9654	50.6	25.2	107	
RADIO-TOTAL	QUINTILE 1	15988	14486	20.4	90.6	103	3609	20.8	22.6	105	7321	21.2	45.8	107	3556	18.6	22.2	94	
	QUINTILE 2	15626	13730	19.3	87.9	100	3694	21.3	23.6	110	6645	19.2	42.5	100	3391	17.8	21.7	92	
	QUINTILE 3	16723	14827	20.9	88.7	101	3820	22.0	22.8	107	7312	21.2	43.7	102	3695	19.4	22.1	94	
	QUINTILE 4	16342	13981	19.7	85.6	98	3416	19.7	20.9	98	6848	19.8	41.9	98	3717	19.5	22.7	96	
	QUINTILE 5	16306	13979	19.7	85.7	98	2802	16.2	17.2	80	6441	18.6	39.5	93	4736	24.8	29.0	123	
TV-PRIME TIME	QUINTILE 1	15953	13840	19.5	86.8	99	3218	18.6	20.2	94	6400	18.5	40.1	94	4221	22.1	26.5	112	
	QUINTILE 2	16137	14152	19.9	87.7	100	3774	21.8	23.4	109	7105	20.6	44.0	103	3273	17.1	20.3	86	
	QUINTILE 3	16420	14539	20.5	88.5	101	3508	20.2	21.4	100	7123	20.6	43.4	102	3909	20.5	23.8	101	
	QUINTILE 4	16687	14659	20.6	87.8	100	3314	19.1	19.9	93	7487	21.7	44.9	105	3858	20.2	23.1	98	
	QUINTILE 5	15789	13813	19.5	87.5	100	3526	20.3	22.3	104	6452	18.7	40.9	96	3834	20.1	24.3	103	
TV-DAYTIME	TERCILE 1	27736	24022	33.8	86.6	99	5914	34.1	21.3	100	11489	33.2	41.4	97	6619	34.7	23.9	101	
	TERCILE 2	26489	23302	32.8	88.0	100	5538	31.9	20.9	98	11654	33.7	44.0	103	6109	32.0	23.1	98	
	TERCILE 3	26761	23679	33.3	88.5	101	5888	34.0	22.0	103	11424	33.0	42.7	100	6367	33.3	23.8	101	
TV-TOTAL	QUINTILE 1	16345	13970	19.7	85.5	97	2972	17.1	18.2	85	6556	19.0	40.1	94	4442	23.3	27.2	115	
	QUINTILE 2	16447	14233	20.0	86.5	99	3523	20.3	21.4	100	6868	19.9	41.8	98	3840	20.1	23.3	99	
	QUINTILE 3	15980	14193	20.0	88.8	101	3562	20.5	22.3	104	7098	20.5	44.4	104	3935	18.5	22.1	94	
	QUINTILE 4	15887	14203	20.0	89.4	102	3415	19.7	21.5	100	7179	20.8	45.2	106	3608	18.9	22.7	96	
	QUINTILE 5	16326	14405	20.3	88.2	101	3867	22.3	23.7	111	6868	19.9	42.1	99	3670	19.2	22.5	95	
MAGAZINES-NEWSPAPERS: DUAL			20721	18777	26.4	90.6	103	5393	31.1	26.0	122	9097	26.3	43.9	103	4287	22.5	20.7	88
MAGAZINE IMPERATIVE			19186	17155	24.2	89.4	102	4440	25.6	23.1	108	8692	25.1	45.3	106	4022	21.1	21.0	89
NEWSPAPER IMPERATIVE			21899	18972	26.7	86.6	99	4494	25.9	20.5	96	9166	26.5	41.9	98	5312	27.8	24.3	103
MAGAZINES-OUTDOOR: DUAL			15451	14031	19.8	90.8	104	3574	20.6	23.1	108	7329	21.2	47.4	111	3128	16.4	20.2	86
MAGAZINE IMPERATIVE			25953	23124	32.6	89.1	102	6603	38.1	25.4	119	10839	31.4	41.8	98	5681	29.8	21.9	93
OUTDOOR IMPERATIVE			24400	21045	29.6	86.3	98	4589	26.5	18.8	88	10598	30.7	43.4	102	5859	30.7	24.0	102
MAGAZINES-RADIO: DUAL			18049	16596	23.4	91.9	105	4829	27.8	26.8	125	7921	22.9	43.9	103	3846	20.1	21.3	90
MAGAZINE IMPERATIVE			23571	20826	29.3	88.4	101	5570	32.1	23.6	110	10410	30.1	44.2	103	4847	25.4	20.6	87
RADIO IMPERATIVE			23278	20278	28.6	87.1	99	4480	25.8	19.2	90	10252	29.7	44.0	103	5547	29.0	23.8	101
MAGAZINES-TELEVISION: DUAL			15459	13770	19.4	89.1	102	3662	21.1	23.7	111	6845	19.8	44.3	104	3263	17.1	21.1	90
MAGAZINE IMPERATIVE			25829	23448	33.0	90.8	104	6596	38.0	25.5	119	11736	34.0	45.4	106	5116	26.8	19.8	84
TELEVISION IMPERATIVE			26039	22064	31.1	84.7	97	4500	26.0	17.3	81	10324	29.9	39.6	93	7240	37.9	27.8	118
NEWSPAPERS-OUTDOOR: DUAL			16605	14880	21.0	89.6	102	3968	22.9	23.9	112	7272	21.0	43.8	103	3640	19.1	21.9	93
NEWSPAPER IMPERATIVE			26834	23647	33.3	88.1	101	6362	36.7	23.7	111	11202	32.4	41.7	98	6083	31.9	22.7	96
OUTDOOR IMPERATIVE			23346	20379	28.7	87.3	100	4380	25.3	18.8	88	10769	31.2	46.1	108	5230	27.4	22.4	95
NEWSPAPERS-RADIO: DUAL			17133	15606	22.0	91.1	104	4393	25.3	25.6	120	7454	21.6	43.5	102	3759	19.7	21.9	93
NEWSPAPER IMPERATIVE			25892	22597	31.8	87.3	100	5649	32.6	21.8	102	11077	32.0	42.8	100	5871	30.7	22.7	96
RADIO IMPERATIVE			23167	20411	28.7	88.1	100	4781	27.6	20.6	96	10371	30.0	44.8	105	5260	27.5	22.7	96
NEWSPAPERS-TELEVISION: DUAL			17159	15038	21.2	87.6	100	3871	22.3	22.6	105	7080	20.5	41.3	97	4088	21.4	23.8	101
NEWSPAPER IMPERATIVE			26214	23433	33.0	89.4	102	6308	36.4	24.1	112	11538	33.4	44.0	103	5588	29.3	21.3	90
TELEVISION IMPERATIVE			23412	20007	28.2	85.5	97	4332	25.0	18.5	86	9594	27.8	41.0	96	6081	31.8	26.0	110
OUTDOOR-RADIO: DUAL			15303	13678	19.3	89.4	102	3424	19.7	2									

	TOTAL U.S. '000	DID LAUNDRY WASHLOAD IN LAST WEEK				10 OR MORE WASHLOADS				4-9				1-3			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	71003	100.0	87.7	100	17340	100.0	21.4	100	34967	100.0	42.7	100	19095	100.0	23.6	100
ATLANTIC MONTHLY	415	361	0.5	87.0	99	**47	0.3	11.3	53	*239	0.7	57.6	135	**74	0.4	17.8	76
BARRON'S	453	375	0.5	82.8	94	**148	0.9	32.7	153	*161	0.5	35.5	83	**66	0.3	14.6	62
BETTER HOMES & GARDENS	16256	14607	20.6	89.9	102	4475	25.8	27.5	129	6955	20.1	42.8	100	3177	16.6	19.5	83
BON APPETIT	2535	2310	3.3	91.1	104	620	3.6	24.5	114	1079	3.1	42.6	100	612	3.2	24.1	102
BUSINESS WEEK	1278	1030	1.5	80.6	92	*256	1.5	20.0	94	511	1.5	40.0	94	263	1.4	20.6	87
CAR AND DRIVER	378	307	0.4	81.2	93	**47	0.3	12.4	58	*170	0.5	45.0	105	**90	0.5	23.8	101
CBS MAGAZINE NETWORK (GROSS)	1498	1290	1.8	86.1	98	291	1.7	19.4	91	706	2.0	47.1	110	293	1.5	19.6	83
CHANGING TIMES	1505	1345	1.9	89.4	102	*293	1.7	19.5	91	651	1.9	43.3	101	401	2.1	26.6	113
COLONIAL HOMES	1231	1076	1.5	87.4	100	325	1.9	26.4	123	562	1.6	45.7	107	*189	1.0	15.4	65
CONDE NAST MAG. PKG. (GROSS)	14146	12735	17.9	90.0	103	3558	20.5	25.2	117	5984	17.3	42.3	99	3193	16.7	22.6	96
CONSUMERS DIGEST	1323	1181	1.7	89.3	102	368	2.1	27.8	130	566	1.6	42.8	100	248	1.3	18.7	80
COSMOPOLITAN	7102	6467	9.1	91.1	104	1543	8.9	21.7	101	3231	9.3	45.5	107	1692	8.9	23.8	101
COUNTRY LIVING	2481	2276	3.2	91.7	105	713	4.1	28.7	134	1201	3.5	48.4	113	362	1.9	14.6	62
CUISINE	1472	1330	1.9	90.4	103	*351	2.0	23.8	111	601	1.7	40.8	96	378	2.0	25.7	109
CYCLE WORLD	425	388	0.5	91.3	104	**107	0.6	25.2	118	*216	0.6	50.8	119	**65	0.3	15.3	65
DCI:CREATIVE IDEAS FOR LIV	2510	2268	3.2	90.4	103	659	3.8	26.3	123	1182	3.4	47.1	110	427	2.2	17.0	72
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5919	8.3	88.4	101	1574	9.1	23.5	110	3039	8.8	45.4	106	1307	6.8	19.5	83
DISCOVER	894	784	1.1	87.7	100	*166	1.0	18.6	87	362	1.0	40.5	95	255	1.3	28.5	121
EBONY	3507	2801	3.9	79.9	91	545	3.1	15.5	73	1549	4.5	44.2	103	707	3.7	20.2	86
ESQUIRE	1083	827	1.2	76.4	87	*241	1.4	22.3	104	378	1.1	34.9	82	208	1.1	19.2	81
ESSENCE	1830	1468	2.1	80.2	91	288	1.7	15.7	74	827	2.4	45.2	106	353	1.8	19.3	82
FAMILY CIRCLE	15930	14447	20.3	90.7	103	4457	25.7	28.0	131	7103	20.5	44.6	104	2887	15.1	18.1	77
THE FAMILY HANDYMAN	1126	991	1.4	88.0	100	406	2.3	36.1	168	387	1.1	34.4	81	*197	1.0	17.5	74
FAMILY WEEKLY	11468	10462	14.7	91.2	104	2681	15.5	23.4	109	5174	15.0	45.1	106	2607	13.7	22.7	96
FIELD & STREAM	2234	1904	2.7	85.2	97	659	3.8	29.5	138	885	2.6	39.6	93	360	1.9	16.1	68
FOOD & WINE	579	500	0.7	86.4	98	**52	0.3	9.0	42	278	0.8	48.0	112	*170	0.9	29.4	125
FORBES	728	659	0.9	90.5	103	**127	0.7	17.4	81	350	1.0	48.1	113	*182	1.0	25.0	106
FORTUNE	906	755	1.1	83.3	95	*189	1.1	20.9	97	340	1.0	37.5	88	227	1.2	25.1	106
GENTLEMEN'S QUARTERLY	791	633	0.9	80.0	91	*155	0.9	19.6	92	*265	0.8	33.5	78	213	1.1	26.9	114
GLAMOUR	5265	4839	6.8	91.9	105	1377	7.9	26.2	122	2265	6.6	43.0	101	1197	6.3	22.7	96
GOLF DIGEST	636	621	0.9	97.6	111	*198	1.1	31.1	145	355	1.0	55.8	131	**68	0.4	10.7	45
GOLF DIGEST/TENNIS (GROSS)	1186	1108	1.6	93.4	107	*283	1.6	23.9	111	591	1.7	49.8	117	*234	1.2	19.7	84
GOLF MAGAZINE	441	414	0.6	93.9	107	*81	0.5	18.4	86	*268	0.8	60.8	142	**65	0.3	14.7	63
GOLF MAGAZINE/SKI (GROSS)	922	870	1.2	94.4	108	*145	0.8	15.7	73	463	1.3	50.2	118	*262	1.4	28.4	121
GOOD HOUSEKEEPING	16487	14776	20.8	89.6	102	4612	26.6	28.0	131	7048	20.4	42.7	100	3117	16.3	18.9	80
HARPER'S BAZAAR	2423	2147	3.0	88.6	101	557	3.2	23.0	107	940	2.7	38.8	91	649	3.4	26.8	114
HEALTH	1994	1764	2.5	88.5	101	511	2.9	25.6	120	743	2.1	37.3	87	510	2.7	25.6	108
HEARST MAG CORP. BUY (GROSS)	44101	39714	55.9	90.1	103	11554	66.6	26.2	122	19314	55.9	43.8	103	8846	46.3	20.1	85
HEARST MAN POWER (GROSS)	1993	1809	2.5	90.8	104	629	3.6	31.6	147	871	2.5	43.7	102	310	1.6	15.6	66
HEARST WOMAN POWER (GROSS)	31274	28247	39.8	90.3	103	8272	47.7	26.5	124	13710	39.7	43.8	103	6265	32.8	20.0	85
HOUSE BEAUTIFUL	3623	3211	4.5	88.6	101	877	5.1	24.2	113	1504	4.4	41.5	97	830	4.3	22.9	97
INC.	283	247	0.3	87.3	100	**113	0.7	39.9	186	**107	0.3	37.8	89	**26	0.1	9.2	39
JET	2928	2338	3.3	79.8	91	449	2.6	15.3	72	1308	3.8	44.7	105	581	3.0	19.8	84
LADIES' HOME JOURNAL	11918	10669	15.0	89.5	102	3289	19.0	27.6	129	4871	14.1	40.9	96	2508	13.1	21.0	89
LHJ FAMILY GRP COMBO(GROSS)	16764	15090	21.3	90.0	103	4573	26.4	27.3	127	6971	20.2	41.6	97	3547	18.6	21.2	90
LIFE	4254	3733	5.3	87.8	100	1082	6.2	25.4	119	1817	5.3	42.7	100	834	4.4	19.6	83
L.A. TIMES HOME MAGAZINE	1145	967	1.4	84.5	96	*158	0.9	13.8	64	518	1.5	45.2	106	292	1.5	25.5	108
MADemoiselle	2884	2571	3.6	89.1	102	686	4.0	23.8	111	1242	3.6	43.1	101	643	3.4	22.3	95
MC CALL'S	13460	12186	17.2	90.5	103	3562	20.5	26.5	124	5930	17.2	44.1	103	2694	14.1	20.0	85
MC CALL'S/MRK MOTHER (GROSS)	14606	13235	18.6	90.6	103	3884	22.4	26.6	124	6539	18.9	44.8	105	2812	14.7	19.3	82
MECHANIX ILLUSTRATED	772	700	1.0	90.7	103	*236	1.4	30.6	143	402	1.2	52.1	122	**61	0.3	7.9	34
METROPOLITAN HOME	967	871	1.2	90.1	103	*132	0.8	13.7	64	373	1.1	38.6	90	366	1.9	37.8	161
MONEY	1588	1392	2.0	87.7	100	347	2.0	21.9	102	688	2.0	43.3	102	357	1.9	22.5	95
MOTHER EARTH NEWS	1002	945	1.3	94.3	108	332	1.9	33.1	155	469	1.4	48.8	110	*144	0.8	14.4	61
MS.	825	760	1.1	92.1	105	*190	1.1	23.0	108	378	1.1	45.8	107	192	1.0	23.3	99
NATIONAL ENQUIRER	10336	9103	12.8	88.1	100	2711	15.6	26.2	123	4280	12.4	41.4	97	2112	11.1	20.4	87
NATIONAL GEOGRAPHIC	9597	8601	12.1	89.6	102	2666	13.1	23.6	110	4270	12.4	44.5	104	2065	10.8	21.5	91
NATIONAL SUNDAY MAGAZINE PKG.	49558	44377	62.5	89.5	102	11379	65.6	23.0	107	21962	63.5	44.3	104	11036	57.8	22.3	94
NATURAL HISTORY	573	508	0.7	88.7	101	**111	0.6	19.4	90	*299	0.9	52.2	122	*97	0.5	16.9	72
NEW WOMAN	1699	1463	2.1	86.1	98	273	1.6	16.1	75	948	2.7	55.8	131	242	1.3	14.2	60
NEW YORK INCLUDING CUE	443	373	0.5	84.2	96	**59	0.3	13.3	62	*117	0.3	26.4	62	197	1.0	44.5	189
THE NEW YORKER	1270	1099	1.5	86.5	99	*183	1.1	14.4	67	554	1.6	43.6	102	363	1.9	28.6	121
NEWSWEEK	6277	5676	8.0	90.4	103	1478	8.5	23.5	110	2850	8.2	45.4	106	1349	7.1	21.5	91
THE N.Y. TIMES DAILY EDITION	1205	1063	1.5	88.2	101	*240	1.4	19.9	93	376	1.1	31.2	73	447	2.3	37.1	157
THE N.Y. TIMES MAGAZINE	2081	1779	2.5	85.5	98	410	2.4	19.7	92	704	2.0	33.8	79	665	3.5	32.0	136
OMNI	788	725	1.0	92.0	105	*150	0.9	19.0	89	380	1.1	48.2	113	*196	1.0	24.9	105
ON CABLE	1158	1055	1.5	91.1	104	*380	2.2	32.8	153	537	1.6	46.4	109	*139	0.7	12.0	51
1001 HOME IDEAS	2852	2658	3.7	93.2	106	773	4.5	27.1	127	1357	3.9	47.6	111	528	2.8	18.5	79
ORGANIC GARDENING	1658	1507	2.1	90.9	104	359	2.1	21.7	101	789	2.3	47.6	111	359	1.9	21.7	92
OUTDOOR LIFE	896	792	1.1	88.4	101	287	1.7	32.0	150	328	0.9	36.6	86	*177	0.9	19.8	84
PARADE MAGAZINE	24275	21629	30.5	89.1	102	5544	32.0	22.8	107	10529	30.5	43.4	102	5556	29.1	22.9	97

LAUNDRY WASHLOADS: NUMBER DONE IN LAST SEVEN DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	DID LAUNDRY WASHLOAD IN LAST WEEK				10 OR MORE WASHLOADS				4 - 9				1 - 3			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	71003	100.0	87.7	100	17340	100.0	21.4	100	34567	100.0	42.7	100	19095	100.0	23.6	100
PARENTS	3845	3537	5.0	92.0	105	983	5.7	25.6	119	2037	5.9	53.0	124	517	2.7	13.4	57
PENTHOUSE	831	719	1.0	86.5	99	*148	0.9	17.8	83	390	1.1	46.9	110	*181	0.9	21.8	92
PEOPLE	11645	10516	14.8	90.3	103	3105	17.9	26.7	125	5073	14.7	43.6	102	2338	12.2	20.1	85
PLAYBOY	2006	1720	2.4	85.7	98	444	2.6	22.1	103	924	2.7	46.1	108	353	1.8	17.6	75
POPULAR HOT RODDING	297	*252	0.4	84.8	97	*78	0.4	26.3	123	*134	0.4	45.1	106	*40	0.2	13.5	57
POPULAR MECHANICS	1018	946	1.3	92.9	106	353	2.0	34.7	162	468	1.4	46.0	108	*125	0.7	12.3	52
POPULAR SCIENCE	878	757	1.1	86.2	98	*200	1.2	22.8	106	407	1.2	46.4	109	*150	0.8	17.1	72
PREVENTION	3913	3472	4.9	88.7	101	914	5.3	23.4	109	1585	4.6	40.5	95	974	5.1	24.9	106
PSYCHOLOGY TODAY	1710	1553	2.2	90.8	104	346	2.0	20.2	95	867	2.5	50.7	119	341	1.8	19.9	85
READER'S DIGEST	22204	19896	28.0	89.6	102	5546	32.0	25.0	117	9470	27.4	42.6	100	4879	25.6	22.0	93
REDBOOK	7684	7004	9.9	91.2	104	2117	12.2	27.6	129	3431	9.9	44.7	105	1456	7.6	18.9	80
ROAD & TRACK	410	356	0.5	86.8	99	*82	0.5	20.0	93	*200	0.6	48.8	114	*74	0.4	18.0	77
ROLLING STONE	969	893	1.3	92.2	105	*181	1.0	18.7	87	504	1.5	52.0	122	209	1.1	21.6	91
RUNNER'S WORLD	298	256	0.4	85.9	98	*42	0.2	14.1	66	*127	0.4	42.6	100	*87	0.5	29.2	124
SATURDAY EVENING POST	1169	1004	1.4	85.9	98	285	1.6	24.4	114	482	1.4	41.2	97	238	1.2	20.4	86
SCIENCE 84	587	502	0.7	85.5	98	*145	0.8	24.7	115	*219	0.6	37.3	87	*139	0.7	23.7	100
SCIENCE DIGEST	482	416	0.6	86.3	98	*130	0.7	27.0	126	*199	0.6	41.3	97	*87	0.5	18.0	77
SCIENTIFIC AMERICAN	594	538	0.8	90.6	103	*136	0.8	22.9	107	*252	0.7	42.4	99	*150	0.8	25.3	107
SELF	2089	1869	2.6	89.5	102	506	2.9	24.2	113	902	2.6	43.2	101	462	2.4	22.1	94
SEVENTEEN	2411	2228	3.1	92.4	105	876	5.1	36.3	170	890	2.6	36.9	86	462	2.4	19.2	81
SKI	480	456	0.6	95.0	108	*64	0.4	13.3	62	*195	0.6	40.6	95	*198	1.0	41.3	175
SMITHSONIAN	2760	2606	3.7	94.4	108	524	3.0	19.0	89	1438	4.2	52.1	122	644	3.4	23.3	99
SOAP OPERA DIGEST	3013	2667	3.8	88.5	101	868	5.0	28.8	135	1219	3.5	40.5	95	580	3.0	19.2	82
SOUTHERN LIVING	4184	3652	5.1	87.3	100	915	5.3	21.9	102	1857	5.4	44.4	104	880	4.6	21.0	89
SPORT	559	473	0.7	84.6	97	*132	0.8	23.6	110	*194	0.6	34.7	81	*148	0.8	26.5	112
THE SPORTING NEWS	436	392	0.6	89.9	103	*218	1.3	50.0	234	*150	0.4	34.4	81	*24	0.1	5.5	23
SPORTS AFIELD	493	448	0.6	90.9	104	*146	0.8	29.6	138	*204	0.6	41.4	97	*98	0.5	19.9	84
SPORTS ILLUSTRATED	2758	2494	3.5	90.4	103	692	4.0	25.1	117	1234	3.6	44.7	105	568	3.0	20.6	87
STAR	7456	6514	9.2	87.4	100	1828	10.5	24.5	115	3167	9.2	42.5	100	1519	8.0	20.4	86
SUNDAY	24936	22153	31.2	88.8	101	5782	33.3	23.2	108	11024	31.9	44.2	104	5347	28.0	21.4	91
SUNSET	2124	1927	2.7	90.7	103	390	2.2	18.4	86	1128	3.3	53.1	124	409	2.1	19.3	82
TV GUIDE	21661	19306	27.2	89.1	102	5125	29.6	23.7	111	9343	27.0	43.1	101	4838	25.3	22.3	95
TENNIS	550	487	0.7	88.5	101	*85	0.5	15.5	72	*236	0.7	42.9	101	*166	0.9	30.2	128
TIME	8880	7936	11.2	89.4	102	2126	12.3	23.9	112	3955	11.4	44.5	104	1855	9.7	20.9	89
TOWN & COUNTRY	917	804	1.1	87.7	100	*131	0.8	14.3	67	446	1.3	48.6	114	227	1.2	24.8	105
TRAVEL & LEISURE	972	898	1.3	92.4	105	*143	0.8	14.7	69	500	1.4	51.4	121	256	1.3	26.3	112
TRUE STORY	3356	2975	4.2	88.6	101	1052	6.1	31.3	146	1285	3.7	38.3	90	637	3.3	19.0	81
U.S. NEWS & WORLD REPORT	3410	3064	4.3	89.9	102	607	3.5	17.8	83	1616	4.7	47.4	111	841	4.4	24.7	105
USA TODAY	1759	1619	2.3	92.0	105	492	2.8	28.0	131	822	2.4	46.7	109	305	1.6	17.3	74
US	1873	1642	2.3	87.7	100	459	2.6	24.5	114	750	2.2	40.0	94	433	2.3	23.1	98
VOGUE	3909	3456	4.9	88.4	101	989	5.7	25.3	118	1576	4.6	40.3	94	891	4.7	22.8	97
WALL STREET JOURNAL	1886	1707	2.4	90.5	103	337	1.9	17.9	83	970	2.8	51.4	120	400	2.1	21.2	90
WEIGHT WATCHERS	2120	1897	2.7	89.5	102	605	3.5	28.5	133	862	2.5	40.7	95	431	2.3	20.3	86
WOMAN'S DAY	14172	12794	18.0	90.3	103	3910	22.5	27.6	129	6190	17.9	43.7	102	2693	14.1	19.0	81
WORKING MOTHER	1146	1049	1.5	91.5	104	322	1.9	28.1	131	609	1.8	53.1	125	*118	0.6	10.3	44
WORKING WOMAN	1322	1164	1.6	88.0	100	280	1.6	21.2	99	605	1.8	45.8	107	279	1.5	21.1	90
WORLD TENNIS	*163	*121	0.2	74.2	85	*15	0.1	9.2	43	*62	0.2	38.0	89	*44	0.2	27.0	114
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2186	3.1	86.3	98	580	3.3	22.9	107	1176	3.4	46.4	109	429	2.2	16.9	72
BLAIR INSERTS	43657	38905	54.8	89.1	102	9949	57.4	22.8	106	19193	55.5	44.0	103	9763	51.1	22.4	95
DAILY NEWSPAPERS																	
READ ANY	51633	45504	64.1	88.1	101	11803	68.1	22.9	107	21812	63.1	42.2	99	11890	62.3	23.0	98
READ ONE	43463	38252	53.9	88.0	100	9875	56.9	22.7	106	18455	53.4	42.5	99	9922	52.0	22.8	97
READ TWO OR MORE	8170	7252	10.2	88.8	101	1927	11.1	23.6	110	3356	9.7	41.1	96	1968	10.3	24.1	102
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	47011	66.2	89.2	102	12057	69.5	22.9	107	23079	66.8	43.8	103	11874	62.2	22.5	96
READ ONE	46126	41168	58.0	89.3	102	10409	60.0	22.6	105	20249	58.6	43.9	103	10510	55.0	22.8	97
READ TWO OR MORE	6552	5843	8.2	89.2	102	1648	9.5	25.2	117	2831	8.2	43.2	101	1364	7.1	20.8	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.80				26.01				29.43				26.40			
30 DAY REACH	71455	62627	88.2	87.6	100	15386	88.7	21.5	101	30798	89.1	43.1	101	16443	86.1	23.0	98
50 SHWG - 30 DAY AV FREQ	14.56	14.67				13.63				15.46				14.14			
30 DAY REACH	67742	59466	83.8	87.8	100	14680	84.7	21.7	101	29398	85.0	43.4	102	15388	80.6	22.7	96
25 SHWG - 30 DAY AV FREQ	7.94	7.97				7.39				8.34				7.80			
30 DAY REACH	62117	54717	77.1	88.1	100	13523	78.0	21.8	102	27272	78.9	43.9	103	13921	72.9	22.4	95
CABLE TV: HOME WIRED	32077	28942	40.8	90.2	103	7691	44.4	24.0	112	14422	41.7	45.0	105	6828	35.8	21.3	90
HOME NOT WIRED	48909	42061	59.2	86.0	98	9649	55.6	19.7	92	20145	58.3	41.2	96	12267	64.2	25.1	106
HAVE PAY CABLE	15935	14806	20.9	92.9	106	4337	25.0	27.2	127	7814	22.6	49.0	115	2655	13.9	16.7	71

LAUNDRY MASHLOADS: NUMBER DONE IN LAST SEVEN DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	DID LAUNDRY MASHLOAD IN LAST WEEK				10 OR MORE MASHLOADS				4 - 9				1 - 3			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	71003	100.0	87.7	100	17340	100.0	21.4	100	34567	100.0	42.7	100	19095	100.0	23.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	38983	54.9	88.8	101	10079	58.1	22.9	107	19289	55.8	43.9	103	9616	50.4	21.9	93
10:00 AM - 3:00 PM	30659	27559	38.8	89.9	103	7026	40.5	22.9	107	13692	39.6	44.7	105	6840	35.8	22.3	95
3:00 PM - 7:00 PM	31045	27779	39.1	89.5	102	7344	42.4	23.7	110	14147	40.9	45.6	107	6288	32.9	20.3	86
7:00 PM - MIDNIGHT	15767	13904	19.6	88.2	101	3589	20.7	22.8	106	6920	20.0	43.9	103	3395	17.8	21.5	91
MIDNIGHT - 6:00 AM	9120	8107	11.4	88.9	101	1958	11.3	21.5	100	4198	12.1	46.0	108	1951	10.2	21.4	91
6:00 AM - MIDNIGHT	58527	51861	73.0	88.6	101	13368	77.1	22.8	107	25647	74.2	43.8	103	12846	67.3	21.9	93
ENTIRE DAY	59311	52530	74.0	88.6	101	13520	78.0	22.8	106	26017	75.3	43.9	103	12993	68.0	21.9	93
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14485	20.4	89.6	102	3985	23.0	24.6	115	7213	20.9	44.6	104	3287	17.2	20.3	86
ALL NEWS	2256	1974	2.8	87.5	100	432	2.5	19.1	89	893	2.6	39.6	93	649	3.4	28.8	122
AOR/PROGRESSIVE	3874	3604	5.1	93.0	106	775	4.5	20.0	93	1866	5.4	48.2	113	963	5.0	24.9	105
BEAUTIFUL MUSIC	5660	5000	7.0	88.3	101	1262	7.3	22.3	104	2400	6.9	42.4	99	1338	7.0	23.6	100
BLACK	2204	1814	2.6	82.3	94	423	2.4	19.2	90	993	2.9	45.1	106	399	2.1	18.1	77
CLASSICAL	1418	1271	1.8	89.6	102	*254	1.5	17.9	84	659	1.9	46.5	109	358	1.9	25.2	107
CHR/ROCK	9538	8651	12.2	90.7	103	2504	14.4	26.3	123	4230	12.2	44.3	104	1917	10.0	20.1	85
COUNTRY	12648	11420	16.1	90.3	103	3273	18.9	25.9	121	5613	16.2	44.4	104	2534	13.3	20.0	85
GOLDEN OLDIES	1191	1037	1.5	87.1	99	*254	1.5	21.3	100	448	1.3	37.6	88	336	1.8	28.2	120
MOR/NOSTALGIA	4757	4175	5.9	87.8	100	972	5.6	20.4	95	2004	5.8	42.1	99	1199	6.3	25.2	107
NEWS/TALK	3863	3254	4.6	84.2	96	694	4.0	18.0	84	1510	4.4	39.1	92	1050	5.5	27.2	115
RELIGIOUS	3084	2645	3.7	85.8	98	621	3.6	20.1	94	1319	3.8	42.8	100	705	3.7	22.9	97
SOFT ROCK	521	422	0.6	81.0	92	**130	0.7	25.0	117	*211	0.6	40.5	95	**81	0.4	15.5	66
URBAN CONTEMPORARY	1585	1296	1.8	81.8	93	208	1.2	13.1	61	698	2.0	44.0	103	390	2.0	24.6	104
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2892	4.1	88.7	101	856	4.9	26.2	123	1289	3.7	39.5	93	747	3.9	22.9	97
ABC DIRECTION	2316	2087	2.9	90.1	103	579	3.3	25.0	117	996	2.9	43.0	101	512	2.7	22.1	94
ABC ENTERTAINMENT	4834	4322	6.1	89.4	102	1143	6.6	23.6	110	2064	6.0	42.7	100	1115	5.8	23.1	98
ABC FM	2202	1961	2.8	89.1	102	553	3.2	25.1	117	971	2.8	44.1	103	437	2.3	19.8	84
ABC INFORMATION	5425	4897	6.9	90.3	103	1130	6.5	20.8	97	2390	6.9	44.1	103	1377	7.2	25.4	108
ABC ROCK	1677	1564	2.2	93.3	106	371	2.1	22.1	103	888	2.6	53.0	124	306	1.6	18.2	77
CBS	4430	3856	5.4	87.0	99	959	5.5	21.6	101	1817	5.3	41.0	96	1081	5.7	24.4	103
MUTUAL	4992	4418	6.2	88.5	101	1225	7.1	24.5	115	2125	6.1	42.6	100	1068	5.6	21.4	91
NBC	4679	4185	5.9	89.4	102	1221	7.0	26.1	122	1893	5.5	40.5	95	1072	5.6	22.9	97
RADIORADIO	1994	1753	2.5	87.9	100	492	2.8	24.7	115	945	2.7	47.4	111	316	1.7	15.8	67
RKO ONE	2298	2087	2.9	90.8	104	469	2.7	20.4	95	1089	3.2	47.4	111	529	2.8	23.0	98
RKO TWO	3311	2844	4.0	85.9	98	766	4.4	23.1	108	1400	4.1	42.3	99	677	3.5	20.4	87
THE SOURCE	2114	1958	2.8	92.6	106	446	2.6	21.1	99	1090	3.2	51.6	121	423	2.2	20.0	85
NON-WIRED : BLAIR	8654	7793	11.0	90.1	103	2070	11.9	23.9	112	3915	11.3	45.2	106	1808	9.5	20.9	89
INTERNET	12025	10748	15.1	89.4	102	2849	16.4	23.7	111	5243	15.2	43.6	102	2655	13.9	22.1	94
KATZ RADIO GROUP	15359	13641	19.2	88.8	101	3228	18.6	21.0	98	6796	19.7	44.2	104	3617	18.9	23.5	100
SUPERNET	10628	9545	13.4	89.8	102	2633	15.2	24.8	116	4673	13.5	44.0	103	2239	11.7	21.1	89
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	7554	10.6	87.2	100	1622	9.4	18.7	87	3440	10.0	39.7	93	2492	13.1	28.8	122
MKDAY 9:00 AM - 1:00 PM	12163	10440	14.7	85.8	98	2491	14.4	20.5	96	4959	14.3	40.8	96	2990	15.7	24.6	104
MKDAY 1:00 PM - 4:30 PM	16150	13947	19.6	86.4	99	3335	19.2	20.7	96	6756	19.5	41.8	98	3856	20.2	23.9	101
MKDAY 4:30 PM - 7:30 PM	22463	19295	27.2	85.9	98	4121	23.8	18.3	86	9303	26.9	41.4	97	5871	30.7	26.1	111
MKDAY 7:30 PM - 8:00 PM	31795	27390	38.6	86.1	98	5939	34.3	18.7	87	13382	38.7	42.1	99	8069	42.3	25.4	108
MKDAY 11:00 PM - 11:30 PM	23977	21086	29.7	87.9	100	5257	30.3	21.9	102	10074	29.1	42.0	98	5755	30.1	24.0	102
MKDAY 11:30 PM - 1:00 AM	7703	6824	9.6	88.6	101	1794	10.3	23.3	109	3252	9.4	42.2	99	1779	9.3	23.1	98
M-SAT 8-11 PM+SUN 7-11 PM	33800	29573	41.7	87.5	100	7145	41.2	21.1	99	14369	41.6	42.5	100	8060	42.2	23.8	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5681	8.0	86.9	99	1526	8.8	23.3	109	2830	8.2	43.3	101	1326	6.9	20.3	86
ANOTHER WORLD	N 4620	4037	5.7	87.4	100	809	4.7	17.5	82	2011	5.8	43.5	102	1217	6.4	26.3	112
AS THE WORLD TURNS	C 5614	4785	6.7	85.2	97	1140	6.6	20.3	95	2146	6.2	38.2	90	1498	7.8	26.7	113
CAPITOL	C 3396	2848	4.0	83.9	96	687	4.0	20.2	94	1236	3.6	36.4	85	926	4.8	27.3	116
CBS MORN. NEWS 1	C 1446	1224	1.7	84.6	97	232	1.3	16.0	75	589	1.7	40.7	95	402	2.1	27.8	118
CBS MORN. NEWS 2	C 1207	1015	1.4	84.1	96	150	0.9	12.4	58	475	1.4	39.4	92	390	2.0	32.3	137
DAYS OF OUR LIVES	N 5877	5213	7.3	88.7	101	1181	6.8	20.1	94	2534	7.3	43.1	101	1499	7.9	25.5	108
FACTS OF LIFE - DAYTIME	N 2290	1925	2.7	84.1	96	513	3.0	22.4	105	919	2.7	40.1	94	493	2.6	21.5	91
FAMILY FEUD	A 3023	2506	3.5	82.9	95	458	2.6	15.2	71	1337	3.9	44.2	104	711	3.7	23.5	100
GENERAL HOSPITAL	A 6097	5209	7.3	85.4	97	1413	8.1	23.2	108	2563	7.4	42.0	98	1233	6.5	20.2	86
GOOD MORNING, AMERICA-730 A	A 3515	3117	4.4	88.7	101	660	3.8	18.8	88	1505	4.4	42.8	100	952	5.0	27.1	115
GOOD MORNING, AMERICA-830 A	A 2818	2569	3.6	91.2	104	612	3.5	21.7	101	1206	3.5	42.8	100	752	3.9	26.7	113
GUIDING LIGHT	C 5339	4642	6.5	86.9	99	1072	6.2	20.1	94	2126	6.2	39.8	93	1444	7.6	27.0	115
ONE LIFE TO																	

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BABY CLOTHES & DIAPER WASHLOADS

BASE = FEMALE HOMEMAkers (80986)

QUESTIONNAIRE PAGE H-17

		'000	%	UNWEIGHTED
3. IN TOTAL, ABOUT HOW MANY WASHLOADS OF BABY CLOTHES AND DIAPERS WERE DONE BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
16 OR MORE	H	561	.7	63
13 - 15	H	974	1.2	120
10 - 12	H	620	.8	49
7 - 9	H	1086	1.3	125
4 - 6	H	2661	3.3	256
1 - 3	L	4578	5.7	436
NONE		55777	68.9	6398
DO NOT KNOW		14728	18.2	1768

	TOTAL U.S. '000	DID WASHLOAD OF BABY CLOTHES/DIAPERS LAST WEEK				10 OR MORE WASHLOADS				4 - 9				1 - 3			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	10481	100.0	12.9	100	2156	100.0	2.7	100	3747	100.0	4.6	100	4578	100.0	5.7	100
18 - 24	9282	2346	22.4	25.3	195	*510	23.7	5.5	206	712	19.0	7.7	166	1124	24.6	12.1	214
25 - 34	19072	5054	48.2	26.5	205	758	35.2	4.0	149	1960	52.3	10.3	222	2336	51.0	12.2	217
35 - 44	14591	1361	13.0	9.3	72	**239	11.1	1.6	62	*581	15.5	4.0	86	*541	11.8	3.7	66
45 - 54	11345	622	5.9	5.5	42	**213	9.9	1.9	71	*133	3.5	1.2	25	*277	6.1	2.4	43
55 - 64	11635	*520	5.0	4.5	35	**234	10.9	2.0	76	*145	3.9	1.2	27	*141	3.1	1.2	21
65 OR OLDER	15061	579	5.5	3.8	30	*202	9.4	1.3	50	*216	5.8	1.4	31	*160	3.5	1.1	19
18 - 34	28354	7400	70.6	26.1	202	1269	58.9	4.5	168	2672	71.3	9.4	204	3460	75.6	12.2	216
18 - 49	48339	9089	86.7	18.8	145	1619	75.1	3.3	126	3340	89.1	6.9	149	4131	90.2	8.5	151
25 - 54	45008	7037	67.1	15.6	121	1210	56.1	2.7	101	2674	71.4	5.9	128	3153	68.9	7.0	124
35 - 49	19985	1690	16.1	8.5	65	*350	16.2	1.8	66	668	17.8	3.3	72	671	14.7	3.4	59
50 OR OLDER	32647	1392	13.3	4.3	33	537	24.9	1.6	62	*408	10.9	1.2	27	*448	9.8	1.4	24
GRADUATED COLLEGE	11155	1637	15.6	14.7	113	*173	8.0	1.6	58	680	18.1	6.1	132	784	17.1	7.0	124
ATTENDED COLLEGE	13682	1482	14.1	10.8	84	*364	16.9	2.7	100	552	14.7	4.0	87	565	12.3	4.1	73
GRADUATED HIGH SCHOOL	33880	5030	48.0	14.8	115	993	46.1	2.9	110	1775	47.4	5.2	113	2261	49.4	6.7	118
DID NOT GRADUATE HIGH SCHOOL	22270	2333	22.3	10.5	81	625	29.0	2.8	105	739	19.7	3.3	72	968	21.1	4.3	77
EMPLOYED	40306	4432	42.3	11.0	85	875	40.6	2.2	82	1428	38.1	3.5	77	2129	46.5	5.3	93
EMPLOYED FULL-TIME	32850	3505	33.4	10.7	82	755	35.0	2.3	86	1121	29.9	3.4	74	1629	35.6	5.0	88
EMPLOYED PART-TIME	7456	927	8.8	12.4	96	**120	5.6	1.6	60	*307	8.2	4.1	89	*500	10.9	6.7	119
NOT EMPLOYED	40680	6050	57.7	14.9	115	1281	59.4	3.1	118	2320	61.9	5.7	123	2449	53.5	6.0	106
PROFESSIONAL/MANAGER	10392	1313	12.5	12.6	98	**206	9.6	2.0	74	*481	12.8	4.6	100	*626	13.7	6.0	107
TECH/CLERICAL/SALES	17574	1809	17.3	10.3	80	*343	15.9	2.0	73	*561	15.0	3.2	69	906	19.8	5.2	91
PRECISION/CRAFT	985	*108	1.0	11.0	85	**11	0.5	1.1	42	*30	0.8	3.0	66	*67	1.5	6.8	120
OTHER EMPLOYED	11354	1202	11.5	10.6	82	*315	14.6	2.8	104	*356	9.5	3.1	68	*531	11.6	4.7	83
SINGLE	9863	728	6.9	7.4	57	*267	12.4	2.7	102	*239	6.4	2.4	52	*222	4.8	2.3	40
MARRIED	51375	8173	78.0	15.9	123	1393	64.6	2.7	102	2970	79.3	5.8	125	3810	83.2	7.4	131
DIVORCED/SEPARATED/WIDOWED	19748	1581	15.1	8.0	62	496	23.0	2.5	94	538	14.4	2.7	59	547	11.9	2.8	49
PARENTS	32590	8210	78.3	25.2	195	1330	61.7	4.1	153	3052	81.5	9.4	202	3829	83.6	11.7	208
WHITE	70416	9023	86.1	12.8	99	1805	83.7	2.6	96	3140	83.8	4.5	96	4078	89.1	5.8	102
BLACK	8778	1153	11.0	13.1	101	*331	15.4	3.8	142	460	12.3	5.2	113	*361	7.9	4.1	73
OTHER	1791	*306	2.9	17.1	132	*19	0.9	1.1	40	*147	3.9	8.2	177	*139	3.0	7.8	137
NORTHEAST-CENSUS	17786	1993	19.0	11.2	87	606	28.1	3.4	128	538	14.4	3.0	65	849	18.5	4.8	84
NORTH CENTRAL	20741	3025	28.9	14.6	113	557	25.8	2.7	101	1215	32.4	5.9	127	1254	27.4	6.0	107
SOUTH	27775	3357	32.0	12.1	93	*559	25.9	2.0	76	1281	34.2	4.6	100	1517	33.1	5.5	97
WEST	14683	2106	20.1	14.3	111	*434	20.1	3.0	111	714	19.1	4.9	105	959	20.9	6.5	116
NORTHEAST-MKTG.	17961	1934	18.5	10.8	83	549	25.5	3.1	115	602	16.1	3.4	72	784	17.1	4.4	77
EAST CENTRAL	11885	1749	16.7	14.7	114	*388	18.0	3.3	123	551	14.7	4.6	100	810	17.7	6.8	121
WEST CENTRAL	14090	1972	18.8	14.0	108	*318	14.7	2.3	85	809	21.6	5.7	124	845	18.5	6.0	106
SOUTH	24081	2960	28.2	12.3	95	*492	22.8	2.0	77	1153	30.8	4.8	103	1315	28.7	5.5	97
PACIFIC	12969	1866	17.8	14.4	111	*409	19.0	3.2	118	*633	16.9	4.9	105	824	18.0	6.4	112
COUNTY SIZE A	32439	3973	37.9	12.2	95	842	39.1	2.6	98	1345	35.9	4.1	90	1787	39.0	5.5	97
COUNTY SIZE B	24915	3469	33.1	13.9	108	770	35.7	3.1	116	1312	35.0	5.3	114	1387	30.3	5.6	98
COUNTY SIZE C	12930	1755	16.7	13.6	105	*353	16.4	2.7	103	*534	14.3	4.1	89	868	19.0	6.7	119
COUNTY SIZE D	10703	1284	12.3	12.0	93	*191	8.9	1.8	67	*556	14.8	5.2	112	*536	11.7	5.0	89
METRO CENTRAL CITY	24518	3150	30.1	12.8	99	796	36.9	3.2	122	1094	29.2	4.5	96	1260	27.5	5.1	91
METRO SUBURBAN	35919	4667	44.5	13.0	100	801	37.2	2.2	84	1700	45.4	4.7	102	2165	47.3	6.0	107
NON METRO	20549	2665	25.4	13.0	100	*559	25.9	2.7	102	953	25.4	4.6	100	1193	25.2	5.6	99
TOP 5 ADI'S	18341	2261	21.6	12.3	95	567	26.3	3.1	116	811	21.6	4.4	96	884	19.3	4.8	85
TOP 10 ADI'S	25378	2951	28.2	11.6	90	612	28.4	2.4	91	1099	29.3	4.3	94	1240	27.1	4.9	86
TOP 20 ADI'S	36488	4422	42.2	12.1	94	957	44.4	2.6	99	1639	43.7	4.5	97	1826	39.9	5.0	89
HSHLD INC. \$50,000 OR MORE	6612	*539	5.1	8.2	63	*79	3.7	1.2	45	*208	5.6	3.1	68	*252	5.5	3.8	67
\$40,000 OR MORE	12659	1215	11.6	9.6	74	*208	9.6	1.6	62	*425	11.3	3.4	73	*582	12.7	4.6	81
\$30,000 OR MORE	24698	2997	28.6	12.1	94	*687	31.9	2.8	104	1174	31.3	4.8	103	1136	24.8	4.6	81
\$25,000 OR MORE	32077	4088	39.0	12.7	98	868	40.3	2.7	102	1627	43.4	5.1	110	1593	34.8	5.0	88
\$20,000 - \$24,999	9144	1572	15.0	17.2	133	*308	14.3	3.4	127	*413	11.0	4.5	98	852	18.6	9.3	165
\$15,000 - \$19,999	8728	1395	13.3	16.0	123	*153	7.1	1.8	66	*420	11.2	4.8	104	822	18.0	9.4	167
\$10,000 - \$14,999	12562	1426	13.6	11.4	88	*297	13.8	2.4	89	*556	14.8	4.4	96	773	12.5	4.6	81
UNDER \$10,000	18475	2001	19.1	10.8	84	530	24.6	2.9	108	732	19.5	4.0	86	739	16.1	4.0	71
HOUSEHOLD OF 1 PERSON	11987	383	3.7	3.2	25	*180	8.3	1.5	56	*105	2.8	0.9	19	*98	2.1	0.8	14
2 PEOPLE	26577	1461	13.9	5.5	42	*483	22.4	1.8	68	*416	11.1	1.6	34	563	12.3	2.1	37
3 OR 4 PEOPLE	30617	5632	53.7	18.4	142	940	43.6	3.1	115	2144	57.2	7.0	151	2549	55.7	8.3	147
5 OR MORE PEOPLE	11804	3005	28.7	25.5	197	*554	25.7	4.7	176	1083	28.9	9.2	198	1369	29.9	11.6	205
NO CHILD IN HSHLD	46165	1827	17.4	4.0	31	737	34.2	1.6	60	520	13.9	1.1	24	570	12.5	1.2	22
CHILD(REN) UNDER 2 YRS	5325	3804	36.3	71.4	552	*559	25.9	10.5	394	1512	40.4	28.4	614	1734	37.9	32.6	576
2 - 5 YEARS	14221	6279	59.9	44.2	341	950	44.1	6.7	251	2417	64.5	17.0	367	2912	63.6	20.5	362
6 - 11 YEARS	15117	2994	28.6	19.8	153	*592	27.5	3.9	147	1064	28.4	7.0	152	1338	29.2	8.9	157
12 - 17 YEARS	16611	1455	13.9	8.8	68	*342	15.9	2.1	77	*566	15.1	3.4	74	*547	11.9	3.3	58
RESIDENCE OWNED	55884	6707	64.0	12.0	93	1317	61.1	2.4	89	2376	63.4	4.3	92	3013	65.8	5.4	95
VALUE: \$50,000 OR MORE	31744	3749	35.8	11.8	91	661	30.7	2.1	78	1334	35.6	4.2	91	1753	38.3	5.5	98
VALUE: UNDER \$50,000	24140	2958	28.2	12.3	95	*657	30.5	2.7	102	1042	27.8	4.3	93	1260	27.5	5.2	92

BABY CLOTHES & DIAPER MASHLOADS: NUMBER DONE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

		DID MASHLOAD OF BABY CLOTHES/DIAPERS LAST WEEK				10 OR MORE MASHLOADS				4 - 9				1 - 3				
		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS		80986	10481	100.0	12.9	100	2156	100.0	2.7	100	3747	100.0	4.6	100	4578	100.0	5.7	100
MAGAZINES	QUINTILE 1	15799	1980	18.9	12.5	97	*294	13.6	1.9	70	805	21.5	5.1	110	881	19.2	5.6	99
	QUINTILE 2	17259	2101	20.0	12.2	94	*404	18.7	2.3	88	736	19.6	4.3	92	962	21.0	5.6	99
	QUINTILE 3	13545	2020	19.3	14.9	115	*434	20.1	3.2	120	698	18.6	5.2	111	888	19.4	6.6	116
	QUINTILE 4	15133	2125	20.3	14.0	109	*557	25.8	3.7	138	737	19.7	4.9	105	831	18.2	5.5	97
	QUINTILE 5	19250	2255	21.5	11.7	91	*467	21.7	2.4	91	773	20.6	4.0	87	1015	22.2	5.3	93
NEWSPAPERS	QUINTILE 1	12413	1144	10.9	9.2	71	*256	11.9	2.1	77	*419	11.2	3.4	73	*469	10.2	3.8	67
	QUINTILE 2	24116	2630	25.1	10.9	84	*508	23.6	2.1	79	1042	27.8	4.3	93	1080	23.6	4.5	79
	QUINTILE 3	11261	1477	14.1	13.1	101	*321	14.9	2.9	107	*505	13.5	4.5	97	651	14.2	5.8	102
	QUINTILE 4	20255	3094	29.5	15.3	118	*572	26.5	2.8	106	1013	27.0	5.0	108	1508	32.9	7.4	132
	QUINTILE 5	12940	2137	20.4	16.5	128	*499	23.1	3.9	145	768	20.5	5.9	128	870	19.0	6.7	119
OUTDOOR	QUINTILE 1	14852	2095	20.0	14.1	109	*352	16.3	2.4	89	807	21.5	5.4	117	936	20.4	6.3	111
	QUINTILE 2	15725	2012	19.2	12.8	99	*459	21.3	2.9	110	747	19.9	4.8	103	806	17.6	5.1	91
	QUINTILE 3	16330	2257	21.5	13.8	107	*455	21.1	2.8	105	713	19.0	4.4	94	1089	23.8	6.7	118
	QUINTILE 4	16744	2146	20.5	12.8	99	*500	23.2	3.0	112	902	24.1	5.4	116	744	16.3	4.4	79
	QUINTILE 5	17334	1972	18.8	11.4	88	*390	18.1	2.2	85	579	15.5	3.3	72	1003	21.9	5.8	102
RADIO-DRIVE TIME	QUINTILE 1	15911	2123	20.3	13.3	103	*332	15.4	2.1	78	819	21.9	5.1	111	972	21.2	6.1	108
	QUINTILE 2	14837	1833	17.5	12.4	95	*430	19.9	2.9	109	603	16.1	4.1	88	800	17.5	5.4	95
	QUINTILE 3	15339	2037	19.4	13.3	103	*424	19.7	2.8	104	784	20.9	5.1	110	829	18.1	5.4	96
	QUINTILE 4	16723	2442	23.3	14.6	113	*455	21.1	2.7	102	877	23.4	5.2	113	1110	24.2	6.6	117
	QUINTILE 5	18176	2047	19.5	11.3	87	*515	23.9	2.8	106	665	17.7	3.7	79	867	18.9	4.8	84
RADIO-MID- DAY	TERCILE 1	21020	3088	29.5	14.7	114	*577	26.8	2.7	103	1045	27.9	5.0	107	1467	32.0	7.0	123
	TERCILE 2	21610	3129	29.9	14.5	112	*530	24.6	2.5	92	1141	30.5	5.3	114	1458	31.8	6.7	119
	TERCILE 3	38355	4264	40.7	11.1	86	1049	48.7	2.7	103	1562	41.7	4.1	88	1654	36.1	4.3	76
	QUINTILE 1	15988	2338	22.3	14.6	113	*444	20.6	2.8	104	890	23.8	5.6	120	1004	21.9	6.3	111
	QUINTILE 2	15626	2176	20.8	13.9	108	*381	17.7	2.4	92	718	19.2	4.6	99	1077	23.5	6.9	122
RADIO-TOTAL	QUINTILE 3	16723	2288	21.8	13.7	106	*447	20.7	2.7	100	978	26.1	5.8	126	864	18.9	5.2	91
	QUINTILE 4	16342	1828	17.4	11.2	86	*425	19.7	2.6	98	567	15.1	3.5	75	835	18.2	5.1	90
	QUINTILE 5	16306	1852	17.7	11.4	88	*459	21.3	2.8	106	595	15.9	3.6	79	799	17.5	4.9	87
	QUINTILE 1	15953	1900	18.1	11.9	92	*399	18.5	2.5	94	729	19.5	4.6	99	772	16.9	4.8	86
	QUINTILE 2	16137	2034	19.4	12.6	97	*464	21.5	2.9	108	716	19.1	4.4	96	854	18.7	5.3	94
TV-PRIME TIME	QUINTILE 3	16420	2277	21.7	13.9	107	*423	19.6	2.6	97	855	22.8	5.2	113	1000	21.8	6.1	108
	QUINTILE 4	16687	2060	19.7	12.3	95	*286	13.3	1.7	64	701	18.7	4.2	91	1073	23.4	6.4	114
	QUINTILE 5	15789	2212	21.1	14.0	108	*584	27.1	3.7	139	748	20.0	4.7	102	880	19.2	5.6	99
	TERCILE 1	27736	4113	39.2	14.8	115	857	39.7	3.1	116	1598	42.6	5.8	125	1658	36.2	6.0	106
	TERCILE 2	26489	3727	35.6	14.1	109	810	37.6	3.1	115	1221	32.6	4.6	100	1696	37.0	6.4	113
TV-DAYTIME	TERCILE 3	26761	2641	25.2	9.9	76	*488	22.6	1.8	68	929	24.8	3.5	75	1224	26.7	4.6	81
	QUINTILE 1	16345	2372	22.6	14.5	112	*498	23.1	3.0	114	974	26.0	6.0	129	900	19.7	5.5	97
	QUINTILE 2	16447	1681	16.0	10.2	79	*420	19.5	2.6	96	*535	14.3	3.3	70	726	15.9	4.4	78
	QUINTILE 3	15980	2058	19.6	12.9	100	*310	14.4	1.9	73	750	20.0	4.7	101	998	21.8	6.2	110
	QUINTILE 4	15887	2376	22.7	15.0	116	*458	21.2	2.9	108	782	20.9	4.9	106	1137	24.8	7.2	127
TV-TOTAL	QUINTILE 5	16326	1995	19.0	12.2	94	*470	21.8	2.9	108	707	18.9	4.3	94	818	17.9	5.0	89
	QUINTILE 1	20721	2280	21.8	11.0	85	*405	18.8	2.0	73	939	25.1	4.5	98	935	20.4	4.5	80
	MAGAZINE IMPERATIVE	19186	2965	28.3	15.5	119	*538	25.0	2.8	105	1006	26.8	5.2	113	1422	31.1	7.4	131
	NEWSPAPER IMPERATIVE	21899	2354	22.5	10.7	83	528	24.5	2.4	91	866	23.1	4.0	85	959	20.9	4.4	77
	QUINTILE 5	15451	1997	19.1	12.9	100	*354	16.4	2.3	86	596	15.9	3.9	83	1047	22.9	6.8	120
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	3232	30.8	12.5	96	*561	26.0	2.2	81	1293	34.5	5.0	108	1378	30.1	5.3	94
	OUTDOOR IMPERATIVE	24400	3398	32.4	13.9	108	732	34.0	3.0	113	1260	33.6	5.2	112	1407	30.7	5.8	102
	QUINTILE 1	18049	2436	23.2	13.5	104	*413	19.2	2.3	86	861	23.0	4.8	103	1162	25.4	6.4	114
	MAGAZINE IMPERATIVE	23571	2786	26.6	11.8	91	*568	26.3	2.4	91	1041	27.8	4.4	95	1177	25.7	5.0	88
	RADIO IMPERATIVE	23278	3550	33.9	15.3	118	711	33.0	3.1	115	1378	36.8	5.9	128	1462	31.9	6.3	111
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	15459	1918	18.3	12.4	96	*373	17.3	2.4	91	760	20.3	4.9	106	785	17.1	5.1	90
	TELEVISION IMPERATIVE	25829	3404	32.5	13.2	102	*625	29.0	2.4	91	1211	32.3	4.7	101	1569	34.3	6.1	107
	QUINTILE 1	26039	3361	32.1	12.9	100	*775	35.9	3.0	112	1165	31.1	4.5	97	1421	31.0	5.5	97
	QUINTILE 2	16605	1946	18.6	11.7	91	*431	20.0	2.6	97	728	19.4	4.4	95	786	17.2	4.7	84
	QUINTILE 3	26834	2671	25.5	10.0	77	*549	25.5	2.0	77	1018	27.2	3.8	82	1105	24.1	4.1	73
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	23346	3508	33.5	15.0	116	*721	33.4	3.1	116	1208	32.2	5.2	112	1580	34.5	6.8	120
	QUINTILE 1	17133	2088	19.9	12.2	94	*346	16.0	2.0	76	781	20.8	4.6	99	961	21.0	5.6	99
	NEWSPAPER IMPERATIVE	25892	2533	24.2	9.8	76	*600	27.8	2.3	87	900	24.0	3.5	75	1033	22.6	4.0	71
	RADIO IMPERATIVE	23167	3866	36.9	16.7	129	*726	33.7	3.1	118	1497	40.0	6.5	140	1462	35.9	7.1	125
	QUINTILE 5	17159	1768	16.9	10.3	80	*348	16.1	2.0	76	660	17.6	3.8	83	760	16.6	4.4	78
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	2974	28.4	11.3	88	*563	26.1	2.1	81	1186	31.7	4.5	98	1225	26.8	4.7	83
	TELEVISION IMPERATIVE	23412	3490	33.3	14.9	115	*726	33.7	3.1	116	1268	33.8	5.4	117	1496	32.7	6.4	113
	QUINTILE 1	15303	1928	18.4	12.6	97	*393	18.2	2.6	96	677	18.1	4.4	96	858	18.7	5.6	99
	OUTDOOR IMPERATIVE	24901	3357	32.0	13.5	104	*758	35.2	3.0	114	1189	31.7	4.8	103	1410	30.8	5.7	100
	RADIO IMPERATIVE	26492	3780	36.1	14.3	110	*710	32.9	2.7	101	1357	36.2	5.1	111	1713	37.4	6.5	114

	TOTAL U.S. '000	DID WASHLOAD OF BABY CLOTHES/DIAPERS LAST WEEK				10 OR MORE WASHLOADS				4 - 9				1 - 3			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% ACROSS	% INDX		'000	% ACROSS	% INDX		'000	% ACROSS	% INDX		'000	% ACROSS	% INDX	
TOTAL FEMALE HOMEOWNERS	80986	10481	100.0	12.9	100	2156	100.0	2.7	100	3747	100.0	4.6	100	4578	100.0	5.7	100
ATLANTIC MONTHLY	415	**26	0.2	6.3	48	**0	0.0	0.0	0	**12	0.3	2.9	62	**14	0.3	3.4	60
BARRON'S	453	**20	0.2	4.4	34	**7	0.3	1.5	58	**11	0.3	2.4	52	**2	0.0	0.4	8
BETTER HOMES & GARDENS	16256	2170	20.7	13.3	103	414	19.2	2.5	96	847	22.6	5.2	113	909	19.9	5.6	99
BON APPETIT	2535	**218	2.1	8.6	66	**25	1.2	1.0	37	**110	2.9	4.3	94	**33	1.8	3.3	58
BUSINESS WEEK	1278	**99	0.9	7.7	60	**0	0.0	0.0	0	**66	1.8	5.2	112	**33	0.7	2.6	46
CAR AND DRIVER	378	**25	0.2	6.6	51	**15	0.7	4.0	149	**10	0.3	2.6	57	**0	0.0	0.0	0
CBS MAGAZINE NETWORK (GROSS)	1498	**144	1.4	9.6	74	**12	0.6	0.8	30	**64	1.7	4.3	92	**68	1.5	4.5	80
CHANGING TIMES	1505	**133	1.3	8.8	68	**49	2.3	3.3	122	**63	1.7	4.2	90	**20	0.4	1.3	24
COLONIAL HOMES	1231	**213	2.0	17.3	134	**68	3.2	5.5	207	**59	1.6	4.8	104	**86	1.9	7.0	124
CONDE NAST MAG. PKG. (GROSS)	14146	1578	15.1	11.2	86	363	16.8	2.6	96	498	13.3	3.5	76	717	15.7	5.1	90
CONSUMERS DIGEST	1323	**125	1.2	9.4	73	**7	0.3	0.5	20	**99	2.6	7.5	162	**19	0.4	1.4	25
COSMOPOLITAN	7102	872	8.3	12.3	95	**148	6.9	2.1	78	309	8.2	4.4	94	416	9.1	5.9	104
COUNTRY LIVING	2481	265	2.5	10.7	83	**38	1.8	1.5	58	**81	2.2	3.3	71	**146	3.2	5.9	104
CUISINE	1472	**94	0.9	6.4	49	**23	1.1	1.6	59	**17	0.5	1.2	25	**54	1.2	3.7	65
CYCLE WORLD	425	**87	0.8	20.5	158	**1	0.0	0.2	9	**41	1.1	9.6	209	**45	1.0	10.6	187
DCI:CREATIVE IDEAS FOR LIV	2510	413	3.9	16.5	127	**71	3.3	2.8	106	**160	4.3	6.4	138	**182	4.0	7.3	128
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	719	6.9	10.7	83	**103	4.8	1.5	58	286	7.6	4.3	92	330	7.2	4.9	87
DISCOVER	894	**79	0.8	8.8	68	**23	1.1	2.6	97	**26	0.7	2.9	63	**30	0.7	3.4	59
EBONY	3507	570	5.4	16.3	126	**177	8.2	5.0	190	233	6.2	4.6	144	**160	3.5	4.6	81
ESQUIRE	1083	**164	1.6	15.1	117	**59	2.7	5.4	205	**54	1.4	5.0	108	**51	1.1	4.7	83
ESSENCE	1830	310	3.0	16.9	131	**74	3.4	4.0	152	**103	2.7	5.6	122	**134	2.9	7.3	130
FAMILY CIRCLE	15930	1793	17.1	11.3	87	323	15.0	2.0	76	694	18.5	4.4	94	777	17.0	4.9	86
THE FAMILY HANDYMAN	1126	**181	1.7	16.1	124	**30	1.4	2.7	100	**110	2.9	9.8	211	**42	0.9	3.7	66
FAMILY WEEKLY	11468	1301	12.4	11.3	88	**246	11.4	2.1	81	465	12.4	4.1	88	590	12.9	5.1	91
FIELD & STREAM	2234	**373	3.6	16.7	129	**61	2.8	2.7	103	**121	3.2	5.4	117	**192	4.2	8.6	152
FOOD & WINE	579	**41	0.4	7.1	55	**10	0.5	1.7	65	**26	0.7	4.5	97	**5	0.1	0.9	15
FORBES	728	**57	0.5	7.8	60	**4	0.2	0.5	21	**40	1.1	5.5	119	**13	0.3	1.8	32
FORTUNE	906	**61	0.6	6.7	52	**6	0.3	0.7	25	**29	0.8	3.2	69	**26	0.6	2.9	51
GENTLEMEN'S QUARTERLY	791	**96	0.9	12.1	94	**39	1.8	4.9	185	**22	0.6	2.8	60	**35	0.8	4.4	78
GLAMOUR	5265	582	5.6	11.1	85	**84	3.9	1.6	60	**179	4.8	3.4	73	318	6.9	6.0	107
GOLF DIGEST	636	**88	0.8	13.8	107	**19	0.9	3.0	112	**40	1.1	6.3	136	**30	0.7	4.7	83
GOLF DIGEST/TENNIS (GROSS)	1186	**143	1.4	12.1	93	**31	1.4	2.6	98	**64	1.7	5.4	117	**49	1.1	4.1	73
GOLF MAGAZINE	441	**13	0.1	2.9	23	**0	0.0	0.0	0	**3	0.1	0.7	15	**10	0.2	2.3	40
GOLF MAGAZINE/SKI (GROSS)	922	**60	0.6	6.5	50	**7	0.3	0.8	29	**17	0.5	1.8	40	**36	0.8	3.9	69
GOOD HOUSEKEEPING	16487	2021	19.3	12.3	95	396	18.4	2.4	90	778	20.8	4.7	102	847	18.5	5.1	91
HARPER'S BAZAAR	2423	**247	2.4	10.2	79	**72	3.3	3.0	112	**103	2.7	4.3	92	**72	1.6	3.0	53
HEALTH	1994	**239	2.3	12.0	93	**14	0.6	0.7	26	**136	3.6	6.8	147	**89	1.9	4.5	79
HEARST MAG CORP. BUY (GROSS)	44101	5298	50.5	12.0	93	1025	47.5	2.3	87	1984	52.9	4.5	97	2289	50.0	5.2	92
HEARST MAN POWER (GROSS)	1993	**234	2.2	11.7	91	**45	2.1	2.3	85	**76	2.0	3.8	82	**114	2.5	5.7	101
HEARST WOMAN POWER (GROSS)	31274	3924	37.4	12.5	97	734	34.0	2.3	88	1489	39.7	4.8	103	1701	37.2	5.4	96
HOUSE BEAUTIFUL	3623	345	3.3	9.5	74	**64	3.0	1.8	66	**157	4.2	4.3	94	**124	2.7	3.4	61
INC.	283	**24	0.2	8.5	66	**5	0.2	1.8	66	**14	0.4	4.9	107	**5	0.1	1.8	31
JET	2928	505	4.8	17.2	133	**122	5.7	4.2	157	**260	6.9	8.9	192	**124	2.7	4.2	75
LADIES' HOME JOURNAL	11918	1301	12.4	10.9	84	**254	11.8	2.1	80	488	13.0	4.1	88	559	12.2	4.7	83
LHJ FAMILY GRP COMBO(GROSS)	16764	1917	18.3	11.4	88	367	17.0	2.2	82	783	20.9	4.7	101	767	16.8	4.6	81
LIFE	4254	561	5.4	13.2	102	**95	4.4	2.2	84	**257	6.9	6.0	131	**209	4.6	4.9	87
L.A. TIMES HOME MAGAZINE	1145	**135	1.3	11.8	91	**11	0.5	1.0	36	**85	2.3	7.4	160	**39	0.9	3.4	60
MADMOISELLE	2884	308	2.9	10.7	83	**46	2.1	1.6	60	**113	3.0	3.9	85	**149	3.3	5.2	91
MC CALL'S	13460	1608	15.3	11.9	92	**310	14.4	2.3	87	562	15.0	4.2	90	735	16.1	5.5	97
MC CALL'S/HRK MOTHER (GROSS)	14606	1879	17.9	12.9	99	340	15.8	2.3	87	642	17.1	4.4	95	897	19.6	6.1	109
MECHANIX ILLUSTRATED	772	**122	1.2	15.8	122	**25	1.2	3.2	122	**77	2.1	10.0	216	**20	0.4	2.6	46
METROPOLITAN HOME	967	**66	0.6	6.8	53	**6	0.3	0.6	23	**36	1.0	3.7	80	**25	0.5	2.6	46
MONEY	1588	**166	1.6	10.5	81	**42	1.9	2.6	99	**60	1.6	3.8	82	**65	1.4	4.1	72
MOTHER EARTH NEWS	1002	**190	1.8	19.0	147	**8	0.4	0.8	30	**72	1.9	7.2	155	**110	2.4	11.0	194
MS.	825	**87	0.8	10.5	81	**18	0.8	2.2	82	**26	0.7	3.2	68	**43	0.9	5.2	92
NATIONAL ENQUIRER	10336	1353	12.9	13.1	101	254	11.8	2.5	92	510	13.6	4.9	107	588	12.8	5.7	101
NATIONAL GEOGRAPHIC	9597	1088	10.4	11.3	88	**139	6.4	1.4	54	406	10.8	4.2	91	543	11.9	5.7	100
NATIONAL SUNDAY MAGAZINE PKG	49558	5833	55.7	11.8	91	1126	52.2	2.3	85	2131	56.9	4.3	93	2576	56.3	5.2	92
NATURAL HISTORY	573	**69	0.7	12.0	93	**0	0.0	0.0	0	**10	0.3	1.7	38	**59	1.3	10.3	182
NEW WOMAN	1699	**160	1.5	9.4	73	**39	1.8	2.3	86	**80	2.1	4.7	102	**42	0.9	2.5	44
NEW YORK INCLUDING CUE	443	**53	0.5	12.0	92	**11	0.5	2.5	93	**21	0.6	4.7	102	**21	0.5	4.7	84
THE NEW YORKER	1270	**59	0.6	4.6	36	**14	0.6	1.1	41	**27	0.7	2.1	44	**18	0.4	1.4	25
NEWSWEEK	6277	714	6.8	11.4	88	**118	5.5	1.9	71	308	8.2	4.9	106	**288	6.3	4.6	81
THE N.Y. TIMES DAILY EDITION	1205	**97	0.9	8.0	62	**19	0.9	1.6	59	**59	1.6	4.9	106	**19	0.4	1.6	28
THE N.Y. TIMES MAGAZINE	2081	**133	1.3	6.4	49	**18	0.8	0.9	32	**72	1.9	3.5	75	**44	1.0	2.1	37
OMNI	788	**74	0.7	9.4	73	**23	1.1	2.9	110	**25	0.7	3.2	69	**26	0.6	3.3	58
ON CABLE	1158	**140	1.3	12.1	93	**23	1.1	2.0	75	**46	1.2	4.0	86	**72	1.6	6.2	110
1001 HOME IDEAS	2852	377	3.6	13.2	102	**99	4.6	3.5	130	**159	4.2	5.6	120	**119	2.6	4.2	74
ORGANIC GARDENING	1658	**179	1.7	10.8	83	**15	0.7	0.9	34	**82	2.2	4.9	107	**83	1.8	5.0	89
OUTDOOR LIFE	896	**145	1.4	16.2	125	**55	2.6	6.1	231	**52	1.4	5.8	125	**38	0.8	4.2	75
PARADE MAGAZINE	24275	2841	27.1	11.7	90	586	27.2	2.4	91	1083	28.9	4.5	96	1172	25.6	4.8	85

BABY CLOTHES & DIAPER WASHLOADS: NUMBER DONE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	DID WASHLOAD OF BABY CLOTHES/DIAPERS LAST WEEK				10 OR MORE WASHLOADS				4 - 9				1 - 3			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	10481	100.0	12.9	100	2156	100.0	2.7	100	3747	100.0	4.6	100	4578	100.0	5.7	100
PARENTS	3845	1620	15.5	42.1	326	188	8.7	4.9	184	561	15.0	14.6	315	870	19.0	22.6	400
PENTHOUSE	831	**124	1.2	14.9	115	**9	0.4	1.1	41	**61	1.6	7.3	159	**54	1.2	6.5	115
PEOPLE	11645	1499	14.3	12.9	99	199	9.2	1.7	64	530	14.1	4.6	98	769	16.8	6.6	117
PLAYBOY	2006	*273	2.6	13.6	105	**54	2.5	2.7	101	**65	1.7	3.2	70	**154	3.4	7.7	136
POPULAR HOT RODDING	297	**52	0.5	17.5	135	**9	0.4	3.0	114	**10	0.3	3.4	73	**33	0.7	11.1	197
POPULAR MECHANICS	1018	**99	0.9	9.7	75	**14	0.6	1.4	52	**35	0.9	3.4	74	**50	1.1	4.9	87
POPULAR SCIENCE	878	**93	0.9	10.6	82	**6	0.3	0.7	26	**39	1.0	4.4	96	**48	1.0	5.5	97
PREVENTION	3913	410	3.9	10.5	81	**44	2.0	1.1	42	*230	6.1	5.9	127	**136	3.0	3.5	61
PSYCHOLOGY TODAY	1710	*233	2.2	13.6	105	**43	2.0	2.5	94	**100	2.7	5.8	126	**90	2.0	5.3	93
READER'S DIGEST	22204	2551	24.3	11.5	89	404	18.7	1.8	68	1037	27.7	4.7	101	1111	24.3	5.0	89
REDBOOK	7684	1031	9.8	13.4	104	*190	8.8	2.5	93	402	10.7	5.2	113	439	9.6	5.7	101
ROAD & TRACK	410	**13	0.1	3.2	25	**0	0.0	0.0	0	**0	0.0	0.0	0	**13	0.3	3.2	56
ROLLING STONE	969	**135	1.3	13.9	108	**22	1.0	2.3	85	**41	1.1	4.2	91	**72	1.6	7.4	131
RUNNER'S WORLD	298	**6	0.1	2.0	16	**0	0.0	0.0	0	**3	0.1	1.0	22	**3	0.1	1.0	18
SATURDAY EVENING POST	1169	*135	1.3	11.5	89	**12	0.6	1.0	39	**81	2.2	6.9	150	**42	0.9	3.6	64
SCIENCE 84	587	**64	0.6	10.9	84	**9	0.4	1.5	58	**31	0.8	5.3	114	**24	0.5	4.1	72
SCIENCE DIGEST	482	**68	0.6	14.1	109	**5	0.2	1.0	39	**13	0.3	2.7	58	**51	1.1	10.6	187
SCIENTIFIC AMERICAN	594	**82	0.8	13.8	107	**16	0.7	2.7	101	**50	1.3	8.4	182	**16	0.3	2.7	48
SELF	2089	*226	2.2	10.8	84	**93	4.3	4.5	167	**81	2.2	3.9	84	**52	1.1	2.5	44
SEVENTEEN	2411	*180	1.7	7.5	58	**47	2.2	1.9	73	**67	1.8	2.8	60	**66	1.4	2.7	48
SKI	480	**47	0.4	9.8	76	**7	0.3	1.5	55	**15	0.4	3.1	68	**25	0.5	5.2	92
SMITHSONIAN	2760	*261	2.5	9.5	73	**27	1.3	1.0	37	**137	3.7	5.0	107	**97	2.1	3.5	62
SOAP OPERA DIGEST	3013	617	5.9	20.5	158	**129	6.0	4.3	161	*226	6.0	7.5	162	*262	5.7	8.7	154
SOUTHERN LIVING	4184	305	2.9	7.3	56	**32	1.5	0.8	29	*126	3.4	3.0	65	**147	3.2	3.5	62
SPORT	559	**44	0.4	7.9	61	**15	0.7	2.7	101	**24	0.6	4.3	93	**5	0.1	0.9	16
THE SPORTING NEWS	436	**61	0.6	14.0	108	**35	1.6	8.0	302	**6	0.2	1.4	30	**21	0.5	4.8	85
SPORTS AFIELD	493	**67	0.6	13.6	105	**26	1.2	5.3	198	**28	0.7	5.7	123	**13	0.3	2.6	47
SPORTS ILLUSTRATED	2758	324	3.1	11.7	91	**69	3.2	2.5	94	*134	3.6	4.9	105	**122	2.7	4.4	78
STAR	7456	1176	11.2	15.8	122	*233	10.8	3.1	117	*119	11.2	5.6	121	523	11.4	7.0	124
SUNDAY	24936	2887	27.5	11.6	89	681	31.6	2.7	103	906	24.2	3.6	79	1299	28.4	5.2	92
SUNSET	2124	*322	3.1	15.2	117	**60	2.8	2.8	106	**160	4.3	7.5	163	**102	2.2	4.8	85
TV GUIDE	21661	3066	29.3	14.2	109	612	28.4	2.8	106	1021	27.2	4.7	102	1433	31.3	6.6	117
TENNIS	550	**55	0.5	10.0	77	**12	0.6	2.2	82	*24	0.6	4.4	94	**19	0.4	3.5	61
TIME	8880	1054	10.1	11.9	92	*160	7.4	1.8	68	*48	10.9	4.6	99	486	10.6	5.5	97
TOWN & COUNTRY	917	**31	0.3	3.4	26	**4	0.2	0.4	16	**12	0.3	1.3	28	**15	0.3	1.6	29
TRAVEL & LEISURE	972	**32	0.3	3.3	25	**3	0.1	0.3	12	**17	0.5	1.7	38	**12	0.3	1.2	22
TRUE STORY	3356	579	5.5	17.3	133	**134	6.2	4.0	150	*167	4.5	5.0	108	*277	6.1	8.3	146
U.S. NEWS & WORLD REPORT	3410	298	2.8	8.7	68	**39	1.8	1.1	43	**115	3.1	3.4	73	*145	3.2	4.3	75
USA TODAY	1759	*139	1.3	7.9	61	**43	2.0	2.4	92	**23	0.6	1.3	28	**73	1.6	4.2	73
US	1873	*181	1.7	9.7	75	**48	2.2	2.6	96	**71	1.9	3.8	82	**63	1.4	3.4	60
VOGUE	3909	463	4.4	11.8	92	**140	6.5	3.6	135	*125	3.3	3.2	69	*198	4.3	5.1	90
WALL STREET JOURNAL	1886	**117	1.1	6.2	48	**24	1.1	1.3	48	*173	1.9	3.9	84	**20	0.4	1.1	19
WEIGHT MATCHERS	2120	277	2.6	13.1	101	**28	1.3	1.3	50	**131	3.5	6.2	134	**118	2.6	5.6	98
WOMAN'S DAY	14172	1623	15.5	11.5	88	317	14.7	2.2	84	627	16.7	4.4	96	678	14.8	4.8	85
WORKING WOMAN	1146	*271	2.6	23.6	183	**29	1.3	2.5	95	**80	2.1	7.0	151	*161	3.5	14.0	249
WORKING WOMAN	1322	*188	1.8	14.2	110	**23	1.1	1.7	65	**73	1.9	5.5	119	**92	2.0	7.0	123
WORLD TENNIS	*163	**8	0.1	4.9	38	**0	0.0	0.0	0	**8	0.2	4.9	106	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETHK (GROSS)	2532	271	2.6	10.7	83	**43	2.0	1.7	64	**92	2.5	3.6	79	**136	3.0	5.4	95
BLAIR INSERTS	43657	5041	48.1	11.5	89	960	44.5	2.2	83	1868	49.9	4.3	92	2214	48.4	5.1	90
DAILY NEWSPAPERS																	
READ ANY	51633	5812	55.5	11.3	87	1215	56.4	2.4	88	2173	58.0	4.2	91	2423	52.9	4.7	83
READ ONE	43463	5085	48.5	11.7	90	1075	49.9	2.5	93	1894	50.5	4.4	94	2116	46.2	4.9	86
READ TWO OR MORE	8170	727	6.9	8.9	69	*140	6.5	1.7	64	279	7.4	3.4	74	*307	6.7	3.8	66
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6172	58.9	11.7	91	1183	54.9	2.2	84	2242	59.8	4.3	92	2747	60.0	5.2	92
READ ONE	46126	5559	53.0	12.1	93	1040	48.2	2.3	85	2046	54.6	4.4	96	2473	54.0	5.4	95
READ TWO OR MORE	6552	613	5.8	9.4	72	*143	6.6	2.2	82	*197	5.3	3.0	65	274	6.0	4.2	74
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.54				25.23				28.36				27.98			
30 DAY REACH	71455	9477	90.4	13.3	102	1998	92.7	2.8	105	3414	91.1	4.8	103	4066	88.8	5.7	101
50 SHWG - 30 DAY AV FREQ	14.56	14.61				13.16				14.82				15.17			
30 DAY REACH	67742	8924	85.1	13.2	102	1910	88.6	2.8	106	3271	87.3	4.8	104	3743	81.8	5.5	98
25 SHWG - 30 DAY AV FREQ	7.94	7.93				7.14				7.99				8.27			
30 DAY REACH	62117	8245	78.7	13.3	103	1754	81.4	2.8	106	3048	81.3	4.9	106	3444	75.2	5.5	98
CABLE TV: HOME WIRED	32077	4021	38.4	12.5	97	759	35.2	2.4	89	1319	35.2	4.1	89	1943	42.4	6.1	107
HOME NOT WIRED	48909	6461	61.6	13.2	102	1396	64.7	2.9	107	2429	64.8	5.0	107	2635	57.6	5.4	95
HAVE PAY CABLE	15935	2157	20.6	13.5	105	*370	17.2	2.3	87	704	18.8	4.4	95	1082	23.6	6.8	120

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BABY CLOTHES & DIAPER WASHLOADS: NUMBER DONE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

		DID WASHLOAD OF BABY CLOTHES/DIAPERS LAST WEEK				10 OR MORE WASHLOADS				4 - 9				1 - 3				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	10481	100.0	12.9	100	2156	100.0	2.7	100	3747	100.0	4.6	100	4578	100.0	5.7	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	2681	25.6	10.3	79	559	25.9	2.1	81	971	25.9	3.7	81	1151	25.1	4.4	78
NETWORK AFFILIATES - LATE		20261	2436	23.2	12.0	93	513	23.8	2.5	95	921	24.6	4.5	98	1002	21.9	4.9	87
INDEPENDENTS - LATE		2076	184	1.8	8.9	68	*73	3.4	3.5	132	**37	1.0	1.8	39	*75	1.6	3.6	64
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	1580	15.1	15.1	117	271	12.6	2.6	97	529	14.1	5.1	109	780	17.0	7.5	132
ABC MONDAY NIGHT MOVIE		A 6412	787	7.5	12.3	95	*90	4.2	1.4	53	298	8.0	4.6	100	399	8.7	6.2	111
ABC SUNDAY NIGHT MOVIE		A 12407	1798	17.2	14.5	112	379	17.6	3.1	115	723	19.3	5.8	126	695	15.2	5.6	99
ABC WORLD NEWS TONIGHT		A 6176	517	4.9	8.4	65	*139	6.4	2.3	85	231	6.2	3.7	81	147	3.2	2.4	42
AFTERMASH		C 5863	778	7.4	13.3	103	**193	9.0	3.3	124	*238	6.4	4.1	88	*348	7.6	5.9	105
ALICE		C 9594	1284	12.3	13.4	103	*174	8.1	1.8	68	462	12.3	4.8	104	649	14.2	6.8	120
AMERICAN PARADE		C 6622	708	6.8	10.7	83	*110	5.1	1.7	62	257	6.9	3.9	84	342	7.5	5.2	91
BENSON		A 10886	1374	13.1	12.6	98	301	14.0	2.8	104	427	11.4	3.9	85	646	14.1	5.9	105
BLUE THUNDER		A 5036	587	5.6	11.7	90	*994	4.4	1.9	70	*242	6.5	4.8	104	251	5.5	5.0	88
CAGNEY & LACEY		C 9965	1246	11.9	12.5	97	*197	9.1	2.0	74	507	13.5	5.1	110	541	11.8	5.4	96
CBS EVENING NEWS-DEAN		C 3491	276	2.6	7.9	61	*770	3.2	2.0	75	*297	2.6	2.8	60	**109	2.4	3.1	55
CBS EVENING NEWS-RATHER		C 7123	670	6.4	9.4	73	114	5.3	1.6	60	219	5.8	3.1	66	337	7.4	4.7	84
CBS SAT. NEWS-SCHIEFFER		C 3621	291	2.8	8.0	62	*61	2.8	1.7	63	107	2.9	3.0	64	122	2.7	3.4	60
CBS SATURDAY NIGHT MOVIE		C 5436	824	7.9	15.2	117	141	6.5	2.6	97	324	8.6	6.0	129	360	7.9	6.6	117
CBS WEDNESDAY NIGHT MOVIE		C 6100	705	6.7	11.6	89	*126	5.8	2.1	78	298	8.0	4.9	106	281	6.1	4.6	81
CHEERS		N 8889	1272	12.1	14.3	111	245	11.4	2.8	104	422	11.3	4.7	103	605	13.2	6.8	120
DALLAS		C 22109	2657	25.4	12.0	93	571	26.5	2.6	97	1060	28.3	4.8	104	1027	22.4	4.6	82
DIFF'RENT STROKES		N 6940	868	8.3	12.5	97	*220	10.2	3.2	119	*285	7.6	4.1	89	364	8.0	5.2	93
DOUBLE TROUBLE		N 7223	836	8.0	11.6	89	*203	9.4	2.8	106	*228	6.1	3.2	68	406	8.9	5.6	99
DUCK FACTORY		N 5595	754	7.2	13.5	104	**125	5.8	2.2	84	*268	7.2	4.8	104	361	7.9	6.5	114
DUKES OF HAZZARD		C 5768	764	7.3	13.2	102	*107	5.0	1.9	70	317	8.5	5.5	119	339	7.4	5.9	104
DYNASTY		A 20053	2830	27.0	14.1	109	611	28.3	3.0	114	1062	28.3	5.3	114	1157	25.3	5.8	102
FACTS OF LIFE		N 8087	1055	10.1	13.0	101	*224	10.4	2.8	104	266	7.1	3.3	71	564	12.3	7.0	123
FALCON CREST		C 20046	2375	22.7	11.8	92	545	25.3	2.7	102	972	25.9	4.8	105	858	18.7	4.3	76
FALL GUY		A 9084	1222	11.7	13.5	104	238	11.0	2.6	98	424	11.3	4.7	101	560	12.2	6.2	109
FAMILY TIES		N 7964	1048	10.0	13.2	102	*221	10.3	2.8	104	339	9.0	4.3	92	488	10.7	6.1	108
FANTASY ISLAND		A 7687	952	9.1	12.4	96	*197	9.1	2.6	96	378	10.1	4.9	106	377	8.2	4.9	87
FOULUPS, BLEEPES & BLUNDERS		A 8861	1170	11.2	13.2	102	*265	12.3	3.0	112	465	12.4	5.2	113	440	9.6	5.0	88
FOUR SEASONS		C 5095	594	5.7	11.7	90	**110	5.1	2.2	81	*233	6.2	4.6	99	*251	5.5	4.9	87
GIMME A BREAK		N 8838	909	8.7	10.3	79	231	10.7	2.6	98	243	6.5	2.7	59	435	9.5	4.9	87
HART TO HART		A 8978	1010	9.6	11.2	87	*214	9.9	2.4	90	392	10.5	4.4	94	404	8.8	4.5	80
HILL STREET BLUES		N 8590	1115	10.6	13.0	100	*209	9.7	2.4	91	378	10.1	4.4	95	528	11.5	6.1	109
HOTEL		A 14085	1746	16.7	12.4	96	424	19.7	3.0	113	638	17.0	4.5	98	684	14.9	4.9	86
JEFFERSONS		C 9360	1250	11.9	13.4	103	239	11.1	2.6	96	434	11.6	4.6	100	577	12.6	6.2	109
JENNIFER SLEPT HERE		N 5841	742	7.1	12.7	98	*184	8.5	3.2	118	*232	6.2	4.0	86	*326	7.1	5.6	99
KATE & ALLIE		C 9206	1016	9.7	11.0	85	*207	9.6	2.2	84	326	8.7	3.5	77	483	10.6	5.2	93
KNIGHT RIDER		N 7076	961	9.2	13.6	105	*125	5.8	1.8	66	343	9.2	4.8	105	493	10.8	7.0	123
LOVE BOAT		A 12219	1381	13.2	11.3	87	249	11.5	2.0	77	517	13.8	4.2	91	615	13.4	5.0	89
MAGNUM PI		C 11199	1315	12.5	11.7	91	*164	7.6	1.5	55	528	14.1	4.7	102	623	13.6	5.6	98
MAMA'S FAMILY		N 6057	622	5.9	10.3	79	*141	6.5	2.3	87	*215	5.7	3.5	77	*266	5.8	4.4	78
MASTER, THE		N 3598	551	5.3	15.3	118	*91	4.2	2.5	95	263	7.0	7.3	158	*197	4.3	5.5	97
MATT HOUSTON		A 6344	781	7.5	12.3	95	*88	4.1	1.4	52	246	6.6	3.9	84	446	9.7	7.0	124
NBC MONDAY NIGHT MOVIE		N 11994	1645	15.7	13.7	106	323	15.0	2.7	101	655	17.5	5.5	118	666	14.5	5.6	98
NBC NIGHTLY NEWS		N 5132	480	4.6	9.4	72	*57	2.6	1.1	42	189	5.0	3.7	80	234	5.1	4.6	81
NBC NIGHTLY NEWS-SAT		N 3375	342	3.3	10.1	78	*44	2.0	1.3	49	*146	3.9	4.3	93	**152	3.3	4.5	80
NBC NIGHTLY NEWS-SUN		N 3130	*269	2.6	8.6	66	*18	0.8	0.6	22	*124	3.3	4.0	86	**126	2.8	4.0	71
NBC SUNDAY NIGHT MOVIE		N 8284	1061	10.1	12.8	99	*162	7.5	2.0	73	*288	7.7	3.5	75	611	13.3	7.4	130
NEWMART		C 9240	1209	11.5	13.1	101	*214	9.9	2.3	87	465	12.4	5.0	109	530	11.6	5.7	101
ONE DAY AT A TIME		C 7288	1089	10.4	14.9	115	*257	11.9	3.5	132	401	10.7	5.5	119	432	9.4	5.9	105
PEOPLE ARE FUNNY		N 4855	521	5.0	10.7	83	*167	7.7	3.4	129	*139	3.7	2.9	62	*215	4.7	4.4	78
REAL PEOPLE		N 8869	884	8.4	10.0	77	*147	6.8	1.7	62	363	9.7	4.1	88	374	8.2	4.2	75
REMINGTON STEELE		N 7743	1152	11.0	14.9	115	*230	10.7	3.0	112	426	11.4	5.5	119	497	10.9	6.4	114
RIPLEY'S BELIEVE IT - NOT		A 5345	794	7.6	14.9	115	*161	7.5	3.0	113	346	9.2	6.5	140	286	6.2	5.4	95
RIPTIDE		N 6988	927	8.8	13.3	103	*134	6.2	1.9	72	359	9.6	5.1	111	433	9.5	6.2	110
SCARECROW & MRS. KING		C 10002	1138	10.9	11.4	88	*174	8.1	1.7	65	406	10.8	4.1	88	558	12.2	5.6	99
SIMON & SIMON		C 10638	1070	10.2	10.1	78	*159	7.4	1.5	56	509	13.6	4.8	103	403	8.8	3.8	67
60 MINUTES		C 13293	1075	10.3	8.1	62	238	11.0	1.8	67	379	10.1	2.9	62	459	10.0	3.5	61
ST. ELSEWHERE		N 7017	1007	9.6	14.4	111	*193	9.0	2.8	103	394	10.5	5.6	121	420	9.2	6.0	106
THREE'S COMPANY		A 10917	1505	14.4	13.8	107	284	13.2	2.6	98	461	12.3	4.2	91	761	16.6	7.0	123
T.J. HOOKER		A 9204	1039	9.9	11.3	87	*160	7.4	1.7	65	444	11.8	4.8	1				

BLEACH

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-18

'000	%	UNWEIGHTED
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2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?

YES	65898	81.4	7535
NO	15088	18.6	1900

ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
'000	%	'000	%	'000	%	'000	%	

IF YES

2B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?

DRY (POWDER OR PACKET)	18549	22.9	5967	7.4	8812	10.9	3771	4.7	2181
LIQUID	59931	74.0	47348	58.5	10642	13.1	1941	2.4	6788
DO NOT KNOW									

2C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?

AMWAY	1271	1.6	372	.5	465	.6	435	.5	147
BEADS O'BLEACH	544	.7	81	.1	357	.4	106	.1	63
BIZ	2758	3.4	570	.7	1395	1.7	793	1.0	326
BORATEEM	3118	3.9	596	.7	1822	2.2	701	.9	363
CLOROX (LIQUID)	46759	57.7	27203	33.6	16911	20.9	2645	3.3	5280
CLOROX 2 (POWDER)	13212	16.3	2850	3.5	7055	8.7	3307	4.1	1567
HILEX	2115	2.6	820	1.0	950	1.2	344	.4	277
MIRACLE WHITE BLEACH	1347	1.7	208	.3	799	1.0	340	.4	178
PUREX LIQUID	10446	12.9	3038	3.8	5279	6.5	2129	2.6	1102
PUREX POWDER	1107	1.4	170	.2	547	.7	389	.5	132
SNOWY LIQUID	993	1.2	311	.4	457	.6	224	.3	109
SNOWY POWDER	2584	3.2	540	.7	1184	1.5	860	1.1	290
VIBRANT	154	.2			75	.1	79	.1	25
WHITE MAGIC	1041	1.3	241	.3	467	.6	333	.4	129
WOOLITE FABRIC SAFE	1769	2.2	157	.2	1153	1.4	459	.6	225
OTHER BRANDS	10235	12.6	4537	5.6	3626	4.5	2073	2.6	1149
DO NOT KNOW	347	.4							41

LIQUID			DRY		
'000	%	UNWEIGHTED	'000	%	UNWEIGHTED

2D. ABOUT HOW MANY WASHLOADS USING LIQUID AND DRY BLEACH WERE DONE BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?

EIGHT OR MORE	H	1935	2.4	207	1241	1.5	135
SIX OR SEVEN	H	1959	2.4	196	927	1.1	115
FOUR OR FIVE	H	5353	6.6	537	2280	2.8	267
THREE	M	7890	9.7	828	3158	3.9	337
TWO	M	14343	17.7	1586	4069	5.0	471
ONE	L	19687	24.3	2313	3975	4.9	494
NONE		14730	18.2	1868	50248	62.0	5716

BLEACH - LIQUID & DRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USED LIQUID OR DRY BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	57687	100.0	71.2	100	15451	100.0	19.1	100	23956	100.0	29.6	100	18281	100.0	22.6	100
18 - 24	9282	5773	10.0	62.2	87	1156	7.5	12.5	65	2451	10.2	26.4	89	2167	11.9	23.3	103
25 - 34	19072	13184	22.9	69.1	97	3749	24.3	19.7	103	5906	24.7	31.0	105	3530	19.3	18.5	82
35 - 44	14591	11145	19.3	76.4	107	3683	23.8	25.2	132	4569	19.1	31.3	106	2893	15.8	19.8	88
45 - 54	11345	8673	15.0	76.4	107	2733	17.7	24.1	126	3490	14.6	30.8	104	2450	13.4	21.6	96
55 - 64	11635	8837	15.3	76.0	107	2062	13.3	17.7	93	3563	14.9	30.6	104	3212	17.6	27.6	122
65 OR OLDER	15061	10076	17.5	66.9	94	2068	13.4	13.7	72	3978	16.6	26.4	89	4030	22.0	26.8	119
18 - 34	28354	18957	32.9	66.9	94	4905	31.7	17.3	91	8396	34.9	29.5	100	5696	31.2	20.1	89
18 - 49	48339	34337	59.5	71.0	100	9929	64.3	20.5	108	14648	61.1	30.3	102	9760	53.4	20.2	89
25 - 54	45008	33001	57.2	73.3	103	10165	65.8	22.6	118	13964	58.3	31.0	105	8873	48.5	19.7	87
35 - 49	19985	15380	26.7	77.0	108	5025	32.5	25.1	132	6292	26.3	31.5	106	4064	22.2	20.3	90
50 OR OLDER	32647	23350	40.5	71.5	100	5522	35.7	16.9	89	9308	38.9	28.5	96	8521	46.6	26.1	116
GRADUATED COLLEGE	11155	6925	12.0	62.1	87	1653	10.7	14.8	78	2807	11.7	25.2	85	2466	13.5	22.1	98
ATTENDED COLLEGE	13682	9284	16.1	67.9	95	2491	16.1	18.2	95	3706	15.5	27.1	92	3087	16.9	22.6	100
GRADUATED HIGH SCHOOL	33880	24951	43.3	73.6	103	6855	44.4	20.2	106	10583	44.2	31.2	106	7514	41.1	22.2	98
DID NOT GRADUATE HIGH SCHOOL	22270	16528	28.7	74.2	104	4453	28.8	20.0	105	6860	28.6	30.8	104	5214	28.5	23.4	104
EMPLOYED	40306	28597	49.6	70.9	100	7792	50.4	19.3	101	11777	49.2	29.2	99	9028	49.4	22.4	99
EMPLOYED FULL-TIME	32850	23177	40.2	70.6	99	6011	38.9	18.3	96	9692	40.5	29.5	100	7474	40.9	22.8	101
EMPLOYED PART-TIME	7456	5421	9.4	72.7	102	1781	11.5	23.9	125	2085	8.7	28.0	95	1555	8.5	20.9	92
NOT EMPLOYED	40680	29090	50.4	71.5	100	7659	49.6	18.8	99	12179	50.8	29.9	101	9252	50.6	22.7	101
PROFESSIONAL/MANAGER	10392	6744	11.7	64.9	91	1497	9.7	14.4	76	2950	12.3	28.4	96	2297	12.6	22.1	98
TECH/CLERICAL/Sales	17574	12465	21.6	70.9	100	3648	23.6	20.8	109	4810	20.1	27.4	93	4007	21.9	22.8	101
PRECISION/CRAFT	985	725	1.3	73.6	103	1125	0.8	12.7	67	3113	1.3	31.8	107	2288	1.6	29.2	130
OTHER EMPLOYED	11354	8663	15.0	76.3	107	2522	16.3	22.2	116	3704	15.5	32.6	110	2437	13.3	21.5	95
SINGLE	9863	5288	9.2	53.6	75	1238	8.0	12.6	66	1837	7.7	18.6	63	2213	12.1	22.4	99
MARRIED	51375	38858	67.4	75.6	106	11115	71.9	21.6	113	16273	67.9	31.7	107	11469	62.7	22.3	99
DIVORCED/SEPARATED/WIDOWED	19748	13542	23.5	68.6	96	3097	20.0	15.7	82	5846	24.4	29.6	100	4599	25.2	23.3	103
PARENTS	32590	25140	43.6	77.1	108	8230	53.3	25.3	132	11061	46.2	33.9	115	5849	32.0	17.9	80
WHITE	70416	49898	86.5	70.9	99	13284	86.0	18.9	99	20721	86.5	29.4	99	15893	86.9	22.6	100
BLACK	8778	6680	11.6	76.1	107	1964	12.7	22.4	117	2800	11.7	31.9	108	1916	10.5	21.8	97
OTHER	1791	1110	1.9	62.0	87	2203	1.3	11.3	59	4435	1.8	24.3	82	2247	2.6	26.4	117
NORTHEAST-CENSUS	17786	12655	21.9	71.2	100	4201	27.2	23.6	124	4755	19.8	26.7	90	3700	20.2	20.8	92
NORTH CENTRAL	20741	14851	25.7	71.6	101	4064	26.3	19.6	103	6202	25.9	29.9	101	4585	25.1	22.1	98
SOUTH	27775	20449	35.4	73.6	103	5093	33.0	18.3	96	9146	38.2	32.9	111	6209	34.0	22.4	99
WEST	14683	9732	16.9	66.3	93	2093	13.5	14.3	75	3853	16.1	26.2	89	3787	20.7	25.8	114
NORTHEAST-MKTG.	17961	12649	21.9	70.4	99	3933	25.5	21.9	115	4944	20.6	27.5	93	3772	20.6	21.0	93
EAST CENTRAL	11885	8951	15.5	75.3	106	2513	16.3	21.1	111	4133	17.3	34.8	118	2305	12.6	19.4	86
WEST CENTRAL	14090	10049	17.4	71.3	100	2654	17.2	18.8	99	3915	16.3	27.8	94	3480	19.0	24.7	109
SOUTH	24081	17644	30.6	73.3	103	4550	29.4	18.9	99	7711	32.2	32.0	108	5384	29.5	22.4	99
PACIFIC	12969	8394	14.6	64.7	91	1801	11.7	13.9	73	3253	13.6	25.1	85	3340	18.3	25.8	114
COUNTY SIZE A	32439	21943	38.0	67.6	95	5664	36.7	17.5	92	8875	37.0	27.4	92	7404	40.5	22.8	101
COUNTY SIZE B	24915	17836	30.9	71.6	101	4911	31.8	19.7	103	7556	31.5	30.3	103	5370	29.4	21.6	95
COUNTY SIZE C	12930	9592	16.6	74.2	104	2742	17.7	21.2	111	3706	15.5	28.7	97	3144	17.2	24.3	108
COUNTY SIZE D	10703	8316	14.4	77.7	109	2133	13.8	19.9	104	3819	15.9	35.7	121	2364	12.9	22.1	98
METRO CENTRAL CITY	24518	16159	28.0	65.9	93	3852	24.9	15.7	82	6767	28.2	27.6	93	5540	30.3	22.6	100
METRO SUBURBAN	35919	25792	44.7	71.8	101	7190	46.5	20.0	105	10453	43.6	29.1	98	8148	44.6	22.7	100
NON METRO	20549	15737	27.3	76.6	108	4409	28.5	21.5	112	6736	28.1	32.8	111	4593	25.1	22.4	99
TOP 5 ADI'S	18341	12031	20.9	65.6	92	3257	21.1	17.8	93	4676	19.5	25.5	86	4097	22.4	22.3	99
TOP 10 ADI'S	25378	17037	29.5	67.1	94	4421	28.6	17.4	91	6856	28.6	27.0	91	5761	31.5	22.7	101
TOP 20 ADI'S	36488	24644	42.7	67.5	95	6427	41.6	17.6	92	9833	41.0	26.9	91	8384	45.9	23.0	102
HSHLD INC. \$50,000 OR MORE	6612	4979	8.6	75.3	106	1571	10.2	23.8	125	1734	7.2	26.2	89	1675	9.2	25.3	112
\$40,000 OR MORE	12659	9166	15.9	72.4	102	2666	17.3	21.1	110	3420	14.3	27.0	91	3081	16.9	24.3	108
\$30,000 OR MORE	24698	17621	30.5	71.3	100	4961	32.1	20.1	105	6994	29.2	28.3	96	5665	31.0	22.9	102
\$25,000 OR MORE	32077	23008	39.9	71.7	101	6548	42.4	20.4	107	9191	38.4	28.7	97	7270	39.8	22.7	100
\$20,000 - \$24,999	9144	6828	11.8	74.7	105	1922	12.4	21.0	110	2871	12.0	31.4	106	2035	11.1	22.3	99
\$15,000 - \$19,999	8728	6096	10.6	69.8	98	1575	10.2	18.0	95	2677	11.2	30.7	104	1844	10.1	21.1	94
\$10,000 - \$14,999	12562	9036	15.7	71.9	101	2429	15.7	19.3	101	3978	16.6	31.7	107	2629	14.4	20.9	93
UNDER \$10,000	18475	12719	22.0	68.8	97	2977	19.3	16.1	84	5240	21.9	28.4	96	4502	24.6	24.4	108
HOUSEHOLD OF 1 PERSON	11987	6712	11.6	56.0	79	1152	7.5	9.6	50	2261	9.4	18.9	64	3299	18.0	27.5	122
2 PEOPLE	26577	18316	31.8	68.9	97	3534	22.9	13.3	70	7987	33.3	30.1	102	6795	37.2	25.6	113
3 OR 4 PEOPLE	30617	23240	40.3	75.9	107	7248	46.9	23.7	124	9631	40.2	31.5	106	6362	34.8	20.8	92
5 OR MORE PEOPLE	11804	9420	16.3	79.8	112	3518	22.8	29.8	156	4078	17.0	34.5	117	1825	10.0	15.5	68
NO CHILD IN HSHLD	46165	30803	53.4	66.7	94	6717	43.5	14.5	76	12088	50.5	26.2	89	11997	65.6	26.0	115
CHILD(REN) UNDER 2 YRS	5325	4055	7.0	76.2	107	1342	8.7	25.2	132	1823	7.6	34.2	116	891	4.9	16.7	74
2 - 5 YEARS	14221	10875	18.9	76.5	107	3497	22.6	24.6	129	5000	20.9	35.2	119	2379	13.0	16.7	74
6 - 11 YEARS	15117	12122	21.0	80.2	113	4203	27.2	27.8	146	5314	22.2	35.2	119	2606	14.3	17.2	76
12 - 17 YEARS	16611	13010	22.6	78.3	110	4735	30.6	28.5	149	5357	22.4	32.2	109	2919	16.0	17.6	78
RESIDENCE OWNED	55884	41609	72.1	74.5	105	11390	73.7	20.4	107	17634	73.6	31.6	107	12585	68.8	22.5	100
VALUE: \$50,000 OR MORE	31744	23457	40.7	73.9	104	6240	40.4	19.7	103	9624	40.2	30.3	102	7593	41.5	23.9	106
VALUE: UNDER \$50,000	24140	18152	31.5	75.2	106	5150	33.3	21.3	112	8010	33.4	33.2	112	4992	27.3	20.7	92

BLEACH - LIQUID & DRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

			USED LIQUID OR DRY BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1				
			TOTAL U.S. '000	A	B	C	D	'000	A	B	C	D	'000	A	B	C	D		
				'000	% DOWN	% ACROSS	% INDX		'000	% DOWN	% ACROSS	% INDX		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN
TOTAL FEMALE HOMEOWNERS			80986	57687	100.0	71.2	100	15451	100.0	19.1	100	23956	100.0	29.6	100	18281	100.0	22.6	100
MAGAZINES	QUINTILE 1	15799	11967	20.7	75.7	106	3595	23.3	22.8	119	4737	19.8	30.0	101	3635	19.9	23.0	102	
	QUINTILE 2	17259	12351	21.4	71.6	100	3648	23.6	21.1	111	5228	21.8	30.3	102	3475	19.0	20.1	89	
	QUINTILE 3	13545	9713	16.8	71.7	101	2651	17.2	19.6	103	4044	16.9	29.9	101	3018	16.5	22.3	99	
	QUINTILE 4	15133	10391	18.0	68.7	96	2622	17.0	17.3	91	4320	18.0	28.5	97	3448	18.9	22.8	101	
	QUINTILE 5	19250	13266	23.0	68.9	97	2934	19.0	15.2	80	5627	23.5	29.2	99	4705	25.7	24.4	108	
NEWSPAPERS	QUINTILE 1	12413	8980	15.6	72.3	102	2521	16.3	20.3	106	3639	15.2	29.3	99	2820	15.4	22.7	101	
	QUINTILE 2	24116	17401	30.2	72.2	101	4604	29.8	19.1	100	7233	30.2	30.0	101	5565	30.4	23.1	102	
	QUINTILE 3	11261	8058	14.0	71.6	100	2363	15.3	21.0	110	3323	13.9	29.5	100	2371	13.0	21.1	93	
	QUINTILE 4	20255	14244	24.7	70.3	99	3655	23.7	18.0	95	6052	25.3	29.9	101	4536	24.8	22.4	99	
	QUINTILE 5	12940	9005	15.6	69.6	98	2307	14.9	17.8	93	3709	15.5	28.7	97	2989	16.4	23.1	102	
OUTDOOR	QUINTILE 1	14852	10513	18.2	70.8	99	2715	17.6	18.3	96	4383	18.3	29.5	100	3415	18.7	23.0	102	
	QUINTILE 2	15725	10922	18.9	69.5	98	2999	19.4	19.1	100	4386	18.3	27.9	94	3537	19.3	22.5	100	
	QUINTILE 3	16330	11630	20.2	71.2	100	3481	22.5	21.3	112	4701	19.6	28.8	97	3449	18.9	21.1	94	
	QUINTILE 4	16744	12015	20.8	71.8	101	3045	19.7	18.2	95	5168	21.6	30.9	104	3802	20.8	22.7	101	
	QUINTILE 5	17334	12607	21.9	72.7	102	3211	20.8	18.5	97	5318	22.2	30.7	104	4077	22.3	23.5	104	
RADIO-DRIVE TIME	QUINTILE 1	15911	11591	20.1	72.8	102	3367	21.8	21.2	111	4779	19.9	30.0	102	3445	18.8	21.7	96	
	QUINTILE 2	14837	10914	18.9	73.6	103	2998	19.4	20.2	106	4591	19.2	30.9	105	3324	18.2	22.4	99	
	QUINTILE 3	15339	10772	18.7	70.2	99	2598	16.8	16.9	89	4709	19.7	30.7	104	3465	19.0	22.6	100	
	QUINTILE 4	16723	11776	20.4	70.4	99	3191	20.7	19.1	100	4554	19.0	27.2	92	4030	22.0	24.1	107	
	QUINTILE 5	18176	12635	21.9	69.5	98	3297	21.3	18.1	95	5322	22.2	29.3	99	4016	22.0	22.1	98	
RADIO-MID- DAY	TERCILE 1	21020	15209	26.4	72.4	102	4089	26.5	19.5	102	6478	27.0	30.8	104	4642	25.4	22.1	98	
	TERCILE 2	21610	15926	27.6	73.7	103	4600	29.8	21.3	112	6357	26.5	29.4	99	4969	27.2	23.0	102	
	TERCILE 3	38355	26552	46.0	69.2	97	6761	43.8	17.6	92	11120	46.4	29.0	98	8670	47.4	22.6	100	
RADIO-TOTAL	QUINTILE 1	15988	11636	20.2	72.8	102	3244	21.0	20.3	106	4787	20.0	29.9	101	3605	19.7	22.5	100	
	QUINTILE 2	15626	11301	19.6	72.3	102	3285	21.3	21.0	110	4663	19.5	29.8	101	3354	18.3	21.5	95	
	QUINTILE 3	16723	12186	21.1	72.9	102	3123	20.2	18.7	98	5439	22.7	32.5	110	3625	19.8	21.7	96	
	QUINTILE 4	16342	11296	19.6	69.1	97	3008	19.5	18.4	96	4438	18.5	27.2	92	3851	21.1	23.6	104	
	QUINTILE 5	16306	11267	19.5	69.1	97	2791	18.1	17.1	90	4629	19.3	28.4	96	3847	21.0	23.6	105	
TV-PRIME TIME	QUINTILE 1	15953	11795	20.4	73.9	104	3293	21.3	20.6	108	4665	19.5	29.2	99	3838	21.0	24.1	107	
	QUINTILE 2	16137	11740	20.4	72.8	102	3210	20.8	19.9	104	5128	21.4	31.8	107	3402	18.6	21.1	93	
	QUINTILE 3	16420	11439	19.8	69.7	98	3146	20.4	19.2	100	4756	19.9	29.0	98	3537	19.3	21.5	95	
	QUINTILE 4	16687	11600	20.1	69.5	98	2965	19.2	17.8	93	4946	20.6	29.6	100	3689	20.2	22.1	98	
	QUINTILE 5	15789	11113	19.3	70.4	99	2836	18.4	18.0	94	4462	18.6	28.3	96	3815	20.9	24.2	107	
TV-DAYTIME	TERCILE 1	27736	20058	34.8	72.3	102	5803	37.6	20.9	110	8825	36.8	31.8	108	5430	29.7	19.6	87	
	TERCILE 2	26489	19046	33.0	71.9	101	5115	33.1	19.3	101	7736	32.3	29.2	99	6196	33.9	23.4	104	
	TERCILE 3	26761	18583	32.2	69.4	97	4533	29.3	16.9	89	7395	30.9	27.6	93	6655	36.4	24.9	110	
TV-TOTAL	QUINTILE 1	16345	11626	20.2	71.1	100	3073	19.9	18.8	99	5186	21.6	31.7	107	3368	18.4	20.6	91	
	QUINTILE 2	16447	12329	21.4	75.0	105	3569	23.1	21.7	114	4875	20.3	29.6	100	3885	21.3	23.6	105	
	QUINTILE 3	15980	11417	19.8	71.4	100	3184	20.6	19.9	104	4754	19.8	29.7	101	3479	19.0	21.8	96	
	QUINTILE 4	15887	11014	19.1	69.3	97	2923	18.9	18.4	96	4517	18.9	28.4	96	3573	19.5	22.5	100	
	QUINTILE 5	16326	11302	19.6	69.2	97	2703	17.5	16.6	87	4624	19.3	28.3	96	3976	21.7	24.4	108	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	15217	26.4	73.4	103	4462	28.9	21.5	113	6372	26.6	30.8	104	4384	24.0	21.2	94	
	NEWSPAPER IMPERATIVE	19186	13879	24.1	72.3	102	4122	26.7	21.5	113	5679	23.7	29.6	100	4078	22.3	21.3	94	
		21899	15381	26.7	70.2	99	3809	24.7	17.4	91	6254	26.1	28.6	97	5318	29.1	24.3	108	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	11148	19.3	72.2	101	3130	20.3	20.3	106	4519	18.9	29.2	99	3499	19.1	22.6	100	
	OUTDOOR IMPERATIVE	25953	19129	33.2	73.7	103	5658	36.6	21.8	114	8012	33.4	30.9	104	5459	29.9	21.0	93	
		24400	16590	28.8	68.0	95	4298	27.8	17.6	92	6677	27.9	27.4	93	5615	30.7	23.0	102	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	13283	23.0	73.6	103	3978	25.7	22.0	116	5508	23.0	30.5	103	3797	20.8	21.0	93	
	RADIO IMPERATIVE	23571	17088	29.6	72.5	102	4881	31.6	20.7	109	6883	28.7	29.2	99	5324	29.1	22.6	100	
		23278	16528	28.7	71.0	100	4115	26.6	17.7	93	7061	29.5	30.3	103	5352	29.3	23.0	102	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	11717	20.3	75.8	106	3502	22.7	22.7	119	4842	20.2	31.3	106	3373	18.5	21.8	97	
	TELEVISION IMPERATIVE	25829	18317	31.8	70.9	100	5260	34.0	20.4	107	7456	31.1	28.9	98	5602	30.6	21.7	96	
		26039	18143	31.5	69.7	98	4542	29.4	17.4	91	7660	32.0	29.4	99	5941	32.5	22.8	101	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	11627	20.2	70.0	98	3360	21.7	20.2	106	4638	19.4	27.9	94	3630	19.9	21.9	97	
	OUTDOOR IMPERATIVE	26834	19779	34.3	73.7	103	5387	34.9	20.1	105	8261	34.5	30.8	104	6131	33.5	22.8	101	
		23346	16261	28.2	69.7	98	4299	27.8	18.4	97	6660	27.8	28.5	96	5302	29.0	22.7	101	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	12650	21.9	73.8	104	3491	22.6	20.4	107	5455	22.8	31.8	108	3704	20.3	21.6	96	
	RADIO IMPERATIVE	25892	18355	31.8	70.9	100	4848	31.4	18.7	98	7425	31.0	28.7	97	6081	33.3	23.5	104	
		23167	16670	28.9	72.0	101	4616	29.9	19.9	104	6854	28.6	29.6	100	5201	28.5	22.5	99	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	12701	22.0	74.0	104	3428	22.2	20.0	105	5398	22.5	31.5	106	3875	21.2	22.6	100	
	TELEVISION IMPERATIVE	26214	18379	31.9	70.1	98	4926	31.9	18.8	98	7519	31.4	28.7	97	5935	32.5	22.6	100	
		23412	16662	28.9	71.2	100	4687	30.3	20.0	105	6930	28.9	29.6	100	5045	27.6	21.5	95	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	110																

BLEACH - LIQUID & DRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USED LIQUID OR DRY BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	57687	100.0	71.2	100	15451	100.0	19.1	100	23956	100.0	29.6	100	18281	100.0	22.6	100
ATLANTIC MONTHLY	415	286	0.5	68.9	97	**119	0.8	28.7	150	**59	0.2	14.2	48	**108	0.6	26.0	115
BARRON'S	453	329	0.6	72.6	102	**126	0.8	27.8	146	**84	0.4	18.5	63	**118	0.6	26.0	115
BETTER HOMES & GARDENS	16256	12287	21.3	75.6	106	3539	22.9	21.8	114	5185	21.6	31.9	108	3563	19.5	21.9	97
BON APPETIT	2535	1752	3.0	69.1	97	538	3.5	21.2	111	649	2.7	25.6	87	564	3.1	22.2	99
BUSINESS WEEK	1278	814	1.4	63.7	89	*181	1.2	14.2	74	373	1.6	29.2	99	*260	1.4	20.3	90
CAR AND DRIVER	378	*242	0.4	64.0	90	**85	0.6	22.5	118	**125	0.5	33.1	112	**32	0.2	8.5	38
CBS MAGAZINE NETWORK (GROSS)	1498	1168	2.0	78.0	109	386	2.5	25.8	135	453	1.9	30.2	102	329	1.8	22.0	97
CHANGING TIMES	1505	1112	1.9	73.9	104	339	2.2	22.5	118	383	1.6	25.4	86	389	2.1	25.8	115
COLONIAL HOMES	1231	889	1.5	72.2	101	293	1.9	23.8	125	370	1.5	30.1	102	*226	1.2	18.4	81
CONDE NAST MAG. PKG. (GROSS)	14146	9704	16.8	68.6	96	2610	16.9	18.5	97	3957	16.5	28.0	95	3137	17.2	22.2	98
CONSUMERS DIGEST	1323	1020	1.8	77.1	108	263	1.7	19.9	104	537	2.2	40.6	137	*219	1.2	16.6	73
COSMOPOLITAN	7102	4972	8.6	70.0	98	1147	7.4	16.2	85	2237	9.3	31.5	106	1588	8.7	22.4	99
COUNTRY LIVING	2481	1922	3.3	77.5	109	627	4.1	25.3	132	807	3.4	32.5	110	488	2.7	19.7	87
CUISINE	1472	1093	1.9	74.3	104	*261	1.7	17.7	93	427	1.8	29.0	98	405	2.2	27.5	122
CYCLE WORLD	425	377	0.7	88.7	125	**116	0.8	27.3	143	**147	0.6	34.6	117	**114	0.6	26.8	119
DCI:CREATIVE IDEAS FOR LIV	2510	1921	3.3	76.5	107	505	3.3	20.1	105	824	3.4	32.8	111	592	3.2	23.6	104
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5046	8.7	75.4	106	1387	9.0	20.7	109	2039	8.5	30.5	103	1620	8.9	24.2	107
DISCOVER	894	521	0.9	58.3	82	*131	0.8	14.7	77	*218	0.9	24.4	82	*172	0.9	19.2	85
EBONY	3507	2624	4.5	74.8	105	882	5.7	25.1	132	1193	5.0	34.0	115	550	3.0	15.7	69
ESQUIRE	1083	804	1.4	74.2	104	*225	1.5	20.8	109	448	1.9	41.4	140	*131	0.7	12.1	54
ESSENCE	1830	1412	2.4	77.2	108	480	3.1	26.2	137	591	2.5	32.3	109	341	1.9	18.6	83
FAMILY CIRCLE	15930	12103	21.0	76.0	107	3623	23.4	22.7	119	5248	21.9	32.9	111	3232	17.7	20.3	90
THE FAMILY HANDYMAN	1126	882	1.5	78.3	110	275	1.8	24.4	128	351	1.5	31.2	105	*257	1.4	22.8	101
FAMILY WEEKLY	11468	8622	14.9	75.2	106	2413	15.6	21.0	110	3710	15.5	32.4	109	2499	13.7	21.8	97
FIELD & STREAM	2234	1744	3.0	78.1	110	579	3.7	25.9	136	555	2.3	24.8	84	611	3.3	27.4	121
FOOD & WINE	579	413	0.7	71.3	100	**66	0.4	11.4	60	*197	0.8	34.0	115	*150	0.8	25.9	115
FORBES	728	566	1.0	77.7	109	**95	0.6	13.0	68	*236	1.0	32.4	110	*235	1.3	32.3	143
FORTUNE	906	632	1.1	69.8	98	*146	0.9	16.1	84	*195	0.8	21.5	73	*292	1.6	32.2	143
GENTLEMEN'S QUARTERLY	791	513	0.9	64.9	91	*110	0.7	13.9	73	*236	1.0	29.8	101	*166	0.9	21.0	93
GLAMOUR	5265	3574	6.2	67.9	95	1005	6.5	19.1	100	1381	5.8	26.2	89	1189	6.5	22.6	100
GOLF DIGEST	636	470	0.8	73.9	104	*152	1.0	23.9	125	*157	0.7	24.7	83	*161	0.9	25.3	112
GOLF DIGEST/TENNIS (GROSS)	1186	870	1.5	73.4	103	*237	1.5	20.0	105	347	1.4	29.3	99	*286	1.6	24.1	107
GOLF MAGAZINE	441	295	0.5	66.9	94	*73	0.5	16.6	87	*96	0.4	21.8	74	*126	0.7	28.6	127
GOLF MAGAZINE/SKI (GROSS)	922	592	1.0	64.2	90	*150	1.0	16.3	85	*202	0.8	21.9	74	*240	1.3	26.0	115
GOOD HOUSEKEEPING	16487	12570	21.8	76.2	107	3834	24.8	23.3	122	5052	21.1	30.6	104	3684	20.2	22.3	99
HARPER'S BAZAAR	2423	1734	3.0	71.6	100	549	3.6	22.7	119	656	2.7	27.1	92	529	2.9	21.8	97
HEALTH	1994	1554	2.7	77.9	109	443	3.1	24.2	127	723	3.0	36.3	123	348	1.9	17.5	77
HEARST MAG CORP. BUY (GROSS)	44101	32986	57.2	74.8	105	9911	64.1	22.5	118	13501	56.4	30.6	103	9574	52.4	21.7	96
HEARST MAN POWER (GROSS)	1993	1456	2.5	73.1	103	597	3.9	30.0	157	494	2.1	24.8	84	366	2.0	18.4	81
HEARST WOMAN POWER (GROSS)	31274	23448	40.6	75.0	105	6931	44.9	22.2	116	9724	40.6	31.1	105	6793	37.2	21.7	96
HOUSE BEAUTIFUL	3623	2791	4.8	77.0	108	752	4.9	20.8	109	1174	4.9	32.4	110	864	4.7	23.8	106
INC.	283	*239	0.4	84.5	119	**106	0.7	37.5	196	**77	0.3	27.2	92	*556	0.3	19.8	88
JET	2928	2265	3.9	77.4	109	786	5.1	26.8	141	917	3.8	31.3	106	562	3.1	19.2	85
LADIES' HOME JOURNAL	11918	8889	15.4	74.6	105	2559	16.6	21.5	113	3837	16.0	32.2	109	2493	13.6	20.9	93
LHJ FAMILY GRP COMBO(GROSS)	16764	12694	22.0	75.7	106	3637	23.5	21.7	114	5462	22.8	32.6	110	3594	19.7	21.4	95
LIFE	4254	3005	5.2	70.6	99	861	5.6	20.2	106	1280	5.3	30.1	102	865	4.7	20.3	90
L.A. TIMES HOME MAGAZINE	1145	655	1.1	57.2	80	*182	1.2	15.9	83	*273	1.1	23.8	81	200	1.1	17.5	77
MADMOISELLE	2884	2097	3.6	72.7	102	534	3.5	18.5	97	908	3.8	31.5	106	655	3.6	22.7	101
MC CALL'S	13460	10401	18.0	77.3	108	2931	19.0	21.8	114	4414	18.4	32.8	111	3056	16.7	22.7	101
MC CALL'S/MRK MOTHER (GROSS)	14606	11249	19.5	77.0	108	3229	20.9	22.1	116	4765	19.9	32.6	110	3256	17.8	22.3	99
MECHANIX ILLUSTRATED	772	629	1.1	81.5	114	*202	1.3	26.2	137	*297	1.2	38.5	130	**130	0.7	16.8	75
METROPOLITAN HOME	967	646	1.1	66.8	94	*131	0.8	13.5	71	334	1.4	34.5	117	*181	1.0	18.7	83
MONEY	1588	1208	2.1	76.1	107	344	2.2	21.7	114	454	1.9	28.6	97	410	2.2	25.8	114
MOTHER EARTH NEWS	1002	780	1.4	77.8	109	*239	1.5	23.9	125	290	1.2	28.9	98	*251	1.4	25.0	111
MS.	825	609	1.1	73.8	104	*179	1.2	21.7	114	*213	0.9	25.8	87	*217	1.2	26.3	117
NATIONAL ENQUIRER	10336	8155	14.1	78.9	111	2448	15.8	23.7	124	3399	14.2	32.9	111	2307	12.6	22.3	99
NATIONAL GEOGRAPHIC	9597	6608	11.5	68.9	97	1836	11.9	19.1	100	2532	10.6	26.4	89	2240	12.3	23.3	103
NATIONAL SUNDAY MAGAZINE PKG	49558	39558	61.6	71.8	101	9641	62.4	19.5	102	14751	61.6	29.8	101	11166	61.1	22.5	100
NATURAL HISTORY	573	419	0.7	73.1	103	*130	0.8	22.7	119	*89	0.4	15.5	53	*200	1.1	34.9	155
NEW WOMAN	1699	1110	1.9	65.3	92	277	1.8	16.3	85	477	2.0	28.1	95	356	1.9	21.0	93
NEW YORK INCLUDING CUE	443	278	0.5	62.8	88	**82	0.5	18.5	97	**83	0.3	18.7	63	*113	0.6	25.5	113
THE NEW YORKER	1270	823	1.4	64.8	91	219	1.4	17.2	90	323	1.3	25.4	86	282	1.5	22.2	98
NEWSWEEK	6277	4499	7.8	71.7	101	1384	9.0	22.0	116	1738	7.3	27.7	94	1376	7.5	21.9	97
THE N.Y. TIMES DAILY EDITION	1205	789	1.4	65.5	92	233	1.5	19.3	101	284	1.2	23.6	80	272	1.5	22.6	100
THE N.Y. TIMES MAGAZINE	2081	1243	2.2	59.7	84	358	2.3	17.2	90	470	2.0	22.6	76	414	2.3	19.9	88
OMNI	788	496	0.9	62.9	88	*144	0.9	18.3	96	*235	1.0	29.8	101	**116	0.6	14.7	65
ON CABLE	1158	869	1.5	75.0	105	*191	1.2	16.5	86	370	1.5	32.0	108	*308	1.7	26.6	118
1001 HOME IDEAS	2852	2251	3.9	78.9	111	595	3.9	20.9	109	902	3.8	31.6	107	754	4.1	26.4	117
ORGANIC GARDENING	1658	1249	2.2	75.3	106	368	2.4	22.2	116	410	1.7	24.7	84	471	2.6	28.4	126
OUTDOOR LIFE	896	720	1.2	80.4	113	*206	1.3	23.0	121	315	1.3	35.2	119	*199	1.1	22.2	98
PARADE MAGAZINE	24275	17543	30.4	72.3	101	4742	30.7	19.5	102	7501	31.3	30.9	104	5301	29.0	21.8	97

BLEACH - LIQUID & DRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USED LIQUID OR DRY BLEACH				HEAVY USERS 4 OR MORE MASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	57687	100.0	71.2	100	15451	100.0	19.1	100	23956	100.0	29.6	100	18281	100.0	22.6	100
PARENTS	3845	2897	5.0	75.3	106	865	5.6	22.5	118	1365	5.7	35.5	120	667	3.6	17.3	77
PENTHOUSE	831	549	1.0	66.1	93	*200	1.3	24.1	126	*225	0.9	27.1	92	*123	0.7	14.8	66
PEOPLE	11645	8362	14.5	71.8	101	2239	14.5	19.2	101	3633	15.2	31.2	105	2491	13.6	21.4	95
PLAYBOY	2006	1417	2.5	70.6	99	421	2.7	21.0	110	692	2.9	34.5	117	303	1.7	15.1	67
POPULAR HOT RODDING	297	*192	0.3	64.6	91	**47	0.3	15.8	83	**100	0.4	33.7	114	**45	0.2	15.2	67
POPULAR MECHANICS	1018	742	1.3	72.9	102	*353	2.3	34.7	182	*258	1.1	25.3	86	*131	0.7	12.9	57
POPULAR SCIENCE	878	610	1.1	69.5	98	*213	1.4	24.3	127	*184	0.8	21.0	71	*213	1.2	24.3	107
PREVENTION	3913	2969	5.1	75.9	107	929	6.0	23.7	124	1255	5.2	32.1	108	785	4.3	20.1	89
PSYCHOLOGY TODAY	1710	1121	1.9	65.6	92	331	2.1	19.4	101	389	1.6	22.7	77	401	2.2	23.5	104
READER'S DIGEST	22204	16580	28.7	74.7	105	4807	31.1	21.6	113	6843	28.6	30.8	104	4930	27.0	22.2	98
REDBOOK	7684	5906	10.2	76.9	108	1949	12.6	25.4	133	2435	10.2	31.7	107	1522	8.3	19.8	88
ROAD & TRACK	410	*277	0.5	67.6	95	**72	0.5	17.6	92	**113	0.5	27.6	93	**92	0.5	24.7	99
ROLLING STONE	969	689	1.2	71.1	100	*225	1.5	23.2	122	246	1.0	25.4	86	218	1.2	22.5	100
RUNNER'S WORLD	298	*173	0.3	58.1	82	**47	0.3	15.8	83	**69	0.3	23.2	78	**57	0.3	19.1	85
SATURDAY EVENING POST	1169	852	1.5	72.9	102	266	1.7	22.8	119	384	1.6	32.8	111	*202	1.1	17.3	77
SCIENCE 84	587	398	0.7	67.8	95	*176	1.1	30.0	157	*167	0.7	28.4	96	**55	0.3	9.4	42
SCIENCE DIGEST	482	337	0.6	69.9	98	*112	0.7	23.2	122	*106	0.4	22.0	74	**119	0.7	24.7	109
SCIENTIFIC AMERICAN	594	306	0.5	51.5	72	**86	0.6	14.5	76	*114	0.5	19.2	65	**106	0.6	17.8	79
SELF	2089	1386	2.4	66.3	93	282	1.8	13.5	71	626	2.6	30.0	101	479	2.6	22.9	102
SEVENTEEN	2411	1773	3.1	73.5	103	522	3.4	21.7	113	664	2.8	27.5	93	588	3.2	24.4	108
SKI	480	296	0.5	61.7	87	**76	0.5	15.8	83	**106	0.4	22.1	75	**114	0.6	23.8	105
SMITHSONIAN	2760	1853	3.2	67.1	94	460	3.0	16.7	87	695	2.9	25.2	85	699	3.8	25.3	112
SOAP OPERA DIGEST	3013	2354	4.1	78.1	110	746	4.8	24.8	130	1035	4.3	34.4	116	573	3.1	19.0	84
SOUTHERN LIVING	4184	3125	5.4	74.7	105	882	5.7	21.1	110	1216	5.1	29.1	98	1028	5.6	24.6	109
SOUTH	559	430	0.7	76.9	108	**80	0.5	14.3	75	*186	0.8	33.3	112	**164	0.9	29.3	130
THE SPORTING NEWS	436	*338	0.6	77.5	109	**171	1.1	39.2	206	**134	0.6	30.7	104	**32	0.2	7.3	33
SPORTS AFIELD	493	377	0.7	76.5	107	**132	0.9	26.8	140	*130	0.5	26.4	89	**115	0.6	23.3	103
SPORTS ILLUSTRATED	2758	1961	3.4	71.1	100	588	3.8	21.3	112	784	3.3	28.4	96	589	3.2	21.4	95
STAR	7456	5972	10.4	80.1	112	1774	11.5	23.8	125	2628	11.0	35.2	119	1570	8.6	21.1	93
SUNDAY	24936	17531	30.4	70.3	99	4726	30.6	19.0	99	6965	29.1	27.9	94	5841	32.0	23.4	104
SUNSET	2124	1445	2.5	68.0	96	*300	1.9	14.1	74	566	2.4	26.6	90	579	3.2	27.3	121
TV GUIDE	21661	15954	27.7	73.7	103	4694	30.4	21.7	114	6530	27.3	30.1	102	4730	25.9	21.8	97
TENNIS	550	400	0.7	72.7	102	**85	0.6	15.5	81	*190	0.8	34.5	117	**125	0.7	22.7	101
TIME	8880	6148	10.7	69.2	97	1794	11.6	20.2	106	2355	9.8	26.5	90	1998	10.9	22.5	100
TOWN & COUNTRY	917	636	1.1	69.4	97	*110	0.7	12.0	63	254	1.1	27.7	94	272	1.5	29.7	131
TRAVEL & LEISURE	972	695	1.2	71.5	100	*172	1.1	17.7	93	328	1.4	33.7	114	*195	1.1	20.1	89
TRUE STORY	3356	2645	4.6	78.8	111	911	5.9	27.1	142	1182	4.9	35.2	119	552	3.0	16.4	73
U.S. NEWS & WORLD REPORT	3410	2431	4.2	71.3	100	597	3.9	17.5	92	958	4.0	28.1	95	875	4.8	25.7	114
USA TODAY	1759	1273	2.2	72.4	102	384	2.5	21.8	114	460	1.9	26.2	88	429	2.3	24.4	108
US	1873	1363	2.4	72.8	102	382	2.5	20.4	107	550	2.3	29.4	99	431	2.4	23.0	102
VOGUE	3909	2647	4.6	67.7	95	790	5.1	20.2	106	1043	4.4	26.7	90	815	4.5	20.8	92
MALL STREET JOURNAL	1886	1256	2.2	66.6	93	327	2.1	17.3	91	548	2.3	29.1	98	381	2.1	20.2	89
WEIGHT WATCHERS	2120	1580	2.7	74.5	105	467	3.0	22.0	115	654	2.7	30.8	104	459	2.5	21.7	96
WOMAN'S DAY	14172	10795	18.7	76.2	107	3297	21.3	23.3	122	4593	19.2	32.4	110	2905	15.9	20.5	91
WORKING WOMAN	1146	848	1.5	74.0	104	298	1.9	26.0	136	350	1.5	30.5	103	*199	1.1	17.4	77
WORKING WOMAN	1322	985	1.7	74.5	105	299	1.9	22.6	119	416	1.7	31.5	106	270	1.5	20.4	90
WORLD TENNIS	*163	*127	0.2	77.9	109	**24	0.2	14.7	77	**73	0.3	44.8	151	**29	0.2	17.8	79
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1958	3.4	77.3	109	596	3.9	23.5	123	892	3.7	35.2	119	469	2.6	18.5	82
BLAIR INSERTS	43657	31119	53.9	71.3	100	8301	53.7	19.0	100	12711	53.1	29.1	98	10108	55.3	23.2	103
DAILY NEWSPAPERS																	
READ ANY	51633	37243	64.6	72.1	101	10152	65.7	19.7	103	15463	64.5	29.9	101	11628	63.6	22.5	100
READ ONE	43463	31481	54.6	72.4	102	8600	55.7	19.8	104	13084	54.6	30.1	102	9796	53.6	22.5	100
READ TWO OR MORE	8170	5762	10.0	70.5	99	1952	10.0	19.0	100	2379	9.9	29.1	98	1832	10.0	22.4	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	37769	65.5	71.7	101	10262	66.4	19.5	102	15572	65.0	29.6	100	11936	65.3	22.7	100
READ ONE	46126	33095	57.4	71.7	101	8902	57.6	19.3	101	13784	57.5	29.9	101	10409	56.9	22.6	100
READ TWO OR MORE	6552	4675	8.1	71.4	100	1359	8.8	20.7	109	1788	7.5	27.3	92	1527	8.4	23.3	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.45				26.82				27.98				27.28			
30 DAY REACH	71455	50475	87.5	70.6	99	13633	88.2	19.1	100	20733	86.5	29.0	98	16109	88.1	22.5	100
50 SHWG - 30 DAY AV FREQ	14.56	14.48				14.05				14.78				14.47			
30 DAY REACH	67742	47902	83.0	70.7	99	13022	84.3	19.2	101	19670	82.1	29.0	98	15210	83.2	22.5	99
25 SHWG - 30 DAY AV FREQ	7.94	7.88				7.61				8.03				7.92			
30 DAY REACH	62117	44018	76.3	70.9	99	11994	77.6	19.3	101	18100	75.6	29.1	99	13924	76.2	22.4	99
CABLE TV: HOME WIRED	32077	23107	40.1	72.0	101	6339	41.0	19.8	104	9757	40.7	30.4	103	7012	38.4	21.9	97
HOMES NOT WIRED	48909	34580	59.9	70.7	99	9112	59.0	18.6	98	14199	59.3	29.0	98	11269	61.6	23.0	102
HAVE PAY CABLE	15935	11718	20.3	73.5	103	3575	23.1	22.4	118	4681	19.5	29.4	99	3462	18.9	21.7	96

BLEACH - LIQUID & DRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USED LIQUID OR DRY BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEOWNERS	80986	57687	100.0	71.2	100	15451	100.0	19.1	100	23956	100.0	29.6	100	18281	100.0	22.6	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	31591	54.8	71.9	101	8390	54.3	19.1	100	13192	55.1	30.0	102	10009	54.8	22.8	101	
10:00 AM - 3:00 PM	30659	22384	38.8	73.0	102	6101	39.5	19.9	104	9369	39.1	30.6	103	6914	37.8	22.6	100	
3:00 PM - 7:00 PM	31045	22184	38.5	71.5	100	5995	38.8	19.3	101	9370	39.1	30.2	102	6819	37.3	22.0	97	
7:00 PM - MIDNIGHT	15767	10868	18.8	68.9	97	3148	20.4	20.0	105	4505	18.8	28.6	97	3215	17.6	20.4	90	
MIDNIGHT - 6:00 AM	9120	6460	11.2	70.8	99	1820	11.8	20.0	105	2735	11.4	30.0	101	1906	10.4	20.9	93	
6:00 AM - MIDNIGHT	88527	41922	72.7	71.6	101	11363	73.5	19.4	102	17648	73.7	30.2	102	12911	70.6	22.1	98	
ENTIRE DAY	89311	42471	73.6	71.6	101	11569	74.9	19.5	102	17860	74.6	30.1	102	13042	71.3	22.0	99	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	11902	20.6	73.6	103	2966	19.2	18.3	96	5298	22.1	32.8	111	3637	19.9	22.5	100	
ALL NEWS	2256	1557	2.7	69.0	97	452	2.9	20.0	105	584	2.4	25.9	88	521	2.8	23.1	102	
AOR/PROGRESSIVE	3874	2698	4.7	69.6	98	706	4.6	18.2	96	1181	4.9	30.5	103	811	4.4	20.9	93	
BEAUTIFUL MUSIC	5660	4022	7.0	71.1	100	1104	7.1	19.5	102	1559	6.5	27.5	93	1359	7.4	24.0	106	
BLACK	2204	1733	3.0	78.6	110	534	3.5	24.2	127	709	3.0	32.2	109	491	2.7	22.3	99	
CLASSICAL	1418	1012	1.8	71.4	100	*285	1.8	20.1	105	324	1.4	22.8	77	403	2.2	28.4	126	
CHR/ROCK	9538	6505	11.3	68.2	96	1884	12.2	19.8	104	2891	12.1	30.3	102	1730	9.5	18.1	80	
COUNTRY	12648	9497	16.5	75.1	105	2646	17.1	20.9	110	4010	16.7	31.7	107	2841	15.5	22.5	100	
GOLDEN OLDIES	1191	866	1.5	72.7	102	*290	1.9	24.3	128	362	1.5	30.4	103	214	1.2	18.0	80	
MOR/NTALOGIA	4757	3468	6.0	72.9	102	834	5.4	17.5	92	1264	5.3	26.6	90	1370	7.5	28.8	128	
NEWS/TALK	3863	2617	4.5	67.7	95	552	3.6	14.3	75	1034	4.3	26.8	90	1031	5.6	26.7	118	
RELIGIOUS	3084	2009	3.5	65.1	91	576	3.7	18.7	98	841	3.5	27.3	92	592	3.2	19.2	85	
SOFT ROCK	521	349	0.6	67.0	94	*773	0.5	14.0	73	*129	0.5	24.8	84	*147	0.8	28.2	125	
URBAN CONTEMPORARY	1585	1196	2.1	75.5	106	388	2.5	24.5	128	527	2.2	33.2	112	*281	1.5	17.7	79	
HIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2511	4.4	77.0	108	732	4.7	22.4	118	1045	4.4	32.0	108	735	4.0	22.5	100	
ABC DIRECTION	2316	1830	3.2	79.0	111	629	4.1	27.2	142	679	2.8	29.3	99	522	2.9	22.5	100	
ABC ENTERTAINMENT	4834	3497	6.1	72.3	102	1030	6.7	21.3	112	1402	5.9	29.0	98	1065	5.8	22.0	98	
ABC FM	2202	1510	2.6	68.6	96	474	3.1	21.5	113	667	2.8	30.3	102	369	2.0	16.8	74	
ABC INFORMATION	5425	3947	6.8	72.8	102	900	5.8	16.6	87	1689	7.1	31.1	105	1358	7.4	25.0	111	
ABC ROCK	1677	1243	2.2	74.1	104	346	2.2	20.6	108	637	2.7	38.0	128	260	1.4	15.5	69	
CBS	4430	3118	5.4	70.4	99	796	5.2	18.0	94	1181	4.9	26.7	90	1141	6.2	25.8	114	
MUTUAL	4492	3844	6.7	77.0	108	924	6.0	18.5	97	1592	6.6	31.9	108	1327	7.3	26.6	118	
NBC	4679	3449	6.0	73.7	103	875	5.7	18.7	98	1458	6.1	31.2	105	1116	6.1	23.9	106	
RADIOARADIO	1994	1344	2.3	67.4	95	308	2.0	15.4	81	604	2.5	30.3	102	432	2.4	21.7	96	
RKO ONE	2298	1631	2.8	71.0	100	412	2.7	17.9	94	747	3.1	32.5	110	472	2.6	20.5	91	
RKO TWO	3311	2447	4.2	73.9	104	735	4.8	22.2	116	1059	4.4	32.0	108	653	3.6	19.7	87	
THE SOURCE	2114	1482	2.6	70.1	98	326	2.1	15.4	81	729	3.0	34.5	117	427	2.3	20.2	89	
NON-HITRED : BLAIR	8654	6228	10.8	72.0	101	1689	10.9	19.5	102	2850	11.9	32.9	111	1689	9.2	19.5	86	
INTERNET	12025	8582	14.9	71.4	100	2257	14.6	18.8	98	3678	15.4	30.6	103	2646	14.5	22.0	97	
KATZ RADIO GROUP	15359	10922	18.9	71.1	100	2704	17.5	17.6	92	4386	18.3	28.6	97	3832	21.0	24.9	111	
SUPERNET	10628	7734	13.4	72.8	102	2109	13.6	19.8	104	3113	13.0	29.3	99	2512	13.7	23.6	105	
TELEVISION AVG. HALF HOUR																		
WEDAY 7:00 AM - 9:00 AM	8659	6032	10.5	69.7	98	1578	10.2	18.2	96	2541	10.6	29.3	99	1913	10.5	22.1	98	
WEDAY 9:00 AM - 1:00 PM	12163	8775	15.2	72.1	101	2514	16.3	20.7	108	3750	15.7	30.8	104	2512	13.7	20.7	91	
WEDAY 1:00 PM - 4:30 PM	16150	11653	20.2	72.2	101	3387	21.9	21.0	110	5096	21.3	31.6	107	3170	17.3	19.6	87	
WEDAY 4:30 PM - 7:30 PM	22463	16002	27.7	71.2	100	4315	27.9	19.2	101	6669	27.8	29.7	100	5018	27.4	22.3	99	
WEDAY 7:30 PM - 8:00 PM	31795	22768	39.5	71.6	101	6032	39.0	19.0	99	9534	39.8	30.0	101	7201	39.4	22.6	100	
WEDAY 11:00 PM - 11:30 PM	23977	17315	30.0	72.2	101	4699	30.4	19.6	103	7056	29.5	29.4	99	5560	30.4	23.2	103	
WEDAY 11:30 PM - 1:00 AM	7703	5684	9.9	73.8	104	1643	10.6	21.3	112	2332	9.7	30.3	102	1709	9.3	22.2	98	
W-SAT 8-11 PM-SUN 7-11 PM	33800	24363	42.2	72.1	101	6664	43.1	19.7	103	10073	42.0	29.8	101	7626	41.7	22.6	100	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	4644	8.1	71.0	100	1379	8.9	21.1	111	2058	8.6	31.5	106	1207	6.6	18.5	82
ANOTHER WORLD	N	4620	3556	6.2	77.0	108	971	6.3	21.0	110	1537	6.4	33.3	112	1049	5.7	22.7	101
AS THE WORLD TURNS	C	5614	3989	6.9	71.1	100	1192	7.7	21.2	111	1653	6.9	29.4	100	1144	6.3	20.4	90
CAPITOL	C	3396	2342	4.1	69.0	97	799	5.2	23.5	123	911	3.8	26.8	91	632	3.5	18.6	82
CBS MORN. NEWS 1	C	1446	976	1.7	67.5	95	285	1.8	19.7	103	419	1.7	29.0	98	272	1.5	18.8	83
CBS MORN. NEWS 2	C	1207	799	1.4	66.2	93	147	1.0	12.2	64	381	1.6	31.6	107	271	1.5	22.5	99
DAYS OF OUR LIVES	N	5877	4445	7.7	75.6	106	1269	8.2	21.6	113	1789	7.5	30.4	103	1386	7.6	23.6	104
FACTS OF LIFE - DAYTIME	N	2290	1647	2.9	71.9	101	505	3.3	22.1	116	765	3.2	33.4	113	378	2.1	16.5	73
FAMILY FEUD	A	3023	2086	3.6	69.0	97	653	4.2	21.6	113	826	3.4	27.3	92	607	3.3	20.1	89
GENERAL HOSPITAL	A	6097	4337	7.5	71.1	100	1230	8.0	20.2	106	2112	8.8	34.6	117	995	5.4	16.3	72
GOOD MORNING, AMERICA-730A	A	3515	2521	4.4	71.7	101	603	3.9	17.2	90	1061	4.4	30.2	102	857	4.7	24.4	108
GOOD MORNING, AMERICA-830A	A	2818	2064	3.6	73.2	103	508	3.3	18.0	94	935	3.9	33.2	112	622	3.4	22.1	98
GUIDING LIGHT	C	5339	3673	6.4	68.8	97	1138	7.4	21.3	112	1465	6.1	27.4	93	1071	5.9	20.1	89
ONE LIFE TO LIVE	A	4478	3216	5.6	71.8	101	811	5.2	18.1	95	1634	6.8	36.5	123	771	4.2	17.2	76
PRESS YOUR LUCK	C	2244	1609	2.8	71.7	101	531	3.4	23.7	124	645	2.7	28.7	97	433	2.4	19.3	85
PRICE IS RIGHT 1	C																	

BLEACH - LIQUID & DRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USED LIQUID OR DRY BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	57687	100.0	71.2	100	15451	100.0	19.1	100	23956	100.0	29.6	100	18281	100.0	22.6	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	18542	32.1	71.1	100	4745	30.7	18.2	95	7563	31.6	29.0	98	6234	34.1	23.9	106
NETWORK AFFILIATES - LATE	20261	14569	25.3	71.9	101	3931	25.4	19.4	102	5902	24.6	29.1	98	4736	25.9	23.4	104
INDEPENDENTS - LATE	2076	1371	2.4	66.0	93	384	2.5	18.5	97	516	2.2	24.9	84	471	2.6	22.7	101
TV EVENING NEWS 6 PM - 2 AM																	
A TEAM	M 10453	7855	13.6	75.1	105	2275	14.7	21.8	114	3275	13.7	31.3	106	2306	12.6	22.1	98
ABC MONDAY NIGHT MOVIE	A 6412	4739	8.2	73.9	104	1109	7.2	17.3	91	2113	8.8	33.0	111	1517	8.3	23.7	105
ABC SUNDAY NIGHT MOVIE	A 12407	8651	15.0	69.7	98	2196	14.2	17.7	93	3590	15.0	28.9	98	2866	15.7	23.1	100
ABC WORLD NEWS TONIGHT	A 6176	4457	7.7	72.2	101	1139	7.4	18.4	97	1917	8.0	31.0	105	1401	7.7	22.7	100
AFTERMASH	C 5863	4251	7.4	72.5	102	1109	7.2	18.9	99	1766	7.4	30.1	102	1376	7.5	23.5	104
ALICE	C 9594	7045	12.2	73.4	103	1840	11.9	19.2	101	3007	12.6	31.3	106	2198	12.0	22.9	101
AMERICAN PARADE	C 6622	4784	8.3	72.2	101	1109	7.2	16.7	88	2047	8.5	30.9	105	1628	8.9	24.6	109
BENSON	A 10886	7676	13.3	70.5	99	2097	13.6	19.3	101	3368	14.1	30.9	105	2212	12.1	20.3	90
BLUE THUNDER	A 5036	3790	6.6	75.3	106	1106	7.2	22.0	115	1502	6.3	29.8	101	1182	6.5	23.5	104
CAGNEY & LACEY	C 9965	7196	12.5	72.2	101	1889	12.2	19.0	99	3025	12.6	30.4	103	2281	12.5	22.9	101
CBS EVENING NEWS-DEAN	C 3491	2471	4.3	70.8	99	666	4.3	19.1	100	1022	4.3	29.3	99	783	4.3	22.4	99
CBS EVENING NEWS-RATHER	C 7123	5160	8.9	72.4	102	1267	8.2	17.8	93	2085	8.7	29.3	99	1808	9.9	25.4	112
CBS SAT. NEWS-SCHIEFFER	C 3621	2560	4.4	70.7	99	590	3.8	16.3	85	1156	4.8	31.9	108	815	4.5	22.5	100
CBS SATURDAY NIGHT MOVIE	C 5436	3757	6.5	69.1	97	969	6.3	17.8	93	1593	6.6	29.3	99	1195	6.5	22.0	97
CBS WEDNESDAY NIGHT MOVIE	C 6100	4374	7.6	71.7	101	1092	7.1	17.9	94	1807	7.5	29.6	100	1475	8.1	24.2	107
CHEERS	N 8889	6536	11.3	73.5	103	1998	12.9	22.5	118	2652	11.1	29.8	101	1886	10.3	21.2	94
DALLAS	C 22109	16209	28.1	73.3	103	4497	29.1	20.3	107	6380	26.6	28.9	98	5332	29.2	24.1	107
DIFF'RENT STROKES	N 6940	5257	9.1	75.7	106	1460	9.4	21.0	110	2330	9.7	33.6	113	1466	8.0	21.1	94
DOUBLE TROUBLE	N 7223	5248	9.1	72.7	102	1574	10.2	21.8	114	2131	8.9	29.5	100	1543	8.4	21.4	95
DUCK FACTORY	N 5595	4209	7.3	75.2	106	1239	8.0	22.1	116	1670	7.0	29.8	101	1300	7.1	23.2	103
DUKES OF HAZZARD	C 5768	4366	7.6	75.7	106	1185	7.7	20.5	108	1855	7.7	32.2	109	1326	7.3	23.0	102
DYNASTY	A 20053	14641	25.4	73.0	102	4040	26.1	20.1	106	6311	26.3	31.5	106	4290	23.5	21.4	95
FACTS OF LIFE	N 8087	5818	10.1	71.9	101	1711	11.1	21.2	111	2330	9.7	28.8	97	1777	9.7	22.0	97
FALCON CREST	C 20046	14800	25.7	73.8	104	4059	26.3	20.2	106	5886	24.6	29.4	99	4856	26.6	24.2	107
FALL GUY	A 9084	6795	11.8	74.8	105	2056	13.3	22.6	119	2895	12.1	31.9	108	1843	10.1	20.3	90
FAMILY TIES	N 7964	5873	10.2	73.7	104	1826	11.8	22.9	120	2421	10.1	30.4	103	1626	8.9	20.4	90
FANTASY ISLAND	A 7687	5596	9.7	72.8	102	1752	11.3	22.8	119	2305	9.6	30.0	101	1539	8.4	20.0	89
FOULUPS, BEEPS & BLUNDERS	A 8861	6435	11.2	72.6	102	1735	11.2	19.6	103	2707	11.3	30.5	103	1993	10.9	22.5	100
FOUR SEASONS	C 5095	3745	6.5	73.5	103	1069	6.9	21.0	110	1526	6.4	30.0	101	1150	6.3	22.6	100
GIMME A BREAK	N 8838	6522	11.3	73.8	104	2086	13.5	23.6	124	2710	11.3	30.7	104	1727	9.4	19.5	87
HART TO HART	A 8978	6366	11.0	70.9	100	1818	11.8	20.2	106	2690	11.2	30.0	101	1859	10.2	20.7	92
HILL STREET BLUES	N 8590	6022	10.4	70.1	98	1734	11.2	20.2	106	2644	11.0	30.8	104	1645	9.0	19.2	85
HOTEL	A 14085	10506	18.2	74.6	105	2982	19.3	21.2	111	4523	18.9	32.1	109	3001	16.4	21.3	94
JEFFERSONS	C 9360	6831	11.8	73.0	102	1953	12.6	20.9	109	2842	11.9	30.4	103	2037	11.1	21.8	96
JENNIFER SLEPT HERE	N 5841	4484	7.8	76.8	108	1314	8.5	22.5	118	1896	7.9	32.5	110	1275	7.0	21.8	97
KATE & ALLIE	C 9206	6430	11.1	69.8	98	1846	11.9	20.1	105	2634	11.0	28.6	97	1949	10.7	21.2	94
KNIGHT RIDER	N 7076	5107	8.9	72.2	101	1411	9.1	19.9	105	2150	9.0	30.4	103	1547	8.5	21.9	97
LOVE BOAT	A 12219	8849	15.3	72.4	102	2556	16.5	20.9	110	3679	15.4	30.1	102	2614	14.3	21.4	95
MAGNUM PI	C 11199	8308	14.4	74.2	104	2136	13.8	19.1	100	3485	14.5	31.1	105	2687	14.7	24.0	106
MAMA'S FAMILY	N 6057	4397	7.6	72.6	102	1139	7.4	18.8	99	1929	8.1	31.8	108	1330	7.3	22.0	97
MASTER, THE	N 3598	2627	4.6	73.0	103	766	5.0	21.3	112	1154	4.8	32.1	108	706	3.9	19.6	87
MATT HOUSTON	A 6344	4686	8.1	73.9	104	1228	7.9	19.4	101	1954	8.2	30.8	104	1504	8.2	23.7	105
NBC MONDAY NIGHT MOVIE	N 11994	8954	15.5	74.7	105	2450	15.9	20.4	107	3833	16.0	32.0	108	2671	14.6	22.3	99
NBC NIGHTLY NEWS	N 5132	3708	6.4	72.3	101	916	5.9	17.8	94	1589	6.6	31.0	105	1203	6.6	23.4	104
NBC NIGHTLY NEWS-SAT	N 3375	2484	4.3	73.6	103	586	3.8	17.4	91	1102	4.6	32.7	110	796	4.4	23.6	104
NBC NIGHTLY NEWS-SUN	N 3130	2114	3.7	67.5	95	484	3.1	15.5	81	992	4.1	31.7	107	638	3.5	20.4	90
NBC SUNDAY NIGHT MOVIE	N 8284	6207	10.8	74.9	105	1761	11.4	21.3	111	2670	11.1	32.2	109	1776	9.7	21.4	95
NEWS-HART	C 9240	6651	11.5	72.0	101	1916	12.4	20.7	109	2565	10.7	27.8	94	2170	11.9	23.5	104
ONE DAY AT A TIME	C 7288	5180	9.0	71.1	100	1320	8.5	18.1	95	2118	8.8	29.1	98	1742	9.5	23.9	106
PEOPLE ARE FUNNY	N 4855	3517	6.1	72.4	102	938	6.1	19.3	101	1463	6.1	30.1	102	1116	6.1	23.0	102
REAL PEOPLE	N 8869	6421	11.1	72.4	102	1625	10.5	18.3	96	2740	11.4	30.9	104	2056	11.2	23.2	103
REMINGTON STEELE	N 7743	5579	9.7	72.1	101	1630	10.5	21.1	110	2115	8.8	27.3	92	1835	10.0	23.7	105
RIPLEY'S BELIEVE IT - NOT	A 5345	3862	6.7	72.3	101	1151	7.4	21.5	113	1597	6.7	29.9	101	1113	6.1	20.8	92
RIPTIDE	N 6988	5234	9.1	74.9	105	1504	9.7	21.5	113	2011	8.4	28.8	97	1719	9.4	24.6	109
SCARECROW & MRS. KING	C 10002	7087	12.3	70.9	99	1919	12.4	19.2	101	2910	12.1	29.1	98	2258	12.4	22.6	100
SIMON & SIMON	C 10638	7998	13.9	75.2	106	1987	12.9	18.7	98	3478	14.5	32.7	111	2534	13.9	23.8	106
60 MINUTES	C 13293	9174	15.9	69.0	97	2338	15.1	17.6	92	3729	15.6	28.1	95	3108	17.0	23.4	104
ST. ELSEWHERE	N 7017	5075	8.8	72.3	102	153											

BLEACH - LIQUID: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USED LIQUID BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	51167	100.0	63.2	100	9247	100.0	11.4	100	22233	100.0	27.5	100	19687	100.0	24.3	100
18 - 24	9282	5196	10.2	56.0	89	800	8.7	8.6	75	2242	10.1	24.2	88	2155	10.9	23.2	96
25 - 34	19072	11607	22.7	60.9	96	2050	22.2	10.7	94	5699	25.6	29.9	109	3858	19.6	20.2	83
35 - 44	14591	10008	19.6	68.6	109	2364	25.6	16.2	142	4357	19.6	29.9	109	3287	16.7	22.5	93
45 - 54	11345	7638	14.9	67.3	107	1578	17.1	13.9	122	3272	14.7	28.8	105	2788	14.2	24.6	101
55 - 64	11635	7798	15.2	67.0	106	1249	13.5	10.7	94	3112	14.0	26.7	97	3437	17.5	29.5	122
65 OR OLDER	15061	8920	17.4	59.2	94	1207	13.1	8.0	70	3551	16.0	23.6	86	4162	21.1	27.6	114
18 - 34	28354	16803	32.8	59.3	94	2850	30.8	10.1	88	7941	35.7	28.0	102	6013	30.5	21.2	87
18 - 49	48339	30649	59.9	63.4	100	6011	65.0	12.4	109	13860	62.3	28.7	104	10778	54.7	22.3	92
25 - 54	49008	29253	57.2	65.0	103	5992	64.8	13.3	117	13328	59.9	29.6	108	9933	50.5	22.1	91
35 - 49	19985	13846	27.1	69.3	110	3161	34.2	15.8	139	5919	26.6	29.6	108	4766	24.2	23.8	98
50 OR OLDER	32647	20519	40.1	62.9	99	3236	35.0	9.9	87	8373	37.7	25.6	93	8909	45.3	27.3	112
GRADUATED COLLEGE	11155	5874	11.5	52.7	83	666	7.2	6.0	52	2406	10.8	21.6	79	2802	14.2	25.1	103
ATTENDED COLLEGE	13682	8143	15.9	59.5	94	1299	14.0	9.5	83	3387	15.2	24.8	90	3457	17.6	25.3	104
GRADUATED HIGH SCHOOL	33880	22231	43.4	65.6	104	4191	45.3	12.4	108	10020	45.1	29.6	108	8020	40.7	23.7	97
DID NOT GRADUATE HIGH SCHOOL	22270	14919	29.2	67.0	106	3091	33.4	13.9	122	6420	28.9	28.8	105	5409	27.5	24.3	100
EMPLOYED	40306	25081	49.0	62.2	98	4628	50.0	11.5	101	10485	47.2	26.0	95	9968	50.6	24.7	102
EMPLOYED FULL-TIME	32850	20154	39.4	61.4	97	3533	38.2	10.8	94	8387	37.7	25.5	93	8235	41.8	25.1	103
EMPLOYED PART-TIME	7456	4927	9.6	66.1	105	1096	11.9	14.7	129	2098	9.4	28.1	102	1734	8.8	23.3	96
NOT EMPLOYED	40680	26086	51.0	64.1	101	4619	50.0	11.4	99	11748	52.8	28.9	105	9719	49.4	23.9	98
PROFESSIONAL/MANAGER	10392	5706	11.2	54.9	87	818	8.8	7.9	69	2232	10.0	21.5	78	2656	13.5	25.6	105
TECH/CLERICAL/SALES	17574	10831	21.2	61.6	98	2223	24.0	12.6	111	4251	19.1	24.2	88	4358	22.1	24.8	102
PRECISION/CRAFT	985	604	1.2	61.3	97	**74	0.8	7.5	66	**267	1.2	27.1	99	**263	1.3	26.7	110
OTHER EMPLOYED	11354	7941	15.5	69.9	111	1515	16.4	13.3	117	3734	16.8	32.9	120	2692	13.7	23.7	98
SINGLE	9863	4667	9.1	47.3	75	721	7.8	7.3	64	1724	7.8	17.5	64	2222	11.3	22.5	93
MARRIED	51375	34440	67.3	67.0	106	6508	70.4	12.7	111	15403	69.3	30.0	109	12528	63.6	24.4	100
DIVORCED/SEPARATED/WIDOWED	19748	12060	23.6	61.1	97	2018	21.8	10.2	89	5105	23.0	25.9	94	4938	25.1	25.0	103
PARENTS	32590	22703	44.4	69.7	110	5117	55.3	15.7	138	10965	49.3	33.6	123	6622	33.2	20.3	84
WHITE	70416	44056	86.1	62.6	99	7743	83.7	11.0	96	19207	86.4	27.3	99	17106	86.9	24.3	100
BLACK	8778	6079	11.9	69.3	110	1360	14.7	15.5	136	2623	11.8	29.9	109	2096	10.6	23.9	98
OTHER	1791	*1032	2.0	57.6	91	**144	1.6	8.0	70	**403	1.8	22.5	82	**486	2.5	27.1	112
NORTHEAST-CENSUS	17786	11242	22.0	63.2	100	2650	28.7	14.9	130	4462	20.1	25.1	91	4130	21.0	23.2	96
NORTH CENTRAL	20741	13045	25.5	62.9	100	2379	25.7	11.5	100	5805	26.1	28.0	102	4861	24.7	23.4	96
SOUTH	27775	18511	36.2	66.6	105	3174	34.3	11.4	100	8670	39.0	31.2	114	6667	33.9	24.0	99
WEST	14683	8368	16.4	57.0	90	1044	11.3	7.1	62	3295	14.8	22.4	82	4029	20.5	27.4	113
NORTHEAST-MKTG.	17961	11134	21.8	62.0	98	2438	26.4	13.6	119	4604	20.7	25.6	93	4092	20.8	22.8	94
EAST CENTRAL	11885	7941	15.5	66.8	106	1511	16.3	12.7	111	3825	17.2	32.2	117	2605	13.2	21.9	90
WEST CENTRAL	14090	8762	17.1	62.2	98	1526	16.5	10.8	95	3646	16.4	25.9	94	3589	18.2	25.5	105
SOUTH	24081	16122	31.5	66.9	106	2850	30.8	11.8	104	7453	33.5	30.9	113	5819	29.6	24.2	99
PACIFIC	12969	7209	14.1	55.6	88	922	10.0	7.1	62	2705	12.2	20.9	76	3582	18.2	27.6	114
COUNTY SIZE A	32439	19126	37.4	59.0	93	3233	35.0	10.0	87	7952	35.8	24.5	89	7942	40.3	24.5	101
COUNTY SIZE B	24915	15840	31.0	63.6	101	2945	31.8	11.8	104	7158	32.2	28.7	105	5737	29.1	23.0	95
COUNTY SIZE C	12930	8642	16.9	66.8	106	1698	18.4	13.1	115	3575	16.1	27.6	101	3369	17.1	26.1	107
COUNTY SIZE D	10703	7560	14.8	70.6	112	1372	14.8	12.8	112	3548	16.0	33.1	121	2641	13.4	24.7	102
METRO CENTRAL CITY	24518	14127	27.6	57.6	91	2342	25.3	9.6	84	5871	26.4	23.9	87	5915	30.0	24.1	99
METRO SUBURBAN	35919	22707	44.4	63.2	100	3994	43.2	11.1	97	9908	44.6	27.6	100	8805	44.7	24.5	101
NON METRO	20549	14333	28.0	69.8	110	2911	31.5	14.2	124	6454	29.0	31.4	114	4968	25.2	24.2	99
TOP 5 ADI'S	18341	10308	20.1	56.2	89	1774	19.2	9.7	85	4138	18.6	22.6	82	4397	22.3	24.0	99
TOP 10 ADI'S	25378	14644	28.6	57.7	91	2549	27.6	10.0	88	6006	27.0	23.7	86	6089	30.9	24.0	99
TOP 20 ADI'S	36488	21431	41.9	58.7	93	3634	39.3	10.0	87	8878	39.9	24.3	89	8918	45.3	24.4	101
MSHLD INC. \$50,000 OR MORE	6612	4345	8.5	65.7	104	892	9.6	13.5	118	1469	6.6	22.2	81	1984	10.1	30.0	123
\$40,000 OR MORE	12659	7860	15.4	62.1	98	1510	16.3	11.9	104	2768	12.4	21.9	80	3583	18.2	28.3	116
\$30,000 OR MORE	24698	15092	29.5	61.1	97	2716	29.4	11.0	96	6004	27.0	24.3	89	6372	32.4	25.8	106
\$25,000 OR MORE	32077	19887	38.9	62.0	98	3686	39.9	11.5	101	8126	36.5	25.3	92	8076	41.0	25.2	104
\$20,000 - \$24,999	9144	6162	12.0	67.4	107	1123	12.1	12.3	108	2841	12.8	31.1	113	2198	11.2	24.0	99
\$15,000 - \$19,999	8728	5400	10.6	61.9	98	822	8.9	9.4	82	2684	12.1	30.8	112	1894	9.6	21.7	89
\$10,000 - \$14,999	12562	8196	16.0	65.2	103	1585	17.1	12.6	111	3746	16.8	29.8	109	2865	14.6	22.8	94
UNDER \$10,000	18475	11522	22.5	62.4	99	2031	22.0	11.0	96	4836	21.8	26.2	95	4656	23.7	25.2	104
HOUSEHOLD OF 1 PERSON	11987	5721	11.2	47.7	76	640	6.9	5.3	47	1721	7.7	14.4	52	3361	17.1	28.0	115
2 PEOPLE	26577	16075	31.4	60.5	96	1880	20.3	7.1	62	6888	31.0	25.9	94	7307	37.1	27.5	113
3 OR 4 PEOPLE	30617	20872	40.8	68.2	108	4278	46.3	14.0	122	9634	43.3	31.5	115	6960	35.4	22.7	94
5 OR MORE PEOPLE	11804	8499	16.6	72.0	114	2450	26.5	20.8	182	3990	17.9	33.8	123	2060	10.5	17.5	72
NO CHILD IN HSHLD	46165	26812	52.4	58.1	92	3815	41.3	8.3	72	10381	46.7	22.5	82	12617	64.1	27.3	112
CHILD(REN) UNDER 2 YRS	5325	3719	7.3	69.8	111	742	8.0	13.9	122	2019	9.1	37.9	138	958	4.9	18.0	74
2 - 5 YEARS	14221	9844	19.2	69.2	110	2163	23.4	15.2	133	4975	22.4	35.0	127	2706	13.7	19.0	78
6 - 11 YEARS	15117	10953	21.4	72.5	115	2592	28.0	17.1	150	5464	24.6	36.1	132	2897	14.7	19.2	79
12 - 17 YEARS	16611	11929	23.3	71.8	114	3255	35.2	19.6	172	5397	24.3	32.5	118	3276	16.6	19.7	81
RESIDENCE OWNED	55884	36892	72.1	66.0	104	6766	73.2	12.1	106	16272	73.2	29.1	106	13854	70.4	24.8	102
VALUE: \$50,000 OR MORE	31744	20398	39.9	64.3	102	3439	37.2	10.8	95	8562	38.5	27.0	98	8396	42.6	26.4	109
VALUE: UNDER \$50,000	24140	16494	32.2	68.3	108	3327	36.0	13.8	121	7709	34.7	31.9	116	5457	27.7	22.6	93

BLEACH - LIQUID: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	USED LIQUID BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	51167	100.0	63.2	100	9247	100.0	11.4	100	22233	100.0	27.5	100	19687	100.0	24.3	100
MAGAZINES	QUINTILE 1	15799	10509	20.5	66.5	105	2096	22.7	13.3	116	4428	19.9	28.0	102	3986	20.2	25.2	104	
	QUINTILE 2	17259	10990	21.5	63.7	101	1881	20.3	10.9	95	5183	23.3	30.0	109	3927	19.9	22.8	94	
	QUINTILE 3	13545	8551	16.7	63.1	100	1722	18.6	12.7	111	3607	16.2	26.6	97	3221	16.4	23.8	98	
	QUINTILE 4	15133	9163	17.9	60.5	96	1571	17.0	10.4	91	3863	17.4	25.5	93	3729	18.9	24.6	101	
	QUINTILE 5	19250	11954	23.4	62.1	98	1977	21.4	10.3	90	5152	23.2	26.8	97	4825	24.5	25.1	103	
NEWSPAPERS	QUINTILE 1	12413	7761	15.2	62.5	99	1576	17.0	12.7	111	3205	14.4	25.8	94	2980	15.1	24.0	99	
	QUINTILE 2	24116	15478	30.2	64.2	102	2637	28.5	10.9	96	6565	29.5	27.2	99	6277	31.9	26.0	107	
	QUINTILE 3	11261	7071	13.8	62.8	99	1235	13.4	11.0	96	3385	15.2	30.1	109	2452	12.5	21.8	90	
	QUINTILE 4	20255	12706	24.8	62.7	99	2116	22.9	10.4	91	5634	25.3	27.8	101	4956	25.2	24.5	101	
	QUINTILE 5	12940	8151	15.9	63.0	100	1683	18.2	13.0	114	3445	15.5	26.6	97	3023	15.4	23.4	96	
OUTDOOR	QUINTILE 1	14852	9346	18.3	62.9	100	1635	17.7	11.0	96	3998	18.0	26.9	98	3714	18.9	25.0	103	
	QUINTILE 2	15725	9646	18.9	61.3	97	1748	18.9	11.1	97	4019	18.1	25.6	93	3879	19.7	24.7	101	
	QUINTILE 3	16330	10260	20.1	62.8	99	1941	21.0	11.9	104	4568	20.5	28.0	102	3751	19.1	23.0	94	
	QUINTILE 4	16744	10714	20.9	64.0	101	1869	20.2	11.2	98	4779	21.5	28.5	104	4066	20.7	24.3	100	
	QUINTILE 5	17334	11201	21.9	64.6	102	2054	22.2	11.8	104	4868	21.9	28.1	102	4279	21.7	24.7	102	
RADIO-DRIVE TIME	QUINTILE 1	15911	10343	20.2	65.0	103	2052	22.2	12.9	113	4483	20.2	28.2	103	3809	19.3	23.9	98	
	QUINTILE 2	14837	9782	19.1	65.9	104	1980	21.4	13.3	117	4344	19.5	29.3	107	3457	17.6	23.3	96	
	QUINTILE 3	15339	9469	18.5	61.7	98	1682	18.2	11.0	96	3965	17.8	25.8	94	3822	19.4	24.9	102	
	QUINTILE 4	16723	10445	20.4	62.5	99	1712	18.5	10.2	90	4487	20.2	26.8	98	4246	21.6	25.4	104	
	QUINTILE 5	18176	11128	21.7	61.2	97	1821	19.7	10.0	88	4954	22.3	27.3	99	4353	22.1	23.9	99	
RADIO-MID- DAY	TERCILE 1	21020	13543	26.5	64.4	102	2536	27.4	12.1	106	6052	27.2	28.8	105	4955	25.2	23.6	97	
	TERCILE 2	21610	14441	28.2	66.8	106	2740	29.6	12.7	111	6210	27.9	28.7	105	5492	27.9	25.4	105	
	TERCILE 3	38355	23184	45.3	60.4	96	3971	42.9	10.4	91	9971	44.8	26.0	95	9241	46.9	24.1	99	
RADIO-TOTAL	QUINTILE 1	15988	10367	20.3	64.8	103	2066	22.3	12.9	113	4410	19.8	27.6	100	3891	19.8	24.3	100	
	QUINTILE 2	15626	10243	20.0	65.6	104	1991	21.5	12.7	112	4563	20.5	29.2	106	3689	18.7	23.6	97	
	QUINTILE 3	16723	10797	21.1	64.6	102	1892	20.5	11.3	99	4860	21.9	29.1	106	4045	20.5	24.2	100	
	QUINTILE 4	16342	9824	19.2	60.1	95	1763	19.1	10.8	94	4078	18.3	25.0	91	3983	20.2	24.4	100	
	QUINTILE 5	16306	9937	19.4	60.9	96	1535	16.6	9.4	82	4323	19.4	26.5	97	4080	20.7	25.0	103	
TV-PRIME TIME	QUINTILE 1	15953	10630	20.8	66.6	105	1982	21.4	12.4	109	4588	20.6	28.8	105	4060	20.6	25.4	105	
	QUINTILE 2	16137	10341	20.2	64.1	101	1945	21.0	12.1	106	4600	20.7	28.5	104	3796	19.3	23.5	97	
	QUINTILE 3	16420	10088	19.7	61.4	97	1672	18.1	10.2	89	4570	20.6	27.8	101	3847	19.5	23.4	96	
	QUINTILE 4	16687	10345	20.2	62.0	98	1989	21.5	11.9	104	4445	20.0	26.6	97	3911	19.9	23.4	96	
	QUINTILE 5	15789	9764	19.1	61.8	98	1660	18.0	10.5	92	4031	18.1	25.5	93	4074	20.7	25.8	106	
TV-DAYTIME	TERCILE 1	27736	17987	35.2	64.9	103	3532	38.2	12.7	112	8586	38.6	31.0	113	5869	29.8	21.2	87	
	TERCILE 2	26489	17151	33.5	64.7	102	3031	32.8	11.4	100	7331	33.0	27.7	101	6789	34.5	25.6	105	
	TERCILE 3	26761	16029	31.3	59.9	95	2684	29.0	10.0	88	6316	28.4	23.6	86	7029	35.7	26.3	108	
TV-TOTAL	QUINTILE 1	16345	10505	20.5	64.3	102	1913	20.7	11.7	103	4859	21.9	29.7	108	3733	19.0	22.8	94	
	QUINTILE 2	16447	11057	21.6	67.2	106	2069	22.4	12.6	110	4960	22.3	30.2	110	4028	20.5	24.5	101	
	QUINTILE 3	15980	9990	19.5	62.5	99	1803	19.5	11.3	99	4417	19.9	27.6	101	3770	19.1	23.6	97	
	QUINTILE 4	15887	9622	18.8	60.6	96	1875	20.3	11.8	103	3914	17.6	24.6	90	3832	19.5	24.1	99	
	QUINTILE 5	16326	9993	19.5	61.2	97	1587	17.2	9.7	85	4082	18.4	25.0	91	4324	22.0	26.5	109	
MAGAZINES-NEWSPAPERS: DUAL			20721	13469	26.3	65.0	103	2586	28.0	12.5	109	5894	26.5	28.4	104	4989	25.3	24.1	99
MAGAZINE IMPERATIVE			19186	12377	24.2	64.5	102	2334	25.2	12.2	107	5700	25.6	29.7	108	4342	22.1	22.6	93
NEWSPAPER IMPERATIVE			21899	13583	26.5	62.0	98	2324	25.1	10.6	93	5651	25.4	25.8	94	5609	28.5	25.6	105
MAGAZINES-OUTDOOR: DUAL			15451	9835	19.2	63.7	101	1669	18.0	10.8	95	4260	19.2	27.6	100	3906	19.8	25.3	104
MAGAZINE IMPERATIVE			25953	16878	33.0	65.0	103	3244	35.1	12.5	109	7650	34.4	29.5	107	5984	30.4	23.1	95
OUTDOOR IMPERATIVE			24400	14768	28.9	60.5	96	2756	29.8	11.3	99	6053	27.2	24.8	90	5959	30.3	24.4	100
MAGAZINES-RADIO: DUAL			18049	11969	23.4	66.3	105	2397	25.9	13.3	116	5315	23.9	29.4	107	4258	21.6	23.6	97
MAGAZINE IMPERATIVE			23571	14825	29.0	62.9	100	2573	27.8	10.9	96	6441	29.0	27.3	100	5811	29.5	24.7	101
RADIO IMPERATIVE			23278	14800	28.9	63.6	101	2673	28.9	11.5	101	6347	28.5	27.3	99	5780	29.4	24.8	102
MAGAZINES-TELEVISION: DUAL			15459	10433	20.4	67.5	107	1860	20.1	12.0	105	4970	22.4	32.1	117	3603	18.3	23.3	96
MAGAZINE IMPERATIVE			25829	16034	31.3	62.1	98	3078	33.3	11.9	104	6729	30.3	26.1	95	6226	31.6	24.1	99
TELEVISION IMPERATIVE			26039	16267	31.8	62.5	99	2985	32.3	11.5	100	7049	31.7	27.1	99	6233	31.7	23.9	98
NEWSPAPERS-OUTDOOR: DUAL			16605	10306	20.1	62.1	98	1755	19.0	10.6	93	4415	19.9	26.6	97	4136	21.0	24.9	102
NEWSPAPER IMPERATIVE			26834	17279	33.8	64.4	102	3194	34.5	11.9	104	7532	33.9	28.1	102	6553	33.3	24.4	100
OUTDOOR IMPERATIVE			23346	14431	28.2	61.8	98	2593	28.0	11.1	97	6293	28.3	27.0	98	5546	28.2	23.8	98
NEWSPAPERS-RADIO: DUAL			17133	11271	22.0	65.8	104	2162	23.4	12.6	111	5079	22.8	29.6	108	4031	20.5	23.5	97
NEWSPAPER IMPERATIVE			25892	15911	31.1	61.5	97	2674	28.9	10.3	90	6653	29.9	25.7	94	6585	33.4	25.4	105
RADIO IMPERATIVE			23167	15033	29.4	64.9	103	2941	31.8	12.7	111	6458	29.0	27.9	102	5634	28.6	24.3	100
NEWSPAPERS-TELEVISION: DUAL			17159	11164	21.8	65.1	103	2004	21.7	11.7	102	4941	22.2	28.8	105	4220	21.4	24.6	101
NEWSPAPER IMPERATIVE			26214	16078	31.4	61.3	97	2839	30.7	10.8	95	6735	30.3	25.7	94	6504	33.0	24.8	102
TELEVISION IMPERATIVE			23412	15119	29.5	64.6	102	2884	31.2	12.3	108	6988	31.4	29.8	109	5247	26.7	22.4	92
OUTDOOR-RADIO: DUAL			15303	9947	19.4	65.0	103	1821	19.7	11.9	104	4183	18.8	27.3	100	3943	20.0	25.8	106
OUTDOOR IMPERATIVE			24901	14980	29.3	60.2													

BLEACH - LIQUID: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USED LIQUID BLEACH				HEAVY USERS 4 OR MORE MASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	51167	100.0	63.2	100	9247	100.0	11.4	100	22233	100.0	27.5	100	19687	100.0	24.3	100
ATLANTIC MONTHLY	415	*264	0.5	63.6	101	**79	0.9	19.0	167	**55	0.2	13.3	48	**130	0.7	31.3	129
BARRON'S	453	*299	0.6	66.0	104	**79	0.9	17.4	153	**76	0.3	16.8	61	**144	0.7	31.8	131
BETTER HOMES & GARDENS	16256	10945	21.4	67.3	107	2002	21.7	12.3	108	4945	22.2	30.4	111	3999	20.3	24.6	101
BON APPETIT	2535	1567	3.1	61.8	98	323	3.5	12.7	112	567	2.6	22.4	81	677	3.4	26.7	110
BUSINESS WEEK	1278	*678	1.3	53.1	84	**97	1.0	7.6	66	304	1.4	23.8	87	*277	1.4	21.7	89
CAR AND DRIVER	378	*191	0.4	50.5	80	**47	0.5	12.4	109	**101	0.5	26.7	97	**44	0.2	11.6	48
CBS MAGAZINE NETWORK (GROSS)	1498	1066	2.1	71.2	113	*226	2.4	15.1	132	458	2.1	30.6	111	382	1.9	25.5	105
CHANGING TIMES	1505	997	1.9	66.2	105	*199	2.2	13.2	116	401	1.8	26.6	97	397	2.0	26.4	109
COLONIAL HOMES	1231	806	1.6	65.5	104	*185	2.0	15.0	132	402	1.8	32.7	119	219	1.1	17.8	73
CONDE NAST MAG. PKG. (GROSS)	14146	8529	16.7	60.3	95	1787	19.3	12.6	111	3378	15.2	23.9	87	3363	17.1	23.8	98
CONSUMERS DIGEST	1323	905	1.8	68.4	108	*150	1.6	11.3	99	492	2.2	37.2	135	263	1.3	19.9	82
COSMOPOLITAN	7102	4352	8.5	61.3	97	677	7.3	9.5	83	1929	8.7	27.2	99	1746	8.9	24.6	101
COUNTRY LIVING	2481	1660	3.2	66.9	106	336	3.6	13.5	119	799	3.6	32.2	117	525	2.7	21.2	87
CUISINE	1472	965	1.9	65.6	104	*179	1.9	12.2	107	360	1.6	24.5	89	426	2.2	28.9	119
CYCLE WORLD	425	359	0.7	84.5	134	**58	0.6	13.6	120	*170	0.8	40.0	146	**131	0.7	30.8	127
DCI:CREATIVE IDEAS FOR LIV	2510	1714	3.3	68.3	108	295	3.2	11.8	103	843	3.8	33.6	122	576	2.9	22.9	94
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4441	8.7	66.3	105	703	7.6	10.5	92	2111	9.5	31.5	115	1628	8.3	24.3	100
DISCOVER	894	458	0.9	51.2	81	**84	0.9	9.4	82	*183	0.8	20.5	75	*191	1.0	21.4	88
EBONY	3507	2351	4.6	67.0	106	615	6.7	17.5	154	1087	4.9	31.0	113	649	3.3	18.5	76
ESQUIRE	1083	729	1.4	67.3	107	*193	2.1	17.8	156	376	1.7	34.7	126	*160	0.8	14.8	61
ESSENCE	1830	1283	2.5	70.1	111	280	3.0	15.3	134	626	2.8	34.2	125	378	1.9	20.7	85
FAMILY CIRCLE	15930	10661	20.8	66.9	106	2017	21.8	12.7	111	4987	22.4	31.3	114	3657	18.6	23.0	94
THE FAMILY HANDYMAN	1126	831	1.6	73.8	117	*212	2.3	18.8	165	353	1.6	31.3	114	*267	1.4	23.7	98
FAMILY WEEKLY	11468	7643	14.9	66.6	105	1351	14.6	11.8	103	3541	15.9	30.9	112	2750	14.0	24.0	99
FIELD & STREAM	2234	1658	3.2	74.2	117	390	4.2	17.5	153	631	2.8	28.2	103	637	3.2	28.5	117
FOOD & WINE	579	406	0.8	70.1	111	**50	0.5	8.6	76	*196	0.9	33.9	123	*161	0.8	27.8	114
FORBES	728	492	1.0	67.6	107	**56	0.6	7.7	67	*140	0.6	19.2	70	*297	1.5	40.8	168
FORTUNE	906	584	1.1	64.5	102	**81	0.9	8.9	78	*143	0.6	15.8	57	361	1.8	39.8	164
GENTLEMEN'S QUARTERLY	791	483	0.9	61.1	97	**71	0.8	9.0	79	*231	1.0	29.2	106	*181	0.9	22.9	94
GLAMOUR	5265	3118	6.1	59.2	94	640	6.9	12.2	106	1215	5.5	23.1	84	1262	6.4	24.0	99
GOLF DIGEST	636	416	0.8	65.4	104	**83	0.9	13.1	114	*142	0.6	22.3	81	*192	1.0	30.2	124
GOLF DIGEST/TENNIS (GROSS)	1186	761	1.5	64.2	102	*121	1.3	10.2	89	305	1.4	25.7	94	*336	1.7	28.3	117
GOLF MAGAZINE	441	*244	0.5	55.3	88	**27	0.3	6.1	54	**54	0.2	12.2	45	**163	0.8	37.0	152
GOLF MAGAZINE/SKI (GROSS)	922	509	1.0	55.2	87	**67	0.7	7.3	64	*155	0.7	16.8	61	*287	1.5	31.1	128
GOOD HOUSEKEEPING	16487	11004	21.5	66.7	106	2138	23.1	13.0	114	4935	22.2	29.9	109	3931	20.0	23.8	98
HARPER'S BAZAAR	2423	1559	3.0	64.3	102	437	4.7	18.0	158	580	2.6	23.9	87	542	2.8	22.4	92
HEALTH	1994	1413	2.8	70.9	112	304	3.3	15.2	134	735	3.3	36.9	134	374	1.9	18.8	77
HEARST MAG CORP. BUY (GROSS)	44101	28858	56.4	65.4	104	5799	62.7	13.1	115	12756	57.4	28.9	105	10304	52.3	23.4	96
HEARST MAN POWER (GROSS)	1993	1264	2.5	63.4	100	*333	3.6	16.7	146	547	2.5	27.4	100	383	1.9	19.2	79
HEARST WOMAN POWER (GROSS)	31274	20450	40.0	65.4	103	3979	43.0	12.7	111	9065	40.8	29.0	106	7406	37.6	23.7	97
HOUSE BEAUTIFUL	3623	2470	4.8	68.2	108	465	5.0	12.8	112	1127	5.1	31.1	113	878	4.5	24.2	100
INC.	283	*197	0.4	69.6	110	**55	0.6	19.4	170	**82	0.4	29.0	106	**59	0.3	20.8	86
JET	2928	2079	4.1	71.0	112	511	5.5	17.5	153	948	4.3	32.4	118	620	3.1	21.2	87
LADIES' HOME JOURNAL	11918	7871	15.4	66.0	105	1529	16.5	12.8	112	3659	16.5	30.7	112	2683	13.6	22.5	93
LHJ FAMILY GRP COMBO(GROSS)	16764	11274	22.0	67.3	106	2194	23.7	13.1	115	5242	23.6	31.3	114	3837	19.5	22.9	94
LIFE	4254	2719	5.3	63.9	101	502	5.4	11.8	103	1270	5.7	29.9	109	948	4.8	22.3	92
L.A. TIMES HOME MAGAZINE	1145	536	1.0	46.8	74	**87	0.9	6	67	*227	1.0	19.8	72	222	1.1	19.4	80
MADEMOISELLE	2884	1799	3.5	62.4	99	402	4.3	13.9	122	734	3.3	25.5	93	663	3.4	23.0	95
MC CALL'S	13460	9055	17.7	67.3	106	1645	17.8	12.2	107	4086	18.4	30.4	111	3324	16.9	24.7	102
MC CALL'S/MRK MOTHER (GROSS)	14606	9799	19.2	67.1	106	1818	19.7	12.4	109	4426	19.9	30.3	110	3555	18.1	24.3	100
MECHANIX ILLUSTRATED	772	587	1.1	76.0	120	*124	1.3	16.1	141	307	1.4	39.8	145	*156	0.8	20.2	83
METROPOLITAN HOME	967	551	1.1	57.0	90	**85	0.9	8.8	77	281	1.3	29.1	106	*185	0.9	19.1	79
MONEY	1588	1097	2.1	69.1	109	*225	2.4	14.2	124	371	1.7	23.4	85	501	2.5	31.5	130
MOTHER EARTH NEWS	1002	651	1.3	65.0	103	*132	1.4	13.2	115	*265	1.2	26.4	96	*255	1.3	25.4	105
MS.	825	553	1.1	67.0	106	*112	1.2	13.6	119	*192	0.9	23.3	85	*249	1.3	30.2	124
NATIONAL ENQUIRER	10336	7330	14.3	70.9	112	1651	17.9	16.0	140	3293	14.8	31.9	116	2386	12.1	23.1	95
NATIONAL GEOGRAPHIC	9597	5702	11.1	59.4	94	902	9.8	9.4	82	2444	11.0	25.5	93	2356	12.0	24.5	101
NATIONAL SUNDAY MAGAZINE PKG	49558	31376	61.3	63.3	100	5569	60.2	11.2	98	13618	61.3	27.5	100	12189	61.9	24.6	101
NATURAL HISTORY	573	391	0.8	68.2	108	*76	0.8	13.3	116	**103	0.5	18.0	65	*211	1.1	36.8	151
NEW WOMAN	1699	969	1.9	57.0	90	*153	1.7	9.0	79	410	1.8	24.1	88	405	2.1	23.8	98
NEW YORK INCLUDING CUE	443	254	0.5	57.3	91	**59	0.6	13.3	117	**73	0.3	16.5	60	*122	0.6	27.5	113
THE NEW YORKER	1270	711	1.4	56.0	89	**96	1.0	7.6	66	263	1.2	20.7	75	352	1.8	27.7	114
NEWSWEEK	6277	3828	7.5	61.0	97	729	7.9	11.6	102	1639	7.4	26.1	95	1460	7.4	23.3	96
THE N.Y. TIMES DAILY EDITION	1205	642	1.3	53.3	84	*113	1.2	9.4	82	*195	0.9	16.2	59	334	1.7	27.7	114
THE N.Y. TIMES MAGAZINE	2081	1074	2.1	51.6	82	*201	2.2	9.7	85	355	1.6	17.1	62	518	2.6	24.9	102
OMNI	788	448	0.9	56.9	90	*103	1.1	13.1	114	*179	0.8	22.7	83	*166	0.8	21.1	87
ON CABLE	1158	651	1.3	56.2	89	*81	0.9	7.0	61	263	1.2	22.7	83	*306	1.6	26.4	109
1001 HOME IDEAS	2852	1990	3.9	69.8	110	361	3.9	12.7	111	849	3.8	29.8	108	780	4.0	27.3	113
ORGANIC GARDENING	1658	1142	2.2	68.9	109	*239	2.6	14.4	126	444	2.0	26.8	98	459	2.3	27.7	114
OUTDOOR LIFE	896	667	1.3	74.4	118	*123	1.3	13.7	120	357	1.6	39.8	145	*187	0.9	20.9	86
PARADE MAGAZINE	24275	15253	29.8	62.8	99	2838	30.7	11.7	102	6735	30.3	27.7	101	5680	28.9	23.4	96

	TOTAL U.S. '000	USED LIQUID BLEACH				HEAVY USERS 4 OR MORE MASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	51167	100.0	63.2	100	9247	100.0	11.4	100	22233	100.0	27.5	100	19687	100.0	24.3	100
FARENTS	3845	2516	4.9	65.4	104	502	5.4	13.1	114	1318	5.9	34.3	125	696	3.5	18.1	74
PENTHOUSE	831	500	1.0	60.2	95	**110	1.2	13.2	116	*254	1.1	30.6	111	*135	0.7	16.2	67
PEOPLE	11645	7360	14.4	63.2	100	1340	14.5	11.5	101	3267	14.7	28.1	102	2752	14.0	23.6	97
PLAYBOY	2006	1255	2.5	62.6	99	*212	2.3	10.6	93	621	2.8	31.0	113	423	2.1	21.1	87
POPULAR HOT RODDING	297	*168	0.3	56.6	90	**37	0.4	12.5	109	**98	0.4	33.0	120	**32	0.2	10.8	44
POPULAR MECHANICS	1018	641	1.3	63.0	100	**204	2.2	20.0	176	*288	1.3	28.3	103	*149	0.8	14.6	60
POPULAR SCIENCE	878	560	1.1	63.8	101	**111	1.2	12.6	111	*202	0.9	23.0	84	*247	1.3	28.1	116
PREVENTION	3913	2545	5.0	65.0	103	469	5.1	12.0	105	1136	5.1	29.0	106	940	4.8	24.0	99
PSYCHOLOGY TODAY	1710	996	1.9	58.2	92	*198	2.1	11.6	101	359	1.6	21.0	76	439	2.2	25.7	106
READER'S DIGEST	22204	14423	28.2	65.0	103	2617	28.3	11.8	103	6640	29.9	29.9	109	5166	26.2	23.3	96
REDBOOK	7684	5094	10.0	66.3	105	1164	12.6	15.1	133	2202	9.9	28.7	104	1729	8.8	22.5	93
ROAD & TRACK	410	*234	0.5	57.1	90	*25	0.3	6.1	53	**107	0.5	26.1	95	**103	0.5	25.1	103
ROLLING STONE	969	632	1.2	65.2	103	**164	1.8	16.9	148	*230	1.0	23.7	86	238	1.2	24.6	101
RUNNER'S WORLD	298	*138	0.3	46.3	73	*27	0.3	9.1	79	**48	0.2	16.1	59	**64	0.3	21.5	88
SATURDAY EVENING POST	1169	766	1.5	65.5	104	*169	1.8	14.5	127	325	1.5	27.8	101	271	1.4	23.2	95
SCIENCE 84	587	330	0.6	56.2	89	**72	0.8	12.3	107	*143	0.6	24.4	89	**115	0.6	19.6	81
SCIENCE DIGEST	482	277	0.5	57.5	91	**49	0.5	10.2	89	*112	0.5	23.2	85	**117	0.6	24.3	100
SCIENTIFIC AMERICAN	594	287	0.6	48.3	76	**68	0.7	11.4	100	**82	0.4	13.8	50	**137	0.7	23.1	95
SELF	2089	1219	2.4	58.4	92	*214	2.3	10.2	90	500	2.2	23.9	87	505	2.6	24.2	99
SEVENTEEN	2411	1604	3.1	66.5	105	374	4.0	15.5	136	632	2.8	26.2	95	598	3.0	24.8	102
SKI	480	*265	0.5	55.2	87	**41	0.4	8.5	75	**101	0.5	21.0	77	**124	0.6	25.8	106
SMITHSONIAN	2760	1530	3.0	55.4	88	*158	1.7	5.7	50	699	3.1	25.3	92	673	3.4	24.4	100
SOAP OPERA DIGEST	3013	2179	4.3	72.3	114	545	5.9	18.1	158	1013	4.6	33.6	122	621	3.2	20.6	85
SOUTHERN LIVING	4184	2727	5.3	65.2	103	407	4.4	9.7	85	1268	5.7	30.3	110	1052	5.3	25.1	103
SPORT	559	408	0.8	73.0	116	**61	0.7	10.9	96	*173	0.8	30.9	113	*174	0.9	31.1	128
THE SPORTING NEWS	436	*325	0.6	74.5	118	**129	1.4	29.6	259	**164	0.7	37.6	137	**32	0.2	7.3	30
SPORTS AFIELD	493	346	0.7	70.2	111	**80	0.9	16.2	142	*148	0.7	30.0	109	**117	0.6	23.7	98
SPORTS ILLUSTRATED	2758	1731	3.4	62.8	99	346	3.7	12.5	110	757	3.4	27.4	100	628	3.2	22.8	94
STAR	7456	5395	10.5	72.4	115	1235	13.4	16.6	145	2540	11.4	34.1	124	1620	8.2	21.7	89
SUNDAY	24934	15354	30.0	61.6	97	2717	29.4	10.9	95	6309	28.4	25.3	92	6329	32.1	25.4	104
SUNSET	2124	1215	2.4	57.2	91	*155	1.7	7.3	64	434	2.0	20.4	74	626	3.2	29.5	121
TV GUIDE	21661	14156	27.7	65.4	103	2788	30.2	12.9	113	6127	27.6	28.3	103	5241	26.6	24.2	100
TENNIS	550	345	0.7	62.7	99	**38	0.4	6.9	61	*163	0.7	29.6	108	**144	0.7	26.2	108
TIME	8880	5170	10.1	58.2	92	900	9.7	10.1	89	2223	10.0	25.0	91	2047	10.4	23.1	95
TOWN & COUNTRY	917	560	1.1	61.1	97	*225	0.3	2.7	24	221	1.0	24.1	88	314	1.6	34.2	141
TRAVEL & LEISURE	972	577	1.1	59.4	94	**72	0.8	7.4	65	308	1.4	31.7	115	*197	1.0	20.3	83
TRUE STORY	3356	2425	4.7	72.3	114	688	7.4	20.5	180	1162	5.2	34.6	126	575	2.9	17.1	70
U.S. NEWS & WORLD REPORT	3410	2018	3.9	59.2	94	257	2.8	7.5	66	878	3.9	25.7	94	883	4.5	25.9	107
USA TODAY	1759	1133	2.2	64.4	102	*220	2.4	12.5	110	364	1.6	20.7	75	548	2.8	31.2	128
US	1873	1208	2.4	64.5	102	*258	2.8	13.8	121	497	2.2	26.5	97	453	2.3	24.2	99
VOGUE	3909	2394	4.7	61.2	97	532	5.8	13.6	119	929	4.2	23.8	87	933	4.7	23.9	98
WALL STREET JOURNAL	1884	1068	2.1	56.6	90	*227	2.5	12.0	105	369	1.7	19.6	71	472	2.4	25.0	103
WEIGHT WATCHERS	2120	1305	2.6	61.6	97	*225	2.4	10.6	93	632	2.8	29.8	109	448	2.3	21.1	87
WOMAN'S DAY	14172	9571	18.7	67.5	107	1882	20.4	13.3	116	4369	19.7	30.8	112	3321	16.9	23.4	96
WORKING MOTHER	1146	744	1.5	64.9	103	*173	1.9	15.1	132	340	1.5	29.7	108	*231	1.2	20.2	83
WORKING WOMAN	1322	829	1.6	62.7	99	*218	2.4	16.5	144	313	1.4	23.7	86	298	1.5	22.5	93
WORLD TENNIS	*163	*121	0.2	74.2	117	**9	0.1	5.5	48	**59	0.3	36.2	132	**53	0.3	32.5	134
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1691	3.3	66.8	106	350	3.8	13.8	121	851	3.8	33.6	122	489	2.5	19.3	79
BLAIR INSERTS	43657	27331	53.4	62.6	99	4747	51.3	10.9	95	11609	52.2	26.6	97	10975	55.7	25.1	103
DAILY NEWSPAPERS																	
READ ANY	51633	32824	64.2	63.6	101	5922	64.0	11.5	100	14204	63.9	27.5	100	12698	64.5	24.6	101
READ ONE	43463	27856	54.4	64.1	101	5029	54.4	11.6	101	12082	54.3	27.8	101	10745	54.6	24.7	102
READ TWO OR MORE	8170	4968	9.7	60.8	96	894	9.7	10.9	96	2122	9.5	26.0	95	1953	9.9	23.9	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	33330	65.1	63.3	100	5901	63.8	11.2	98	14391	64.7	27.3	100	13037	66.2	24.7	102
READ ONE	46126	29316	57.3	63.6	101	5084	55.0	11.0	97	12833	57.7	27.8	101	11398	57.9	24.7	102
READ TWO OR MORE	6552	4014	7.8	61.3	97	817	8.8	12.5	109	1558	7.0	23.8	87	1639	8.3	25.0	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.56				26.18				27.91				27.83			
30 DAY REACH	71455	44765	87.5	62.6	99	8178	88.4	11.4	100	19194	86.3	26.9	98	17392	88.3	24.3	100
50 SHWG - 30 DAY AV FREQ	14.56	14.53				13.74				14.69				14.73			
30 DAY REACH	67742	42522	83.1	62.8	99	7798	84.3	11.5	101	18267	82.2	27.0	98	16457	83.6	24.3	100
25 SHWG - 30 DAY AV FREQ	7.94	7.91				7.55				7.96				8.03			
30 DAY REACH	62117	39063	76.3	62.9	100	7085	76.6	11.4	100	16860	75.8	27.1	99	15119	76.8	24.3	100
CABLE TV: HOME WIRED	32077	20623	40.3	64.3	102	3985	43.1	12.4	109	8800	39.6	27.4	100	7839	39.8	24.4	101
HOME NOT WIRED	48909	30544	59.7	62.5	99	5262	56.9	10.8	94	13433	60.4	27.5	100	11848	60.2	24.2	100
HAVE PAY CABLE	15935	10541	20.6	66.1	105	2268	24.5	14.2	125	4342	19.5	27.2	99	3932	20.0	24.7	102

BLEACH - LIQUID: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USED LIQUID BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	51167	100.0	63.2	100	9247	100.0	11.4	100	22233	100.0	27.5	100	14517	100.0	24.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	28063	54.8	63.9	101	5083	55.0	11.6	101	12140	54.6	27.6	101	10840	55.1	24.7	102
10:00 AM - 3:00 PM	30659	20106	39.3	65.6	104	3717	40.2	12.1	106	8870	39.9	28.9	105	7519	38.2	24.5	101
3:00 PM - 7:00 PM	31045	19597	38.3	63.1	100	3692	39.9	11.9	104	8607	38.7	27.7	101	7298	37.1	23.5	97
7:00 PM - MIDNIGHT	15767	9767	19.1	61.9	98	1902	20.6	12.1	106	4313	19.4	27.4	100	3551	18.0	22.5	93
MIDNIGHT - 6:00 AM	9120	5811	11.4	63.7	101	1090	11.8	12.0	105	2470	11.1	27.1	99	2251	11.4	24.7	102
6:00 AM - MIDNIGHT	58527	37257	72.8	63.7	101	6873	74.3	11.7	103	16369	73.6	28.0	102	14015	71.2	23.9	99
ENTIRE DAY	59311	37719	73.7	63.6	101	6982	75.5	11.8	103	16559	74.5	27.9	102	14178	72.0	23.9	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10489	20.5	64.9	103	1760	19.0	10.9	95	4814	21.7	29.8	108	3915	19.9	24.2	100
ALL NEWS	2256	1354	2.6	60.0	95	*279	3.0	12.4	108	498	2.2	22.1	80	577	2.9	25.6	105
AOR/PROGRESSIVE	3874	2462	4.8	63.6	101	404	4.4	10.4	91	1214	5.5	31.3	114	843	4.3	21.8	90
BEAUTIFUL MUSIC	5660	3599	7.0	63.6	101	601	6.5	10.6	93	1445	6.5	25.5	93	1552	7.9	27.4	113
BLACK	2204	1620	3.2	73.5	116	387	4.2	17.6	154	668	3.0	30.3	110	565	2.9	25.6	105
CLASSICAL	1418	941	1.8	66.4	105	**184	2.0	13.0	114	330	1.5	23.3	85	426	2.2	30.0	124
CNR/ROCK	9538	5787	11.3	60.7	96	1199	13.0	12.6	110	2665	12.0	27.9	102	1924	9.8	20.2	83
COUNTRY	12648	8578	16.8	67.8	107	1674	18.1	13.2	116	3812	17.1	30.1	110	3091	15.7	24.4	101
GOLDEN OLDIES	1191	745	1.5	62.6	99	*170	1.8	14.3	125	293	1.3	24.6	90	281	1.4	23.6	97
MOR/NOSTALGIA	4757	3067	6.0	64.5	102	545	5.9	11.5	100	1094	4.9	23.0	84	1428	7.3	30.0	123
NEWS/TALK	3863	2294	4.5	59.4	94	330	3.6	8.5	75	869	3.9	22.5	82	1095	5.6	28.3	117
RELIGIOUS	3084	1716	3.4	55.6	88	285	3.1	9.2	81	802	3.6	26.0	95	629	3.2	20.4	84
SOFT ROCK	521	322	0.6	61.8	98	**29	0.3	5.6	49	*140	0.6	26.9	98	**153	0.8	29.4	121
URBAN CONTEMPORARY	1585	1074	2.1	67.8	107	224	2.4	14.1	124	539	2.4	34.0	124	311	1.6	19.6	81
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2300	4.5	70.5	112	519	5.6	15.9	139	956	4.3	29.3	107	825	4.2	25.3	104
ABC DIRECTION	2316	1682	3.3	72.6	115	368	4.0	15.9	139	754	3.4	32.6	119	560	2.8	24.8	102
ABC ENTERTAINMENT	4834	3165	6.2	65.5	104	668	7.2	13.8	121	1299	5.8	26.9	98	1198	6.1	24.1	99
ABC FM	2202	1316	2.6	59.8	95	297	3.2	13.5	118	610	2.7	27.7	101	409	2.1	18.6	76
ABC INFORMATION	5425	3593	7.0	66.2	105	566	6.1	10.4	91	1534	6.9	28.3	103	1493	7.6	27.5	113
ABC ROCK	1677	1137	2.2	67.8	107	*249	2.7	14.8	130	612	2.8	36.5	133	276	1.4	16.5	68
CBS	4430	2736	5.3	61.8	98	407	4.4	9.2	80	1081	4.9	24.4	89	1248	6.3	28.2	116
MUTUAL	4992	3438	6.7	68.9	109	565	6.1	11.3	99	1458	6.6	29.2	106	1416	7.2	28.4	117
NBC	4679	3106	6.1	66.4	105	515	5.6	11.0	96	1350	6.1	28.9	105	1241	6.3	26.5	109
RADIO/ADIO	1994	1249	2.4	62.6	99	*168	1.8	8.4	74	609	2.7	30.5	111	472	2.4	23.7	97
RKO ONE	2298	1425	2.8	62.0	98	*194	2.1	8.4	74	727	3.3	31.6	115	504	2.6	21.9	90
RKO TWO	3311	2120	4.1	64.0	101	414	4.5	12.5	110	991	4.5	29.9	109	715	3.6	21.6	89
THE SOURCE	2114	1321	2.6	62.5	99	*181	2.0	8.6	75	682	3.1	32.3	118	458	2.3	21.7	89
NON-HIRED : BLAIR	8654	5460	10.7	63.1	100	1140	12.3	13.2	115	2514	11.3	29.1	106	1806	9.2	20.9	86
INTERNET	12025	7673	15.0	63.8	101	1350	14.6	11.2	98	3474	15.6	28.9	105	2849	14.5	23.7	97
KATZ RADIO GROUP	15359	9726	19.0	63.3	100	1590	17.2	10.4	91	4019	18.1	26.2	95	4117	20.9	26.8	110
SUPERNET	10628	6986	13.7	65.7	104	1326	14.3	12.5	109	2886	13.0	27.2	99	2774	14.1	26.1	107
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5383	10.5	62.2	98	986	10.7	11.4	100	2312	10.4	26.7	97	2085	10.6	24.1	99
WKDAY 9:00 AM - 1:00 PM	12163	7882	15.4	64.8	103	1586	17.2	13.0	114	3638	16.4	29.9	109	2658	13.5	21.9	90
WKDAY 1:00 PM - 4:30 PM	16150	10430	20.4	64.6	102	2035	22.0	12.6	110	4954	22.3	30.7	112	3441	17.5	21.3	88
WKDAY 4:30 PM - 7:30 PM	22463	14162	27.7	63.0	100	2545	27.5	11.3	99	6214	27.9	27.7	101	5403	27.4	24.1	99
WKDAY 7:30 PM - 8:00 PM	31795	20282	39.6	63.8	101	3530	38.2	11.1	97	9075	40.8	28.5	104	7678	39.0	24.1	99
WKDAY 11:00 PM - 11:30 PM	23977	15568	30.4	64.9	103	2876	31.1	12.0	105	6688	30.1	27.9	102	6005	30.5	25.0	103
WKDAY 11:30 PM - 1:00 AM	7703	5102	10.0	66.2	105	998	10.8	13.0	113	2181	9.8	28.3	103	1924	9.8	25.0	103
M-SAT 8-11 PM+SUN 7-11 PM	33800	21681	42.4	64.1	102	3977	43.0	11.8	103	9471	42.6	28.0	102	8233	41.8	24.4	100
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4225	8.3	64.6	102	896	9.7	13.7	120	2070	9.3	31.7	115	1259	6.4	19.3	79
ANOTHER WORLD	N 4620	3183	6.2	68.9	109	578	6.3	12.5	110	1517	6.8	32.8	120	1088	5.5	23.5	97
AS THE WORLD TURNS	C 5614	3580	7.0	63.8	101	732	7.9	13.0	114	1600	7.2	28.5	104	1248	6.3	22.2	91
CAPITOL	C 3396	2086	4.1	61.4	97	510	5.5	15.0	132	886	4.0	26.1	95	690	3.5	20.3	84
CBS MORN. NEWS 1	C 1446	869	1.7	60.1	95	181	2.0	12.5	110	377	1.7	26.1	95	311	1.6	21.5	88
CBS MORN. NEWS 2	C 1207	725	1.4	60.1	95	*71	0.8	5.9	52	341	1.5	28.3	103	313	1.6	25.9	107
DAYS OF OUR LIVES	N 5877	4033	7.9	68.6	109	779	8.4	13.3	116	1792	8.1	30.5	111	1462	7.4	24.9	102
FACTS OF LIFE - DAYTIME	N 2290	1514	3.0	66.1	105	345	3.7	15.1	132	778	3.5	34.0	124	391	2.0	17.1	70
FAMILY FEUD	A 3023	1830	3.6	60.5	96	412	4.5	13.6	119	811	3.6	26.8	98	606	3.1	20.0	82
GENERAL HOSPITAL	A 6097	3892	7.6	63.8	101	757	8.2	12.4	109	2029	9.1	33.3	121	1106	5.6	18.1	75
GOOD MORNING, AMERICA-730	A 3515	2251	4.4	64.0	101	367	4.0	10.4	91	933	4.2	26.5	97	950	4.8	27.0	111
GOOD MORNING, AMERICA-830	A 2818	1838	3.6	65.2	103	349	3.8	12.4	108	783	3.5	27.8	101	706	3.6	25.1	103
GUIDING LIGHT	C 5339	3290	6.4	61.6	98	729	7.9	13.7	120	1353	6.1	25.3	92	1207	6.1	22.6	93
ONE LIFE TO LIVE	A 4478	2903	5.7	64.8	103	486	5.3	10.9	95	1572	7.1	35.1	128	84			

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BLEACH - DRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USED DRY BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	15649	100.0	19.3	100	4448	100.0	5.5	100	7227	100.0	8.9	100	3975	100.0	4.9	100
18 - 24	9282	1170	7.5	12.6	65	**219	4.9	2.4	43	*645	8.9	6.9	78	*307	7.7	3.3	67
25 - 34	19072	3876	24.8	20.3	105	1104	24.8	5.8	105	1855	25.7	9.7	109	917	23.1	4.8	98
35 - 44	14591	3162	20.2	21.7	112	999	22.5	6.8	125	1500	20.8	10.3	115	663	16.7	4.5	93
45 - 54	11345	2610	16.7	23.0	119	840	18.9	7.4	135	1110	15.4	9.8	110	660	16.6	5.8	119
55 - 64	11635	2305	14.7	19.8	103	749	16.8	6.4	117	921	12.7	7.9	89	636	16.0	5.5	111
65 OR OLDER	15061	2528	16.2	16.8	87	538	12.1	3.6	65	1197	16.6	7.9	89	792	19.9	5.3	107
18 - 34	28354	5046	32.2	17.8	92	1323	29.7	4.7	85	2499	34.6	8.8	99	1224	30.8	4.3	88
18 - 49	48339	9507	60.8	19.7	102	2776	62.4	5.7	105	4552	63.0	9.4	106	2179	54.8	4.5	92
25 - 54	45008	9647	61.6	21.4	111	2942	66.1	6.5	119	4465	61.8	9.9	111	2240	56.4	5.0	101
35 - 49	19985	4461	28.5	22.3	116	1454	32.7	7.3	132	2052	28.4	10.3	115	955	24.0	4.8	97
50 OR OLDER	32647	6142	39.2	18.8	97	1671	37.6	5.1	93	2676	37.0	8.2	92	1796	45.2	5.8	112
GRADUATED COLLEGE	11155	2396	15.3	21.5	111	594	13.4	5.3	97	1271	17.6	11.4	128	530	13.3	4.8	97
ATTENDED COLLEGE	13682	2790	17.8	20.4	106	881	19.8	6.4	117	1196	16.5	8.7	98	714	18.0	5.2	106
GRADUATED HIGH SCHOOL	33880	6731	43.0	19.9	103	1985	44.6	5.9	107	3015	41.7	8.9	100	1732	43.6	5.1	104
DID NOT GRADUATE HIGH SCHOOL	22270	3733	23.9	16.8	87	988	22.2	4.4	81	1746	24.2	7.8	88	999	25.1	4.5	91
EMPLOYED	40306	8222	52.5	20.4	106	2238	50.3	5.6	101	3902	54.0	9.7	108	2081	52.4	5.2	105
EMPLOYED FULL-TIME	32850	6747	43.1	20.5	106	1673	37.6	5.1	93	3402	47.1	10.4	116	1671	42.0	5.1	104
EMPLOYED PART-TIME	7456	1475	9.4	19.8	102	565	12.7	7.6	138	500	6.9	6.7	75	*410	10.3	5.5	112
NOT EMPLOYED	40680	7428	47.5	18.3	94	2210	49.7	5.4	99	3325	46.0	8.2	92	1893	47.6	4.7	95
PROFESSIONAL/MANAGER	10392	2244	14.3	21.6	112	*528	11.9	5.1	93	1124	15.6	10.8	121	*592	14.9	5.7	116
TECH/CLERICAL/SALES	17574	3645	23.3	20.7	107	1024	23.0	5.8	106	1650	22.8	9.4	105	970	24.4	5.5	112
PRECISION/CRAFT	985	**257	1.6	26.1	135	**47	1.1	4.8	87	**71	1.0	7.2	81	**140	3.5	14.2	290
OTHER EMPLOYED	11354	2075	13.3	18.3	95	638	14.3	5.6	102	1057	14.6	9.3	104	*380	9.6	3.3	68
SINGLE	9863	1267	8.1	12.8	66	*366	8.2	3.7	68	552	7.6	5.6	63	*348	8.8	3.5	72
MARRIED	51375	10947	70.0	21.3	110	3357	75.5	6.5	119	5110	70.7	9.9	111	2481	62.4	4.8	98
DIVORCED/SEPARATED/WIDOWED	19748	3436	22.0	17.4	90	725	16.3	3.7	67	1566	21.7	7.9	89	1145	28.8	5.8	118
PARENTS	32590	6694	42.8	20.5	106	2150	48.3	6.6	120	3151	43.6	9.7	108	1392	35.0	4.3	87
WHITE	70416	13980	89.3	19.9	103	3964	89.1	5.6	102	6381	88.3	9.1	102	3635	91.4	5.2	105
BLACK	8778	1488	9.5	17.0	88	448	10.1	5.1	93	711	9.8	8.1	91	*329	8.3	3.7	76
OTHER	1791	**181	1.2	10.1	52	**36	0.8	2.0	37	**135	1.9	7.5	84	**11	0.3	0.6	13
NORTHEAST-CENSUS	17786	3690	23.6	20.7	107	1664	37.4	9.4	170	1324	18.3	7.4	83	703	17.7	4.0	81
NORTH CENTRAL	20741	4049	25.9	19.5	101	1181	26.6	5.7	104	1875	25.9	9.0	101	993	25.0	4.8	98
SOUTH	27775	4848	31.0	17.5	90	1110	25.0	4.0	73	2333	32.3	8.4	94	1405	35.3	5.1	103
WEST	14683	3062	19.6	20.9	108	493	11.1	3.4	61	1696	23.5	11.6	129	873	22.0	5.9	121
NORTHEAST-MKTG.	17961	3591	22.9	20.0	103	1446	32.5	8.1	147	1396	19.3	7.8	87	750	18.9	4.2	85
EAST CENTRAL	11885	2509	16.0	21.1	109	862	19.4	7.3	132	1005	13.9	8.5	95	643	16.2	5.4	110
WEST CENTRAL	14090	2789	17.8	19.8	102	787	17.7	5.6	102	1382	19.1	9.8	110	621	15.6	4.4	90
SOUTH	24081	4121	26.3	17.1	89	956	21.5	4.0	72	1948	27.0	8.1	91	1218	30.6	5.1	103
PACIFIC	12969	2639	16.9	20.3	105	*398	8.9	3.1	56	1497	20.7	11.5	129	744	18.7	5.7	117
COUNTY SIZE A	32439	6505	41.6	20.1	104	1850	41.6	5.7	104	3106	43.0	9.6	107	1550	39.0	4.8	97
COUNTY SIZE B	24915	4834	30.9	19.4	100	1292	29.0	5.2	94	2132	29.5	8.6	96	1410	35.5	5.7	115
COUNTY SIZE C	12930	2503	16.0	19.4	100	873	19.6	6.8	123	1045	14.5	8.1	91	586	14.7	4.5	92
COUNTY SIZE D	10703	1807	11.5	16.9	87	*433	9.7	4.0	74	945	13.1	8.8	99	*429	10.8	4.0	82
METRO CENTRAL CITY	24518	4480	28.6	18.3	95	1176	26.4	4.8	87	2108	29.2	8.6	96	1195	30.1	4.9	99
METRO SUBURBAN	35919	7506	48.0	20.9	108	2226	50.0	6.2	113	3470	48.0	9.7	108	1809	45.5	5.0	103
NON METRO	20549	3664	23.4	17.8	92	1045	23.5	5.1	93	1649	22.8	8.0	90	970	24.4	4.7	96
TOP 5 ADI'S	18341	3804	24.3	20.7	107	1124	25.3	6.1	112	1952	27.0	10.6	119	729	18.3	4.0	81
TOP 10 ADI'S	25378	5211	33.3	20.5	106	1424	32.0	5.6	102	2520	34.9	9.9	111	1267	31.9	5.0	102
TOP 20 ADI'S	36488	7285	46.6	20.0	103	2105	47.3	5.8	105	3502	48.5	9.6	108	1678	42.2	4.6	94
HSGLD INC. \$50,000 OR MORE	6612	1763	11.3	26.7	138	*617	13.9	9.3	170	775	10.7	11.7	131	*370	9.3	5.6	114
\$40,000 OR MORE	12659	3234	20.7	25.5	132	991	22.3	7.8	143	1513	20.9	12.0	134	730	18.4	5.8	117
\$30,000 OR MORE	24698	5882	37.6	23.8	123	1796	40.4	7.3	132	2557	35.4	10.4	116	1529	38.5	6.2	126
\$25,000 OR MORE	32077	7391	47.2	23.0	119	2192	49.3	6.8	124	3277	45.3	10.2	114	1921	48.3	6.0	122
\$20,000 - \$24,999	9144	1732	11.1	18.9	98	*571	12.8	6.2	114	810	11.2	8.9	99	*351	8.8	3.8	78
\$15,000 - \$19,999	8728	1765	11.3	20.2	105	*422	9.5	4.8	88	885	12.2	10.1	114	*458	11.5	5.2	107
\$10,000 - \$14,999	12562	2091	13.4	16.6	86	554	12.5	4.4	80	992	13.7	7.9	88	545	13.7	4.3	88
UNDER \$10,000	18475	2672	17.1	14.5	75	709	15.9	3.8	70	1264	17.5	6.8	77	699	17.6	3.8	77
HOUSEHOLD OF 1 PERSON	11987	1885	12.0	15.7	81	317	7.1	2.6	48	808	11.2	6.7	76	760	19.1	6.3	129
2 PEOPLE	26577	4852	31.0	18.3	94	993	22.3	3.7	68	2601	36.0	9.8	110	1258	31.6	4.7	96
3 OR 4 PEOPLE	30617	6429	41.1	21.0	109	2252	50.6	7.4	134	2665	36.9	8.7	98	1512	38.0	4.9	101
5 OR MORE PEOPLE	11804	2484	15.9	21.0	109	886	19.9	7.5	137	1153	16.0	9.8	109	*445	11.2	3.8	77
NO CHILD IN HSGLD	46165	8541	54.6	18.5	96	2158	48.5	4.7	85	3931	54.4	8.5	95	2453	61.7	5.3	108
CHILD(REN) UNDER 2 YRS	5325	1180	7.5	22.2	115	*385	8.7	7.2	132	*561	7.8	10.5	118	**234	5.9	4.4	90
2 - 5 YEARS	14221	2974	19.0	20.9	108	925	20.8	6.5	118	1453	20.1	10.2	114	*595	15.0	4.2	85
6 - 11 YEARS	15117	3233	20.7	21.4	111	1061	23.9	7.0	128	1500	20.8	9.9	111	*673	16.9	4.5	91
12 - 17 YEARS	16611	3212	20.5	19.3	100	1156	26.0	7.0	127	1365	18.9	8.2	92	691	17.4	4.2	85
RESIDENCE OWNED	55884	11690	74.7	20.9	108	3279	73.7	5.9	107	5436	75.2	9.7	109	2975	74.8	5.3	108
VALUE: \$50,000 OR MORE	31744	7365	47.1	23.2	120	2104	47.3	6.6	121	3437	47.6	10.8	121	1825	45.9	5.7	117
VALUE: UNDER \$50,000	24140	4324	27.6	17.9	93	1175	26.4	4.9	89	1999	27.7	8.3	93	1150	28.9	4.8	97

BLEACH - DRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOME MAKERS)

			USED DRY BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1				
			TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	% INDX		'000	% DOWN	% ACROSS		% INDX	'000	% DOWN		% ACROSS	% INDX	'000
TOTAL FEMALE HOME MAKERS			80986	15649	100.0	19.3	100	4448	100.0	5.5	100	7227	100.0	8.9	100	3975	100.0	4.9	100
MAGAZINES	QUINTILE 1	15799	3697	23.6	23.4	121	1248	28.1	7.9	144	1612	22.3	10.2	114	837	21.1	5.3	108	
	QUINTILE 2	17259	3762	24.0	21.8	113	1141	25.7	6.6	120	1738	24.0	10.1	113	883	22.2	5.1	104	
	QUINTILE 3	13545	2652	16.9	19.6	101	740	16.6	5.5	99	1207	16.7	8.9	100	705	17.7	5.2	106	
	QUINTILE 4	15133	2638	16.9	17.4	90	773	17.4	5.1	93	1196	16.5	7.9	89	669	16.8	4.4	90	
	QUINTILE 5	19250	2900	18.5	15.1	78	547	12.3	2.8	52	1474	20.4	7.7	86	880	22.1	4.6	93	
NEWSPAPERS	QUINTILE 1	12413	2756	17.6	22.2	115	930	20.9	7.5	136	1186	16.4	9.6	107	640	16.1	5.2	105	
	QUINTILE 2	24116	4899	31.3	20.3	105	1455	32.7	6.0	110	2128	29.4	8.8	99	1316	33.1	5.5	111	
	QUINTILE 3	11261	2456	15.7	21.8	113	699	15.7	6.2	113	1204	16.7	10.7	120	552	13.9	4.9	100	
	QUINTILE 4	20255	3741	23.9	18.5	96	1028	23.1	5.1	92	1748	24.2	8.6	97	966	24.3	4.8	97	
	QUINTILE 5	12940	1798	11.5	13.9	72	*337	7.6	2.6	47	961	13.3	7.4	83	500	12.6	3.9	79	
OUTDOOR	QUINTILE 1	14852	2825	18.1	19.0	98	859	19.3	5.8	105	1150	15.9	7.7	87	816	20.5	5.5	112	
	QUINTILE 2	15725	3075	19.6	19.6	101	912	20.5	5.8	106	1436	19.9	9.1	102	726	18.3	4.6	94	
	QUINTILE 3	16330	3480	22.2	21.3	110	935	21.0	5.7	104	1657	22.9	10.1	114	888	22.3	5.4	111	
	QUINTILE 4	16744	3087	19.7	18.4	95	994	22.3	5.9	108	1356	18.8	8.1	91	737	18.5	4.4	90	
	QUINTILE 5	17334	3183	20.3	18.4	95	748	16.8	4.3	79	1628	22.5	9.4	105	807	20.3	4.7	95	
RADIO-DRIVE TIME	QUINTILE 1	15911	3268	20.9	20.5	106	987	22.2	6.2	113	1480	20.5	9.3	104	801	20.2	5.0	103	
	QUINTILE 2	14837	2723	17.4	18.4	95	814	18.3	5.5	100	1102	15.2	7.4	83	806	20.3	5.4	111	
	QUINTILE 3	15339	2968	19.0	19.3	100	672	15.1	4.4	80	1475	20.4	9.6	108	821	20.7	5.4	109	
	QUINTILE 4	16723	3129	20.0	18.7	97	986	22.2	5.9	107	1520	21.0	9.1	102	623	15.7	3.7	76	
	QUINTILE 5	18176	3562	22.8	19.6	101	988	22.2	5.4	99	1650	22.8	9.1	102	924	23.2	5.1	104	
RADIO-MID- DAY	TERCILE 1	21020	4091	26.1	19.5	101	1151	25.9	5.5	100	1876	26.0	8.9	100	1064	26.8	5.1	103	
	TERCILE 2	21610	4163	26.6	19.3	100	1314	29.5	6.1	111	1887	26.1	8.7	98	963	24.2	4.5	91	
	TERCILE 3	38355	7396	47.3	19.3	100	1983	44.6	5.2	94	3464	47.9	9.0	101	1948	49.0	5.1	103	
RADIO-TOTAL	QUINTILE 1	15988	3108	19.9	19.4	101	925	20.8	5.8	105	1347	18.6	8.4	94	836	21.0	5.2	107	
	QUINTILE 2	15626	2840	18.1	18.2	94	806	18.1	5.2	94	1403	19.4	9.0	101	630	15.8	4.0	82	
	QUINTILE 3	16723	3649	23.3	21.8	113	1005	22.6	6.0	109	1695	23.5	10.1	114	949	23.9	5.7	116	
	QUINTILE 4	16342	3057	19.5	18.7	97	953	21.4	5.8	106	1401	19.4	8.6	96	703	17.7	4.3	88	
	QUINTILE 5	16306	2996	19.1	18.4	95	758	17.0	4.6	85	1381	19.1	8.5	95	856	21.5	5.2	107	
TV-PRIME TIME	QUINTILE 1	15953	3204	20.5	20.1	104	978	22.0	6.1	112	1423	19.7	8.9	100	802	20.2	5.0	102	
	QUINTILE 2	16137	3382	21.6	21.0	108	1140	25.6	7.1	129	1316	18.2	8.2	91	926	23.3	5.7	117	
	QUINTILE 3	16420	3409	21.8	20.8	107	850	19.1	5.2	94	1711	23.7	10.4	117	848	21.3	5.2	105	
	QUINTILE 4	16687	2969	19.0	17.8	92	734	16.5	4.4	80	1397	19.3	8.4	94	839	21.1	5.0	102	
	QUINTILE 5	15789	2686	17.2	17.0	88	746	16.8	4.7	86	1380	19.1	8.7	98	560	14.1	3.5	72	
TV-DAYTIME	TERCILE 1	27736	5365	34.3	19.3	100	1572	35.3	5.7	103	2412	33.4	8.7	97	1381	34.7	5.0	101	
	TERCILE 2	26489	5043	32.2	19.0	99	1506	33.9	5.7	104	2285	31.6	8.6	97	1252	31.5	4.7	96	
	TERCILE 3	26761	5241	33.5	19.6	101	1369	30.8	5.1	93	2530	35.0	9.5	106	1342	33.8	5.0	102	
	QUINTILE 1	16345	3004	19.2	18.4	95	820	18.4	5.0	91	1495	20.7	9.1	102	689	17.3	4.2	86	
	QUINTILE 2	16447	3332	21.3	20.3	105	983	22.1	6.0	109	1502	20.8	9.1	102	847	21.3	5.1	105	
TV-TOTAL	QUINTILE 3	15980	3499	22.4	21.9	113	1037	23.3	6.5	118	1409	19.5	8.8	99	1053	26.5	6.6	134	
	QUINTILE 4	15887	2933	18.7	18.5	96	860	19.3	5.4	99	1350	18.7	8.5	95	724	18.2	4.6	93	
	QUINTILE 5	16326	2881	18.4	17.6	91	747	16.8	4.6	83	1472	20.4	9.0	101	662	16.7	4.1	83	
MAGAZINES-NEWSPAPERS: DUAL			20721	4637	29.6	22.4	116	1595	35.9	7.7	140	1899	26.3	9.2	103	1143	28.8	5.5	112
MAGAZINE IMPERATIVE			19186	3959	25.3	20.6	107	1061	23.9	5.5	101	1976	27.3	10.3	115	922	23.2	4.8	98
NEWSPAPER IMPERATIVE			21699	4092	26.1	18.7	97	1110	25.0	5.1	92	1887	26.1	8.6	97	1095	27.5	5.0	102
MAGAZINES-OUTDOOR: DUAL			15451	3495	22.3	22.6	117	1197	26.9	7.7	141	1464	20.3	9.5	106	835	21.0	5.4	110
MAGAZINE IMPERATIVE			25953	5666	36.2	21.8	113	1656	37.2	6.4	116	2710	37.5	10.4	117	1300	32.7	5.0	102
OUTDOOR IMPERATIVE			24400	4097	26.2	16.8	87	1034	23.2	4.2	77	1932	26.7	7.9	89	1132	28.5	4.6	95
MAGAZINES-RADIO: DUAL			18049	3817	24.4	21.1	109	1163	26.1	6.4	117	1716	23.7	9.5	107	938	23.6	5.2	106
MAGAZINE IMPERATIVE			23571	5415	34.6	23.0	119	1684	37.9	7.1	130	2445	33.8	10.4	116	1286	32.4	5.5	111
RADIO IMPERATIVE			23278	3976	25.4	17.1	88	1010	22.7	4.3	79	1928	26.7	8.3	93	1037	26.1	4.5	91
MAGAZINES-TELEVISION: DUAL			15459	3623	23.2	23.4	121	1137	25.6	7.4	134	1652	22.9	10.7	120	834	21.0	5.4	110
MAGAZINE IMPERATIVE			25829	5389	34.4	20.9	108	1710	38.4	6.6	121	2352	32.5	9.1	102	1327	33.4	5.1	105
TELEVISION IMPERATIVE			26039	4365	27.9	16.8	87	1101	24.8	4.2	77	1946	26.9	7.5	84	1318	33.2	5.1	103
NEWSPAPERS-OUTDOOR: DUAL			16605	3645	23.3	22.0	114	1181	26.6	7.1	129	1618	22.4	9.7	109	845	21.3	5.1	104
NEWSPAPER IMPERATIVE			26834	5758	36.8	21.5	111	1689	38.0	6.3	115	2621	36.3	9.8	109	1448	36.4	5.4	110
OUTDOOR IMPERATIVE			23346	4113	26.3	17.6	91	1059	23.8	4.5	83	1924	26.6	8.2	92	1130	28.4	4.8	99
NEWSPAPERS-RADIO: DUAL			17133	3372	21.5	19.7	102	1132	25.4	6.6	120	1419	19.6	8.3	93	821	20.7	4.8	98
NEWSPAPER IMPERATIVE			25892	5666	36.2	21.9	113	1682	37.8	6.5	118	2506	34.7	9.7	108	1478	37.2	5.7	116
RADIO IMPERATIVE			23167	4235	27.1	18.3	95	1018	22.9	4.4	80	2103	29.1	9.1	102	1114	28.0	4.8	98
NEWSPAPERS-TELEVISION: DUAL			17159	3718	23.8	21.7	112	1179	26.5	6.9	125	1620	22.4	9.4	106	919	23.1	5.4	109
NEWSPAPER IMPERATIVE			26214	5371	34.3	20.5	106	1620	36.4	6.2	113	2315	32.0	8.8	99	1437	36.2	5.5	112
TELEVISION IMPERATIVE			23412	4145	26.5	17.7	92	1032	23.2	4.4	80	2010	27.8	8.6	96	1103	27.7	4.7	96
OUTDOOR-RADIO: DUAL			15303	2813	18.0	18.4	95	916	20.6	6.0	109	1259	17.4	8.2	92	638	16.1	4.2	85
OUTDOOR IMPERATIVE			24901	5139	32.8	20.6	107	1519	34.2	6.1	111	2180	30.2	8.8	98	1439	36.2	5.8	118
RADIO IMPERATIVE			26492																

BLEACH - DRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USED DRY BLEACH				HEAVY USERS 4 OR MORE MASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	15649	100.0	19.3	100	4448	100.0	5.5	100	7227	100.0	8.9	100	3975	100.0	4.9	100
ATLANTIC MONTHLY	415	**79	0.5	19.0	99	**37	0.8	8.9	162	**31	0.4	7.5	84	**10	0.3	2.4	49
BARRON'S	453	**147	0.9	32.5	168	**31	0.7	6.8	125	**102	1.4	22.5	252	**14	0.4	3.1	63
BETTER HOMES & GARDENS	16256	3623	23.2	22.3	115	1212	27.2	7.5	136	1611	22.3	9.9	111	800	20.1	4.9	100
BON APPETIT	2535	587	3.8	23.2	120	*195	4.4	7.7	140	323	4.5	12.7	143	**69	1.7	2.7	55
BUSINESS WEEK	1278	290	1.9	22.7	117	**75	1.7	5.9	107	**128	1.8	10.0	112	**87	2.2	6.8	139
CAR AND DRIVER	378	**83	0.5	22.0	114	**33	0.7	8.7	159	**44	0.6	11.6	130	**5	0.1	1.3	27
CBS MAGAZINE NETWORK (GROSS)	1498	308	2.0	20.6	106	**99	2.2	6.6	120	**122	1.7	8.1	91	**87	2.2	5.8	118
CHANGING TIMES	1505	284	1.8	18.9	98	*126	2.8	8.4	152	**93	1.3	6.2	69	**65	1.6	4.3	88
COLONIAL HOMES	1231	257	1.6	20.9	108	**88	2.0	7.1	130	**100	1.4	8.1	91	**69	1.7	5.6	114
CONDE NAST MAG. PKG. (GROSS)	14146	2523	16.1	17.8	92	812	18.3	5.7	105	1137	15.7	8.0	90	574	14.4	4.1	83
CONSUMERS DIGEST	1323	270	1.7	20.4	106	**87	2.0	6.6	120	**134	1.9	10.1	114	**48	1.2	3.6	74
COSMOPOLITAN	7102	1377	8.8	19.4	100	398	8.9	5.6	102	615	8.5	8.7	97	363	9.1	5.1	104
COUNTRY LIVING	2481	650	4.2	26.2	136	*135	3.0	5.4	99	383	5.3	15.4	173	**132	3.3	5.3	108
CUISINE	1472	286	1.8	19.4	101	*137	3.1	9.3	169	**101	1.4	6.9	77	**48	1.2	3.3	66
CYCLE WORLD	425	**97	0.6	22.8	118	**18	0.4	4.2	77	**51	0.7	12.0	134	**29	0.7	6.8	139
DCI:CREATIVE IDEAS FOR LIV	2510	549	3.5	21.9	113	**119	2.7	4.7	86	266	3.7	10.6	119	**164	4.1	6.5	133
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1511	9.7	22.6	117	374	8.4	5.6	102	641	8.9	9.6	107	496	12.5	7.4	151
DISCOVER	894	*134	0.9	15.0	78	**63	1.4	7.0	128	**52	0.7	5.8	65	**19	0.5	2.1	43
EBONY	3507	727	4.6	20.7	107	240	5.4	6.8	125	300	4.2	8.6	96	187	4.7	5.3	109
ESQUIRE	1083	*197	1.3	18.2	94	**50	1.1	4.6	84	**114	1.6	10.5	118	**33	0.8	3.0	62
ESSENCE	1830	413	2.6	22.6	117	*128	2.9	7.0	127	*211	2.9	11.5	129	**74	1.9	4.0	82
FAMILY CIRCLE	15930	3819	24.4	24.0	124	1200	27.0	7.5	137	1741	24.1	10.9	122	878	22.1	5.5	112
THE FAMILY HANDYMAN	1126	*167	1.1	14.8	77	**49	1.1	4.4	79	**76	1.1	6.7	76	**42	1.1	3.7	76
FAMILY WEEKLY	11468	2513	16.1	21.9	113	756	17.0	6.6	120	1104	15.3	9.6	108	653	16.4	5.7	116
FIELD & STREAM	2234	393	2.5	17.6	91	**109	2.5	4.9	89	*236	3.3	10.6	118	**49	1.2	2.2	45
FOOD & WINE	579	**53	0.3	9.2	47	**15	0.3	2.6	47	**30	0.4	5.2	58	**8	0.2	1.4	28
FORBES	728	*243	1.6	33.4	173	**33	0.7	4.5	83	**140	1.9	19.2	216	**70	1.8	9.6	196
FORTUNE	906	*221	1.4	24.4	126	**66	1.5	7.3	133	**119	1.6	13.1	147	**36	0.9	4.0	81
GENTLEMEN'S QUARTERLY	791	*130	0.8	16.4	85	**55	1.2	7.0	127	**42	0.6	5.3	60	**33	0.8	4.2	85
GLAMOUR	5265	980	6.3	18.6	96	334	7.5	6.3	116	477	6.6	9.1	102	*169	4.3	3.2	65
GOLF DIGEST	636	*181	1.2	28.5	147	**59	1.3	9.3	169	**77	1.1	12.1	136	**46	1.2	7.2	147
GOLF DIGEST/TENNIS (GROSS)	1186	290	1.9	24.5	127	**107	2.4	9.0	164	**119	1.6	10.0	112	**65	1.6	5.5	112
GOLF MAGAZINE	441	**120	0.8	27.2	141	**46	1.0	10.4	190	**47	0.7	10.7	119	**27	0.7	6.1	125
GOLF MAGAZINE/SKI (GROSS)	922	*186	1.2	20.2	104	**66	1.5	7.2	130	**85	1.2	9.2	103	**35	0.9	3.8	77
GOOD HOUSEKEEPING	16487	3934	25.1	23.9	123	1360	30.6	8.2	150	1627	22.5	9.9	111	947	23.8	5.7	117
HARPER'S BAZAAR	2423	408	2.6	16.8	87	*151	3.4	6.2	113	*181	2.5	7.5	84	**76	1.9	3.1	64
HEALTH	1994	428	2.7	21.5	111	*144	3.2	7.2	131	*194	2.7	9.7	109	**91	2.3	4.6	93
HEARST MAG CORP. BUY (GROSS)	44101	10049	64.2	22.8	118	3183	71.6	7.2	131	4537	62.8	10.3	115	2329	58.6	5.3	108
HEARST MAN POWER (GROSS)	1993	466	3.0	23.4	121	*183	4.1	9.2	167	*232	3.2	11.6	130	**50	1.3	2.5	51
HEARST WOMAN POWER (GROSS)	31274	7287	46.6	23.3	121	2328	52.3	7.4	136	3240	44.8	10.4	116	1719	43.2	5.5	112
HOUSE BEAUTIFUL	3623	767	4.9	21.2	110	*226	5.1	6.2	114	297	4.1	8.2	92	*245	6.2	6.8	138
INC.	283	**115	0.7	40.6	210	**43	1.0	15.2	277	**52	0.7	18.4	206	**20	0.5	7.1	144
JET	2928	629	4.0	21.5	111	235	5.3	8.0	146	272	3.8	9.3	104	*122	3.1	4.2	85
LADIES' HOME JOURNAL	11918	2533	16.2	21.3	110	892	20.1	7.5	136	1079	14.9	9.1	101	562	14.1	4.7	96
LHJ FAMILY GRP COMBO(GROSS)	16764	3649	23.3	21.8	113	1244	28.0	7.4	135	1594	22.1	9.5	107	810	20.4	4.8	98
LIFE	4254	832	5.3	19.6	101	337	7.6	7.9	144	324	4.5	7.6	85	*170	4.3	4.0	81
L.A. TIMES HOME MAGAZINE	1145	*303	1.9	26.5	137	**71	1.6	6.2	113	**181	2.5	15.8	177	**51	1.3	4.5	91
MADemoiselle	2884	560	3.6	19.4	100	*132	3.0	4.6	83	*267	3.7	9.3	104	*161	4.1	5.6	114
MC CALL'S	13460	3280	21.0	24.4	126	988	22.2	7.3	134	1541	21.3	11.4	128	751	18.9	5.6	114
MC CALL'S/MRK MOTHER (GROSS)	14606	3489	22.3	23.9	124	1099	24.7	7.5	137	1620	22.4	11.1	124	769	19.3	5.3	107
MECHANIX ILLUSTRATED	772	*152	1.0	19.7	102	**58	1.3	7.5	137	**73	1.0	9.5	106	**21	0.5	2.7	55
METROPOLITAN HOME	967	183	1.2	18.9	98	**65	1.5	6.7	122	**94	1.3	9.7	109	**25	0.6	2.6	53
MONEY	1588	362	2.3	22.8	118	*107	2.4	6.7	123	**134	1.9	8.4	95	**122	3.1	7.7	157
MOTHER EARTH NEWS	1002	306	2.0	30.5	158	**89	2.0	8.9	162	**130	1.8	13.0	145	**87	2.2	8.7	177
MS.	825	*202	1.3	24.5	127	**40	0.9	4.8	88	**98	1.4	11.9	133	**64	1.6	7.8	158
NATIONAL ENQUIRER	10336	2109	13.5	20.4	106	733	16.5	7.1	129	909	12.6	8.8	99	467	11.7	4.5	92
NATIONAL GEOGRAPHIC	9597	2323	14.8	24.2	125	677	15.2	7.1	128	969	13.4	10.1	113	677	17.0	7.1	144
NATIONAL SUNDAY MAGAZINE PKG	49558	10348	66.1	20.9	108	3140	70.6	6.3	115	4534	62.7	9.1	103	2674	67.3	5.4	110
NATURAL HISTORY	573	*100	0.6	17.5	90	**43	1.0	7.5	137	**39	0.5	6.8	76	**18	0.5	3.1	64
NEW WOMAN	1699	307	2.0	18.1	94	**74	1.7	4.4	79	*157	2.2	9.2	104	**76	1.9	4.5	91
NEW YORK INCLUDING CUE	443	*70	0.4	15.8	82	**45	1.0	10.2	185	**18	0.2	4.1	46	**7	0.2	1.6	32
THE NEW YORKER	1270	324	2.1	25.5	132	*126	2.8	9.9	181	*136	1.9	10.7	120	**62	1.6	4.9	99
NEWSWEEK	6277	1490	9.5	23.7	123	496	11.2	7.9	144	615	8.5	9.8	110	378	9.5	6.0	123
THE N.Y. TIMES DAILY EDITION	1205	310	2.0	25.7	133	*132	3.0	11.0	199	*125	1.7	10.4	116	**53	1.3	4.4	90
THE N.Y. TIMES MAGAZINE	2081	410	2.6	19.7	102	*182	4.1	8.7	159	*165	2.3	7.9	89	**63	1.6	3.0	62
OMNI	788	*139	0.9	17.6	91	**35	0.8	4.4	81	*771	1.0	9.0	101	**33	0.8	4.2	85
ON CABLE	1158	*324	2.1	28.0	145	**116	2.6	10.0	182	**136	1.9	11.7	132	**72	1.8	6.2	127
1001 HOME IDEAS	2852	688	4.4	24.1	125	*209	4.7	7.3	133	321	4.4	11.3	126	*158	4.0	5.5	113
ORGANIC GARDENING	1658	333	2.1	20.1	104	*142	3.2	8.6	156	*150	2.1	9.0	101	*41	1.0	2.5	50
OUTDOOR LIFE	896	*157	1.0	17.5	91	*76	1.7	8.5	154	*666	0.9	7.4	83	*15	0.4	1.7	34
PARADE MAGAZINE	24275	5104	32.6	21.0	109	1593	35.8	6.6	119	2192	30.3	9.0	101	1320	33.2	5.4	111

	TOTAL U.S. '000	USED DRY BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	15649	100.0	19.3	100	4448	100.0	5.5	100	7227	100.0	8.9	100	3975	100.0	4.9	100
PARENTS	3845	927	5.9	24.1	125	290	6.5	7.5	137	430	5.9	11.2	125	*206	5.2	5.4	109
PENTHOUSE	831	*185	1.2	22.3	115	*51	1.1	6.1	112	*89	1.2	10.7	120	*45	1.1	5.4	110
PEOPLE	11645	2510	16.0	21.6	112	663	14.9	5.7	104	1179	16.3	10.1	113	668	16.8	5.7	117
PLAYBOY	2006	491	3.1	24.5	127	*186	4.2	9.3	169	*256	3.5	12.8	143	*49	1.2	2.4	50
POPULAR HOT RODDING	297	*38	0.2	12.8	66	*15	0.3	5.1	92	*10	0.1	3.4	38	*13	0.3	4.4	89
POPULAR MECHANICS	1018	*268	1.7	26.3	136	*86	1.9	8.4	154	*166	2.3	16.3	183	*16	0.4	1.6	32
POPULAR SCIENCE	878	*205	1.3	23.3	121	*70	1.6	8.0	145	*95	1.3	10.8	121	*39	1.0	4.4	90
PREVENTION	3913	1034	6.6	26.4	137	287	6.5	7.3	134	523	7.2	13.4	150	*24	5.6	5.7	117
PSYCHOLOGY TODAY	1710	339	2.2	19.8	103	*156	3.5	9.1	166	*96	1.3	5.6	63	*87	2.2	5.1	104
READER'S DIGEST	22204	5093	32.5	22.9	119	1551	34.9	7.0	127	2263	31.3	10.2	114	1279	32.2	5.8	117
REDBOOK	7684	1976	12.6	25.7	133	569	12.8	7.4	135	998	13.8	13.0	146	409	10.3	5.3	108
ROAD & TRACK	410	*106	0.7	25.9	134	*36	0.8	8.8	160	*37	0.5	9.0	101	*33	0.8	8.0	164
ROLLING STONE	969	*156	1.0	16.1	83	*72	1.6	7.4	135	*53	0.7	5.5	61	*31	0.8	3.2	65
RUNNER'S WORLD	298	*58	0.4	19.5	101	*19	0.4	6.4	116	*29	0.4	9.7	109	*10	0.3	3.4	68
SATURDAY EVENING POST	1169	279	1.8	23.9	124	*116	2.6	9.9	181	*82	1.1	7.0	79	*81	2.0	6.9	141
SCIENCE 84	587	*167	1.1	28.4	147	*97	2.2	16.5	301	*60	0.8	10.2	115	*10	0.3	1.7	35
SCIENCE DIGEST	482	*119	0.8	24.7	128	*61	1.4	12.7	230	*26	0.4	5.4	60	*32	0.8	6.6	135
SCIENTIFIC AMERICAN	594	*86	0.5	14.5	75	*26	0.6	4.4	80	*40	0.6	6.7	75	*20	0.5	3.4	69
SELF	2089	304	1.9	14.6	75	*98	2.2	4.7	85	*110	1.5	5.3	59	*95	2.4	4.5	93
SEVENTEEN	2411	427	2.7	17.7	92	*100	2.2	4.1	76	*232	3.2	9.6	108	*95	2.4	3.9	80
SKI	480	*66	0.4	13.8	71	*20	0.4	4.2	76	*38	0.5	7.9	89	*8	0.2	1.7	34
SMITHSONIAN	2760	653	4.2	23.7	122	*265	6.0	9.6	175	*197	2.7	7.1	80	*190	4.8	6.9	140
SOAP OPERA DIGEST	3013	593	3.8	19.7	102	*180	4.0	6.0	109	*293	4.1	9.7	109	*121	3.0	4.0	82
SOUTHERN LIVING	4184	962	6.1	23.0	119	*255	5.7	6.1	111	375	5.2	9.0	100	*332	8.4	7.9	162
SPORT	559	*73	0.5	13.1	68	*25	0.6	4.5	81	*39	0.5	7.0	78	*9	0.2	1.6	33
THE SPORTING NEWS	436	*66	0.4	15.1	78	*22	0.5	5.0	92	*32	0.4	7.3	82	*12	0.3	2.8	56
SPORTS AFIELD	493	*79	0.5	16.0	83	*37	0.8	7.5	137	*40	0.6	8.1	91	*2	0.1	0.4	8
SPORTS ILLUSTRATED	2758	528	3.4	19.1	99	*218	4.9	7.9	144	245	3.4	8.9	100	*65	1.6	2.4	48
STAR	7456	1366	8.7	18.3	95	428	9.6	5.7	105	677	9.4	9.1	102	261	6.6	3.5	71
SUNDAY	24936	5188	33.2	20.8	108	1552	34.9	6.2	113	2270	31.4	9.1	102	1365	34.3	5.5	112
SUNSET	2124	502	3.2	23.6	122	*63	1.4	3.0	54	*315	4.4	14.8	166	*124	3.1	5.8	119
TV GUIDE	21661	4510	28.8	20.8	108	1468	33.0	6.8	123	2017	27.9	9.3	104	1025	25.8	4.7	96
TENNIS	550	*109	0.7	19.8	103	*48	1.1	8.7	159	*42	0.6	7.6	86	*19	0.5	3.5	70
TIME	8880	2152	13.8	24.2	125	691	15.5	7.8	142	887	12.3	10.0	112	574	14.4	6.5	132
TOWN & COUNTRY	917	*191	1.2	20.8	108	*57	1.3	6.2	113	*97	1.3	10.6	119	*37	0.9	4.0	82
TRAVEL & LEISURE	972	*241	1.5	24.8	128	*82	1.8	8.4	154	*114	1.6	11.7	131	*45	1.1	4.6	94
TRUE STORY	3356	659	4.2	19.6	102	*183	4.1	5.5	99	339	4.7	10.1	113	*137	3.4	4.1	83
U.S. NEWS & WORLD REPORT	3410	819	5.2	24.0	124	*267	6.0	7.8	143	293	4.1	8.6	96	*260	6.5	7.6	155
USA TODAY	1759	498	3.2	28.3	147	*176	4.0	10.0	182	*202	2.8	11.5	129	*120	3.0	6.8	139
US	1873	358	2.3	19.1	99	*129	2.9	6.9	125	*179	2.5	9.6	107	*49	1.2	2.6	53
VOGUE	3909	680	4.3	17.4	90	248	5.6	6.3	116	282	3.9	7.2	81	*149	3.7	3.8	78
HALL STREET JOURNAL	1886	497	3.2	26.4	136	*97	2.2	5.1	94	*229	3.2	12.1	136	*171	4.3	9.1	185
WEIGHT WATCHERS	2120	532	3.4	25.1	130	*174	3.9	8.2	149	*277	3.8	13.1	146	*81	2.0	3.8	78
WOMAN'S DAY	14172	3261	20.8	23.0	119	973	21.9	6.9	125	1484	20.5	10.5	117	804	20.2	5.7	116
WORKING MOTHER	1146	*209	1.3	18.2	94	*112	2.5	9.8	178	*79	1.1	6.9	77	*18	0.5	1.6	32
WORKING WOMAN	1322	348	2.2	26.3	136	*109	2.5	8.2	150	*180	2.5	13.6	153	*59	1.5	4.5	91
WORLD TENNIS	*163	*50	0.3	30.7	159	*6	0.1	3.7	67	*23	0.3	14.1	158	*21	0.5	12.9	262
ZIFF-DAVIS MAG NETWK (GROSS)	2532	566	3.6	22.4	116	*173	3.9	6.8	124	*234	3.2	9.2	104	*160	4.0	6.3	129
BLAIR INSERTS	43657	9149	58.5	21.0	108	2755	61.9	6.3	115	3979	55.1	9.1	102	2415	60.8	5.5	113
DAILY NEWSPAPERS																	
READ ANY	51633	10701	68.4	20.7	107	3212	72.2	6.2	113	4777	66.1	9.3	104	2712	68.2	5.3	107
READ ONE	43463	8919	57.0	20.5	106	2658	59.8	6.1	111	3995	55.3	9.2	103	2265	57.0	5.2	106
READ TWO OR MORE	8170	1783	11.4	21.8	113	554	12.5	6.8	123	781	10.8	9.6	107	447	11.2	5.5	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	10981	70.2	20.8	108	3348	75.3	6.4	116	4862	67.3	9.2	103	2772	69.7	5.3	107
READ ONE	46126	9397	60.0	20.4	105	2756	62.0	6.0	109	4253	58.8	9.2	103	2388	60.1	5.2	105
READ TWO OR MORE	6552	1584	10.1	24.2	125	592	13.3	9.0	165	609	8.4	9.3	104	383	9.6	5.8	119
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.41				26.84				26.72				29.28			
30 DAY REACH	71455	13811	88.3	19.3	100	4026	90.5	5.6	103	6241	86.4	8.7	98	3545	89.2	5.0	101
50 SHWG - 30 DAY AV FREQ	14.56	14.42				14.00				14.00				15.65			
30 DAY REACH	67742	13134	83.9	19.4	100	3869	87.0	5.7	104	5944	82.2	8.8	98	3321	83.5	4.9	100
25 SHWG - 30 DAY AV FREQ	7.94	7.79				7.52				7.61				8.44			
30 DAY REACH	62117	12131	77.5	19.5	101	3599	80.9	5.8	105	5452	75.4	8.8	98	3080	77.5	5.0	101
CABLE TV: HOME WIRED	32077	6172	39.4	19.2	100	1918	43.1	6.0	109	2688	37.2	8.4	94	1566	39.4	4.9	99
HOME NOT WIRED	48909	9477	60.6	19.4	100	2530	56.9	5.2	94	4539	62.8	9.3	104	2408	60.6	4.9	100
HAVE PAY CABLE	15935	3315	21.2	20.8	108	1068	24.0	6.7	122	1580	21.9	9.9	111	668	16.8	4.2	85

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BLEACH - DRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USED DRY BLEACH				HEAVY USERS 4 OR MORE WASHLOADS				MEDIUM USERS 2 - 3				LIGHT USERS 1			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	50984	15649	100.0	19.3	100	4448	100.0	5.5	100	7227	100.0	8.9	100	3975	100.0	4.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	5101	32.6	19.6	101	1401	31.5	5.4	98	2317	32.1	8.9	100	1383	34.8	5.3	108
NETWORK AFFILIATES - LATE	20241	4024	25.7	19.9	103	1162	26.1	5.7	104	1817	25.1	9.0	100	1046	26.3	5.2	105
INDEPENDENTS - LATE	2074	407	2.6	19.6	101	145	3.3	7.0	127	180	2.5	8.7	97	81	2.0	3.9	79
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	2194	14.0	21.0	109	739	16.6	7.1	129	903	12.5	8.6	97	553	13.9	5.3	108
ABC MONDAY NIGHT MOVIE	A 6412	1367	8.7	21.3	110	313	7.0	4.9	89	697	9.6	10.9	122	357	9.0	5.6	113
ABC SUNDAY NIGHT MOVIE	A 12407	2391	15.3	19.3	100	661	14.9	5.3	97	1042	14.4	8.4	94	688	17.3	5.5	113
ABC WORLD NEWS TONIGHT	A 6176	1147	7.3	18.6	96	365	8.2	5.9	108	510	7.1	8.3	93	271	6.8	4.4	89
AFTERMASH	C 5863	1130	7.2	19.3	100	321	7.2	5.5	100	524	7.3	8.9	100	285	7.2	4.9	99
ALICE	C 9594	2088	13.3	21.8	113	561	12.6	5.8	106	981	13.6	10.2	115	547	13.8	5.7	116
AMERICAN PARADE	C 6622	1389	8.9	21.0	109	362	8.1	5.5	100	677	9.4	10.2	115	350	8.8	5.3	108
BENSON	A 10886	2487	15.9	22.8	118	715	16.1	6.6	120	1213	16.8	11.1	125	558	14.0	5.1	104
BLUE THUNDER	A 5036	1211	7.7	24.0	124	356	8.0	7.1	129	600	8.3	11.9	134	*255	6.4	5.1	103
CAGNEY & LACEY	C 9965	2080	13.3	20.9	108	587	13.2	5.9	107	907	12.6	9.1	102	587	14.8	5.9	120
CBS EVENING NEWS-DEAN	C 3491	741	4.7	21.2	110	*183	4.1	5.2	95	393	5.4	11.3	126	*165	4.2	4.7	96
CBS EVENING NEWS-RATHER	C 7123	1447	9.2	20.3	105	336	7.6	4.7	86	792	11.0	11.1	125	318	8.0	4.5	91
CBS SAT. NEWS-SCHIEFFER	C 3621	663	4.2	18.3	95	141	3.2	3.9	71	340	4.7	9.4	105	182	4.6	5.0	102
CBS SATURDAY NIGHT MOVIE	C 5436	914	5.8	16.8	87	293	6.6	5.4	98	380	5.3	7.0	78	242	6.1	4.5	91
CBS WEDNESDAY NIGHT MOVIE	C 6100	1289	8.2	21.1	109	380	8.5	6.2	113	531	7.3	8.7	98	378	9.5	6.2	126
CHEERS	N 8889	2027	13.0	22.8	118	689	15.5	7.8	141	905	12.5	10.2	114	432	10.9	4.9	99
DALLAS	C 22109	4600	29.4	20.8	108	1367	30.7	6.2	113	1723	23.8	7.8	87	1510	38.0	6.8	139
DIFF'RENT STROKES	N 6940	1401	9.0	20.2	104	462	10.4	6.7	121	626	8.7	9.0	101	314	7.9	4.5	92
DOUBLE TROUBLE	N 7223	1486	9.5	20.6	106	381	8.6	5.3	96	750	10.4	10.4	116	356	9.0	4.9	100
DUCK FACTORY	N 5595	1238	7.9	22.1	115	389	8.7	7.0	127	609	8.4	10.9	122	240	6.0	4.3	87
DUKES OF HAZZARD	C 5768	1163	7.4	20.2	104	317	7.1	5.5	100	547	7.6	9.5	106	299	7.5	5.2	106
DYNASTY	A 20053	4094	26.2	20.4	106	1142	25.7	5.7	104	1856	25.7	9.3	104	1096	27.6	5.5	111
FACTS OF LIFE	N 8087	1676	10.7	20.7	107	522	11.7	6.5	118	790	10.9	9.8	109	364	9.2	4.5	92
FALCON CREST	C 20046	4111	26.3	20.5	106	1228	27.6	6.1	112	1477	20.4	7.4	83	1406	35.4	7.0	143
FALL GUY	A 9084	1960	12.5	21.6	112	567	12.7	6.2	114	941	13.0	10.4	116	453	11.4	5.0	102
FAMILY TIES	N 7964	1661	10.6	20.9	108	506	11.4	6.4	116	713	9.9	9.0	100	443	11.1	5.6	113
FANTASY ISLAND	A 7687	1746	11.2	22.7	118	496	11.2	6.5	117	855	11.8	11.1	125	395	9.9	5.1	105
FOULUPS, BLEEPES & BLUNDERS	A 8861	1787	11.4	20.2	104	514	11.6	5.8	106	823	11.4	9.3	104	451	11.3	5.1	104
FOUR SEASONS	C 5095	1119	7.2	22.0	114	*328	7.4	6.4	117	524	7.3	10.3	115	*268	6.7	5.3	107
GIMME A BREAK	N 8838	1779	11.4	20.1	104	586	13.2	6.6	121	751	10.4	8.5	95	442	11.1	5.0	102
HART TO HART	A 8978	1857	11.9	20.7	107	470	10.6	5.2	95	880	12.2	9.8	110	507	12.8	5.6	115
HILL STREET BLUES	N 8590	1891	12.1	22.0	114	559	12.6	6.5	118	941	13.0	11.0	123	391	9.8	4.6	93
HOTEL	A 14085	2833	18.1	20.1	104	868	19.5	6.2	112	1272	17.6	9.0	101	693	17.4	4.9	100
JEFFERSONS	C 9360	1962	12.5	21.0	108	602	13.5	6.4	117	933	12.9	10.0	112	427	10.7	4.6	93
JENNIFER SLEPT HERE	N 5841	1212	7.7	20.7	107	435	9.8	7.4	136	563	7.8	9.6	108	215	5.4	3.7	75
KATE & ALLIE	C 9206	1899	12.1	20.6	107	579	13.0	6.3	115	847	11.7	9.2	103	474	11.9	5.1	105
KNIGHT RIDER	N 7076	1420	9.1	20.1	104	363	8.2	5.1	93	752	10.4	10.6	119	305	7.7	4.3	88
LOVE BOAT	A 12219	2682	17.1	21.9	114	726	16.3	5.9	108	1258	17.4	10.3	115	698	17.6	5.7	116
MAGNUM PI	C 11199	2315	14.8	20.7	107	591	13.3	5.3	96	1106	15.3	9.9	111	618	15.5	5.5	112
MAMA'S FAMILY	N 6057	1109	7.1	18.3	95	393	8.8	6.5	118	419	5.8	6.9	78	297	7.5	4.9	100
MASTER, THE	N 3598	792	5.1	22.0	114	273	6.1	7.6	138	337	4.7	9.4	105	*182	4.6	5.1	103
MATT HOUSTON	A 6344	1433	9.2	22.6	117	410	9.2	6.5	118	713	9.9	11.2	126	311	7.8	4.9	100
NBC MONDAY NIGHT MOVIE	N 11994	2371	15.2	19.8	102	688	15.5	5.7	104	998	13.8	8.3	93	684	17.2	5.7	116
NBC NIGHTLY NEWS	N 5132	1084	6.9	21.1	109	301	6.8	5.9	107	467	6.5	9.1	102	316	7.9	6.2	125
NBC NIGHTLY NEWS-SAT	N 3375	561	3.6	16.6	86	*155	3.5	4.6	84	260	3.6	7.7	86	*146	3.7	4.3	88
NBC NIGHTLY NEWS-SUN	N 3130	494	3.2	15.8	82	*104	2.3	3.3	60	258	3.6	8.2	92	*131	3.3	4.2	85
NBC SUNDAY NIGHT MOVIE	N 8284	1637	10.5	19.8	102	538	12.1	6.5	118	811	11.2	9.8	110	*287	7.2	3.5	71
NEW HART	C 9240	2028	13.0	21.9	114	612	13.8	6.6	121	882	12.2	9.5	107	534	13.4	5.8	118
ONE DAY AT A TIME	C 7288	1365	8.7	18.7	97	352	7.9	4.8	88	649	9.0	8.9	100	365	9.2	5.0	102
PEOPLE ARE FUNNY	N 4855	905	5.8	18.6	96	332	7.5	6.8	125	354	4.9	7.3	82	219	5.5	4.5	92
REAL PEOPLE	N 8869	1551	9.9	17.5	91	414	9.3	4.7	85	696	9.6	7.8	88	441	11.1	5.0	101
REMINGTON STEELE	N 7743	1590	10.2	20.5	106	493	11.1	6.4	116	702	9.7	9.1	102	395	9.9	5.1	104
RIPLEY'S BELIEVE IT - NOT A	5345	1149	7.3	21.5	111	311	7.0	5.8	106	615	8.5	11.5	129	224	5.6	4.2	85
RIPTIDE	N 6988	1381	8.8	19.8	102	472	10.6	6.8	123	549	7.6	7.9	88	359	9.0	5.1	105
SCARECROW & MRS. KING	C 10002	2182	13.9	21.8	113	568	12.8	5.7	103	987	13.7	9.9	111	627	15.8	6.3	128
SIMON & SIMON	C 10638	1945	12.4	18.3	95	562	12.6	5.3	96	926	12.8	8.7	98	457	11.5	4.3	88
60 MINUTES	C 13293	2595	16.6	19.5	101	642	14.4	4.8	88	1215	16.8	9.1	102	737	18.5	5.5	113
ST. ELSEWHERE	N 7017	1585	10.1	22.6	117	486	10.9	6.9	126	746	10.3	10.6	119	353	8.9	5.0	102
THREE'S COMPANY	A 10917	2342	15.0	21.5	111	606	13.6	5.6	101	1137	15.7	10.4	117</				

BLEACH: TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE BLEACH				DRY (POWDER OR PACKET)				LIQUID				A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL FEMALE HOMEOWNERS	80986	65898	100.0	81.4	100	18549	100.0	22.9	100	59931	100.0	74.0	100				
18 - 24	9282	6653	10.1	71.7	88	1486	8.0	16.0	70	6134	10.2	66.1	89				
25 - 34	19072	15275	23.2	80.1	98	4740	25.6	24.9	109	13910	23.2	72.9	99				
35 - 44	14591	12213	18.5	83.7	103	3613	19.5	24.8	108	11150	18.6	76.4	103				
45 - 54	11345	9748	14.8	85.9	106	2956	15.9	26.1	114	8837	14.7	77.9	105				
55 - 64	11635	10033	15.2	86.2	106	2750	14.8	23.6	103	9058	15.1	77.9	105				
65 OR OLDER	15061	11976	18.2	79.5	98	3005	16.2	20.0	87	10842	18.1	72.0	97				
18 - 34	28354	21928	33.3	77.3	95	6226	33.6	22.0	96	20044	33.4	70.7	96				
18 - 49	48339	38869	59.0	80.4	99	11322	61.0	23.4	102	35553	59.3	73.5	99				
25 - 54	45008	37235	56.5	82.7	102	11309	61.0	25.1	110	33897	56.6	75.3	102				
35 - 49	19985	16941	25.7	84.8	104	5096	27.5	25.5	111	15509	25.9	77.6	105				
50 OR OLDER	32647	27029	41.0	82.8	102	7228	39.0	22.1	97	24379	40.7	74.7	101				
GRADUATED COLLEGE	11155	8516	12.9	76.3	94	2982	16.1	26.7	117	7658	12.8	68.7	93				
ATTENDED COLLEGE	13682	10922	16.6	79.8	98	3366	18.1	24.6	107	9788	16.3	71.5	97				
GRADUATED HIGH SCHOOL	33880	28702	42.8	83.2	102	8065	43.5	23.8	104	25650	42.8	75.7	102				
DID NOT GRADUATE HIGH SCHOOL	22270	18258	27.7	82.0	101	4136	22.3	18.6	81	16836	28.1	75.6	102				
EMPLOYED	40306	32758	49.7	81.3	100	9859	53.2	24.5	107	29511	49.2	73.2	99				
EMPLOYED FULL-TIME	32850	26551	40.3	80.8	99	8001	43.1	24.4	106	23784	39.7	72.4	98				
EMPLOYED PART-TIME	7456	6208	9.4	83.3	102	1858	10.0	24.9	109	5727	9.6	76.8	104				
NOT EMPLOYED	40680	33139	50.3	81.5	100	8690	46.8	21.4	93	30421	50.8	74.8	101				
PROFESSIONAL/MANAGER	10392	8203	12.4	78.9	97	2796	15.1	26.9	117	7270	12.1	70.0	95				
TECH/CLERICAL/SALES	17574	14196	21.5	80.8	99	4381	23.6	24.9	109	12692	21.2	72.2	98				
PRECISION/CRAFT	985	837	1.3	85.0	104	*300	1.6	30.5	133	694	1.2	70.5	95				
OTHER EMPLOYED	11354	9523	14.5	83.9	103	2382	12.8	21.0	92	8855	14.8	78.0	105				
SINGLE	9863	6714	10.2	68.1	84	1782	9.6	18.1	79	6064	10.1	61.5	83				
MARRIED	51375	43418	65.9	84.5	104	12547	67.6	24.4	107	39596	66.1	77.1	104				
DIVORCED/SEPARATED/WIDOWED	19748	15766	23.9	79.8	98	4221	22.8	21.4	93	14271	23.8	72.3	98				
PARENTS	32590	27497	41.7	84.4	104	7737	41.7	23.7	104	25401	42.4	77.9	105				
WHITE	70416	57451	87.2	81.6	100	16578	89.4	23.5	103	52123	87.0	74.0	100				
BLACK	8778	7194	10.9	82.0	101	1754	9.5	20.0	87	6627	11.1	75.5	102				
OTHER	1791	1253	1.9	70.0	86	**218	1.2	12.2	53	1182	2.0	66.0	89				
NORTHEAST-CENSUS	17786	14331	21.7	80.6	99	4269	23.0	24.0	105	13050	21.8	73.4	99				
NORTH CENTRAL	20741	17343	26.3	83.6	103	4871	26.3	23.5	103	15768	26.3	76.0	103				
SOUTH	27775	22586	34.3	81.3	100	5737	30.9	20.7	90	20717	34.6	74.6	101				
WEST	14683	11638	17.7	79.3	97	3672	19.8	25.0	109	10396	17.3	70.8	96				
NORTHEAST-MKTG.	17961	14369	21.8	80.0	98	4099	22.1	22.8	100	13045	21.8	72.6	98				
EAST CENTRAL	11885	10174	15.4	85.6	105	2948	15.9	24.8	108	9214	15.4	77.5	105				
WEST CENTRAL	14090	11600	17.6	82.3	101	3360	18.1	23.8	104	10477	17.5	74.4	100				
SOUTH	24081	19569	29.7	81.3	100	4952	26.7	20.6	90	18077	30.2	75.1	101				
PACIFIC	12969	10185	15.5	78.5	97	3190	17.2	24.6	107	9119	15.2	70.3	95				
COUNTY SIZE A	32439	25612	38.9	79.0	97	7893	42.6	24.3	106	23052	38.5	71.1	96				
COUNTY SIZE B	24915	20364	30.9	81.7	100	5574	30.1	22.4	98	18543	30.9	74.4	101				
COUNTY SIZE C	12930	10821	16.4	83.0	103	2919	15.7	22.6	99	9943	16.6	76.9	104				
COUNTY SIZE D	10703	9101	13.8	85.0	105	2163	11.7	20.2	88	8393	14.0	78.4	106				
METRO CENTRAL CITY	24518	18780	28.5	76.6	94	5376	29.0	21.9	96	16862	28.1	68.8	93				
METRO SUBURBAN	35919	29789	45.2	82.9	102	8890	47.9	24.8	108	27050	45.1	75.3	102				
NON METRO	20549	17329	26.3	84.3	104	4284	23.1	20.8	91	16019	26.7	78.0	105				
TOP 5 ADI'S	18341	14236	21.6	77.6	95	4617	24.9	25.2	110	12812	21.4	69.9	94				
TOP 10 ADI'S	25378	19980	30.3	78.7	97	6375	34.4	25.1	110	17860	29.8	70.4	95				
TOP 20 ADI'S	36488	28934	43.9	79.3	97	8875	47.8	24.3	106	26069	43.5	71.4	97				
HSGLD INC. \$50,000 OR MORE	6612	5678	8.6	85.9	106	2021	10.9	30.6	133	5134	8.6	77.6	105				
\$40,000 OR MORE	12659	10712	16.3	84.6	104	3711	20.0	29.3	128	9566	16.0	75.6	102				
\$30,000 OR MORE	24698	20554	31.2	83.2	102	6809	36.7	27.6	120	18323	30.6	74.2	100				
\$25,000 OR MORE	32077	26825	40.7	83.6	103	8791	47.4	27.4	120	24104	40.2	75.1	102				
\$20,000 - \$24,999	9144	7456	11.3	81.5	100	2150	11.6	23.5	103	6793	11.3	74.3	100				
\$15,000 - \$19,999	8728	6809	10.3	78.0	96	2048	11.0	23.5	102	6168	10.3	70.7	95				
\$10,000 - \$14,999	12562	10257	15.6	81.7	100	2449	13.2	19.5	85	9491	15.8	75.6	102				
UNDER \$10,000	18475	14551	22.1	78.8	97	3112	16.8	16.8	74	13376	22.3	72.4	98				
HOUSEHOLD OF 1 PERSON	11987	8686	13.2	72.5	89	2455	13.2	20.5	89	7653	12.8	63.8	86				
2 PEOPLE	26577	21556	32.7	81.1	100	5988	32.3	22.5	98	19468	32.5	73.3	99				
3 OR 4 PEOPLE	30617	25636	38.9	83.7	103	7304	39.4	23.9	104	23521	39.2	76.8	104				
5 OR MORE PEOPLE	11804	10020	15.2	84.9	104	2802	15.1	23.7	104	9289	15.5	78.7	106				
NO CHILD IN HSHLD	46165	36580	55.5	79.2	97	10310	55.6	22.3	98	32774	54.7	71.0	96				
CHILD(REN) UNDER 2 YRS	5325	4494	6.8	84.4	104	1402	7.6	26.3	115	4232	7.1	79.5	107				
2 - 5 YEARS	14221	11896	18.1	83.7	103	3440	18.5	24.2	106	11016	18.4	77.5	105				
6 - 11 YEARS	15117	12984	19.7	85.9	106	3645	19.7	24.1	105	11978	20.0	79.2	107				
12 - 17 YEARS	16611	14050	21.3	84.6	104	3718	20.0	22.4	98	13152	21.9	79.2	107				
RESIDENCE OWNED	55884	47275	71.7	84.6	104	13688	73.8	24.5	107	42964	71.7	76.9	104				
VALUE: \$50,000 OR MORE	31744	27021	41.0	85.1	105	8641	46.6	27.2	119	24220	40.4	76.3	103				
VALUE: UNDER \$50,000	24140	20254	30.7	83.9	103	5047	27.2	20.9	91	18744	31.3	77.6	105				

		TOTAL	USE BLEACH				DRY (POWDER OR PACKET)				LIQUID							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	65898	100.0	81.4	100	18549	100.0	22.9	100	59931	100.0	74.0	100				
MAGAZINES	QUINTILE 1	15799	13318	20.2	84.3	104	4361	23.5	27.6	121	11953	19.9	75.7	102				
	QUINTILE 2	17259	14172	21.5	82.1	101	4404	23.7	25.5	111	12953	21.6	75.1	101				
	QUINTILE 3	13545	11333	17.2	83.7	103	3165	17.1	23.4	102	10260	17.1	75.7	102				
	QUINTILE 4	15133	11991	18.2	79.2	97	3152	17.0	20.8	91	10960	18.3	72.4	98				
	QUINTILE 5	19250	15084	22.9	78.4	96	3468	18.7	18.0	79	13805	23.0	71.7	97				
NEWSPAPERS	QUINTILE 1	12413	10292	15.6	82.9	102	3195	17.2	25.7	112	9178	15.3	73.9	100				
	QUINTILE 2	24116	20050	30.4	83.1	102	5898	31.8	24.5	107	18251	30.5	75.7	102				
	QUINTILE 3	11261	9064	13.8	80.5	99	2903	15.7	25.8	113	8131	13.6	72.2	98				
	QUINTILE 4	20255	16364	24.8	80.8	99	4429	23.9	21.9	95	15007	25.0	74.1	100				
	QUINTILE 5	12940	10128	15.4	78.3	96	2125	11.5	16.4	72	9365	15.6	72.4	98				
OUTDOOR	QUINTILE 1	14852	12166	18.5	81.9	101	3619	19.5	24.4	106	11144	18.6	75.0	101				
	QUINTILE 2	15725	12757	19.4	81.1	100	3526	19.0	22.4	98	11604	19.4	73.8	100				
	QUINTILE 3	16330	13074	19.8	80.1	98	4048	21.8	24.8	108	11830	19.7	72.4	98				
	QUINTILE 4	16744	13731	20.8	82.0	101	3709	20.0	22.2	97	12481	20.8	74.5	101				
	QUINTILE 5	17334	14169	21.5	81.7	100	3647	19.7	21.0	92	12873	21.5	74.3	100				
RADIO-DRIVE TIME	QUINTILE 1	15911	13162	20.0	82.7	102	3839	20.7	24.1	105	12084	20.2	75.9	103				
	QUINTILE 2	14837	12246	18.6	82.5	101	3358	18.1	22.6	99	11099	18.5	74.8	101				
	QUINTILE 3	15339	12354	18.7	80.5	99	3506	18.9	22.9	100	11249	18.8	73.3	99				
	QUINTILE 4	16723	13402	20.3	80.1	98	3679	19.8	22.0	96	12167	20.3	72.8	98				
	QUINTILE 5	18176	14734	22.4	81.1	100	4166	22.5	22.9	100	13332	22.2	73.3	99				
RADIO-MID-DAY	TERCILE 1	21020	17155	26.0	81.6	100	4840	26.1	23.0	101	15609	26.0	74.3	100				
	TERCILE 2	21610	18042	27.4	83.5	103	4930	26.6	22.8	100	16780	28.0	77.6	105				
	TERCILE 3	38355	30700	46.6	80.0	98	8779	47.3	22.9	100	27543	46.0	71.8	97				
RADIO-TOTAL	QUINTILE 1	15988	13129	19.9	82.1	101	3606	19.4	22.6	98	12014	20.0	75.1	102				
	QUINTILE 2	15626	12798	19.4	81.9	101	3505	18.9	22.4	98	11792	19.7	75.5	102				
	QUINTILE 3	16723	13743	20.9	82.2	101	4281	23.1	25.6	112	12447	20.8	74.4	101				
	QUINTILE 4	16342	13154	20.0	80.5	99	3676	19.8	22.5	98	11774	19.6	72.0	97				
	QUINTILE 5	16306	13073	19.8	80.2	99	3482	18.8	21.4	93	11903	19.9	73.0	99				
TV-PRIME TIME	QUINTILE 1	15953	13301	20.2	83.4	102	3798	20.5	23.8	104	12167	20.3	76.3	103				
	QUINTILE 2	16137	13231	20.1	82.0	101	4003	21.6	24.8	108	11967	20.0	74.2	100				
	QUINTILE 3	16420	13234	20.1	80.6	99	4013	21.6	24.4	107	11914	19.9	72.6	98				
	QUINTILE 4	16687	13410	20.3	80.4	99	3539	19.1	21.2	93	12189	20.3	73.0	99				
	QUINTILE 5	15789	12722	19.3	80.6	99	3197	17.2	20.2	88	11693	19.5	74.1	100				
TV-DAYTIME	TERCILE 1	27736	22708	34.5	81.9	101	6281	33.9	22.6	99	20795	34.7	75.0	101				
	TERCILE 2	26489	21616	32.8	81.6	100	5923	31.9	22.4	98	19840	33.1	74.9	101				
	TERCILE 3	26761	21574	32.7	80.6	99	6345	34.2	23.7	104	19296	32.2	72.1	97				
TV-TOTAL	QUINTILE 1	16345	13241	20.1	81.0	100	3570	19.2	21.8	95	12097	20.2	74.0	100				
	QUINTILE 2	16447	13769	20.9	83.7	103	3926	21.2	23.9	104	12557	21.0	76.3	103				
	QUINTILE 3	15980	13071	19.8	81.8	101	3982	21.5	24.9	109	11809	19.7	73.9	100				
	QUINTILE 4	15887	12643	19.2	79.6	98	3647	19.7	23.0	100	11406	19.0	71.8	97				
	QUINTILE 5	16326	13174	20.0	80.7	99	3424	18.5	21.0	92	12062	20.1	73.9	100				
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	17428	26.4	84.1	103	5494	29.6	26.5	116	15775	26.3	76.1	103				
	NEWSPAPER IMPERATIVE	19186	15678	23.8	81.7	100	4667	25.2	24.3	106	14404	24.0	75.1	101				
		21899	17780	27.0	81.2	100	4949	26.7	22.6	99	16088	26.8	73.5	99				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	12854	19.5	83.2	102	4262	23.0	27.6	120	11600	19.4	75.1	101				
	OUTDOOR IMPERATIVE	25953	21591	32.8	83.2	102	6544	35.3	25.2	110	19468	32.5	75.0	101				
		24400	19247	29.2	78.9	97	4905	26.4	20.1	88	17702	29.5	72.5	98				
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	14918	22.6	82.7	102	4570	24.6	25.3	111	13677	22.8	75.8	102				
	RADIO IMPERATIVE	23571	19654	29.8	83.4	102	6297	33.9	26.7	117	17616	29.4	74.7	101				
		23278	18845	28.6	81.0	99	4744	25.6	20.4	89	17289	28.8	74.3	100				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	13130	19.9	84.9	104	4280	23.1	27.7	121	11886	19.8	76.9	104				
	TELEVISION IMPERATIVE	25829	21170	32.1	82.0	101	6405	34.5	24.8	108	19211	32.1	74.4	101				
		26039	20713	31.4	79.5	98	5147	27.7	19.8	86	18941	31.6	72.7	98				
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	13627	20.7	82.1	101	4335	23.4	26.1	114	12483	20.8	75.2	102				
	OUTDOOR IMPERATIVE	26834	22298	33.8	83.1	102	6732	36.3	25.1	110	19939	33.3	74.3	100				
		23346	18550	28.1	79.5	98	4990	26.9	21.4	93	16870	28.1	72.3	98				
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	14247	21.6	83.2	102	3976	21.4	23.2	101	12983	21.7	75.8	102				
	RADIO IMPERATIVE	25892	21385	32.5	82.6	102	6756	36.4	26.1	114	19104	31.9	73.8	100				
		23167	18802	28.5	81.2	100	5118	27.6	22.1	96	17325	28.9	74.8	101				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	14442	21.9	84.2	103	4478	24.1	26.1	114	12945	21.6	75.4	102				
	TELEVISION IMPERATIVE	26214	21324	32.4	81.3	100	6409	34.6	24.4	107	19253	32.1	73.4	99				
		23412	18741	28.4	80.0	98	4775	25.7	20.4	89	17273	28.8	73.8	100				
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	12501	19.0	81.7	100	3468	18.7	22.7	99	11497	19.2	75.1	102				
	RADIO IMPERATIVE	24901	20005	30.4	80.3	99	6084	32.8	24.4	107	18071	30.2	72.6	98				
		26492	21815	33.1	82.3	101	6130	33.0	23.1	101	19921	33.2	75.2	102				
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	12303	18.7	83.2	102	3548	19.1	24.0	105	11312	18.9	76.5	103				
	TELEVISION IMPERATIVE	25437	20292	30.8	79.8	98	5900	31.8	23.2	101	18420	30.7	72.4	98				
		27877	22917	34.8	82.2	101	6340	34.2	22.7	99	20811	34.7	74.7	101				
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	15996	13361	20.3	83.5	103	4078	22.0	25.5	111	12105	20.2	75.7	102				
	TELEVISION IMPERATIVE	25478	20614	31.3	80.9	99	5704	30.8	22.4	98	18956	31.6	74.4	101				
		26573	21626	32.8	81.4	100	6025	32.5	22.7	99	19659	32.8	74.0	100				

BLEACH: TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE BLEACH				DRY (POWDER OR PACKET)				LIQUID				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	65898	100.0	81.4	100	18549	100.0	22.9	100	59931	100.0	74.0	100				
ATLANTIC MONTHLY	415	348	0.5	83.9	103	**89	0.5	21.4	94	322	0.5	77.6	105				
BARRON'S	453	371	0.6	81.9	101	**174	0.9	38.4	168	324	0.5	71.5	97				
BETTER HOMES & GARDENS	16256	13759	20.9	84.6	104	4298	23.2	26.4	115	12526	20.9	77.1	104				
BON APPETIT	2535	2078	3.2	82.0	101	682	3.7	26.9	117	1911	3.2	75.4	102				
BUSINESS WEEK	1278	972	1.5	76.1	93	372	2.0	29.1	127	841	1.4	65.8	89				
CAR AND DRIVER	378	*281	0.4	74.3	91	**83	0.4	22.0	96	*237	0.4	62.7	85				
CBS MAGAZINE NETWORK (GROSS)	1498	1260	1.9	84.1	103	382	2.1	25.5	111	1156	1.9	77.2	104				
CHANGING TIMES	1505	1235	1.9	82.1	101	380	2.0	25.2	110	1114	1.9	74.0	100				
COLONIAL HOMES	1231	966	1.5	78.5	96	288	1.6	23.4	102	924	1.5	75.1	101				
CONDE NAST MAG. PKG. (GROSS)	14146	11125	16.9	78.6	97	3082	16.6	21.8	95	9934	16.6	70.2	95				
CONSUMERS DIGEST	1323	1157	1.8	87.5	107	310	1.7	23.4	102	1042	1.7	78.8	106				
COSMOPOLITAN	7102	5665	8.6	79.8	98	1614	8.7	22.7	99	5093	8.5	71.7	97				
COUNTRY LIVING	2481	2143	3.3	86.4	106	785	4.2	31.6	138	1894	3.2	76.3	103				
CUISINE	1472	1236	1.9	84.0	103	386	2.1	26.2	114	1115	1.9	75.7	102				
CYCLE WORLD	425	394	0.6	92.7	114	**129	0.7	30.4	133	377	0.6	88.7	120				
DCI: CREATIVE IDEAS FOR LIV	2510	2052	3.1	81.8	100	647	3.5	25.8	113	1843	3.1	73.4	99				
DCI: CREAT IDEA/SQ. LIV (GROSS)	6694	5516	8.4	82.4	101	1709	9.2	25.5	111	4944	8.2	73.9	100				
DISCOVER	894	595	0.9	66.6	82	*171	0.9	19.1	84	534	0.9	59.7	81				
EBONY	3507	2827	4.3	80.6	99	838	4.5	23.9	104	2572	4.3	73.3	99				
ESQUIRE	1083	882	1.3	81.4	100	224	1.2	20.7	90	816	1.4	75.3	102				
ESSENCE	1830	1514	2.3	82.7	102	481	2.6	26.3	115	1413	2.4	77.2	104				
FAMILY CIRCLE	15930	13633	20.7	85.6	105	4581	24.7	28.8	126	12316	20.6	77.3	104				
THE FAMILY HANDYMAN	1126	976	1.5	86.7	107	264	1.4	23.4	102	913	1.5	81.1	110				
FAMILY WEEKLY	11468	9664	14.7	84.3	104	2962	16.0	25.8	113	8838	14.7	77.1	104				
FIELD & STREAM	2234	1894	2.9	84.8	104	435	2.3	19.5	85	1806	3.0	80.8	109				
FOOD & WINE	579	498	0.8	86.0	106	*93	0.5	16.1	70	464	0.8	80.1	108				
FORBES	728	610	0.9	83.8	103	*252	1.4	34.6	151	544	0.9	74.7	101				
FORTUNE	906	745	1.1	82.2	101	298	1.6	32.9	144	703	1.2	77.6	105				
GENTLEMEN'S QUARTERLY	791	638	1.0	80.7	99	*193	1.0	24.4	107	608	1.0	76.9	104				
GLAMOUR	5265	4167	6.3	79.1	97	1207	6.5	22.9	100	3670	6.1	69.7	94				
GOLF DIGEST	636	525	0.8	82.5	101	*215	1.2	33.8	148	472	0.8	74.2	100				
GOLF DIGEST/TENNIS (GROSS)	1186	1006	1.5	84.8	104	365	2.0	30.8	134	931	1.6	78.5	106				
GOLF MAGAZINE	441	351	0.5	79.6	98	**131	0.7	29.7	130	*300	0.5	68.0	92				
GOLF MAGAZINE/SKI (GROSS)	922	732	1.1	79.4	98	*209	1.1	22.7	99	666	1.1	72.2	98				
GOOD HOUSEKEEPING	16487	14033	21.3	85.1	105	4579	24.7	27.8	121	12578	21.0	76.3	103				
HARPER'S BAZAAR	2423	1925	2.9	79.4	98	519	2.8	21.4	94	1773	3.0	73.2	99				
HEALTH	1994	1737	2.6	87.1	107	532	2.9	26.7	116	1601	2.7	80.3	108				
HEARST MAG CORP. BUY (GROSS)	44101	36735	55.7	83.3	102	11679	63.0	26.5	116	32975	55.0	74.8	101				
HEARST MAN POWER (GROSS)	1993	1658	2.5	83.2	102	539	2.9	27.0	118	1467	2.4	73.6	99				
HEARST WOMAN POWER (GROSS)	31274	26175	39.7	83.7	103	8423	45.4	26.9	118	23447	39.1	75.0	101				
HOUSE BEAUTIFUL	3623	3026	4.6	83.5	103	886	4.8	24.5	107	2723	4.5	75.2	102				
INC.	283	*245	0.4	86.6	106	**115	0.6	40.6	177	*204	0.3	72.1	97				
JET	2928	2420	3.7	82.7	102	723	3.9	24.7	108	2250	3.8	76.8	104				
LADIES' HOME JOURNAL	11918	9996	15.2	83.9	103	2937	15.8	24.6	108	9021	15.1	75.7	102				
LHJ FAMILY GRP COMBO (GROSS)	16764	14129	21.4	84.3	104	4267	23.0	25.5	111	12778	21.3	76.2	103				
LIFE	4254	3418	5.2	80.3	99	1023	5.5	24.0	105	3180	5.3	74.8	101				
L.A. TIMES HOME MAGAZINE	1145	835	1.3	72.9	90	397	2.1	34.7	151	753	1.3	65.8	89				
MADEMOISELLE	2884	2318	3.5	80.4	99	680	3.7	23.6	103	2039	3.4	70.7	96				
MC CALL'S	13460	11520	17.5	85.6	105	3786	20.4	28.1	123	10230	17.1	76.0	103				
MC CALL'S/MRK MOTHER (GROSS)	14606	12454	18.9	85.3	105	4055	21.9	27.8	121	11043	18.4	75.6	102				
MECHANIX ILLUSTRATED	772	697	1.1	90.3	111	*222	1.2	28.8	126	667	1.1	86.4	117				
METROPOLITAN HOME	967	783	1.2	81.0	100	212	1.1	21.9	96	698	1.2	72.2	98				
MONEY	1588	1356	2.1	85.4	105	434	2.3	27.3	119	1242	2.1	78.2	106				
MOTHER EARTH NEWS	1002	841	1.3	83.9	103	332	1.8	33.1	145	716	1.2	71.5	97				
MS.	825	684	1.0	82.9	102	223	1.2	27.0	118	628	1.0	76.1	103				
NATIONAL ENQUIRER	10336	8920	13.5	86.3	106	2392	12.9	23.1	101	8130	13.6	78.7	106				
NATIONAL GEOGRAPHIC	9597	7738	11.7	80.6	99	2681	14.5	27.9	122	7065	11.8	73.6	99				
NATIONAL SUNDAY MAGAZINE PKG	49558	40689	61.7	82.1	101	12222	65.9	24.7	108	36872	61.5	74.4	101				
NATURAL HISTORY	573	476	0.7	83.1	102	*104	0.6	18.2	79	451	0.8	78.7	106				
NEW WOMAN	1699	1309	2.0	77.0	95	374	2.0	22.0	96	1138	1.9	67.0	91				
NEW YORK INCLUDING CUE	443	365	0.6	82.4	101	*90	0.5	20.3	89	330	0.6	74.5	101				
THE NEW YORKER	1270	1016	1.5	80.0	98	411	2.2	32.4	141	875	1.5	68.9	93				
NEWSWEEK	6277	5112	7.8	81.4	100	1737	9.4	27.7	121	4488	7.5	71.5	97				
THE N.Y. TIMES DAILY EDITION	1205	949	1.4	78.8	97	360	1.9	29.9	130	815	1.4	67.6	91				
THE N.Y. TIMES MAGAZINE	2081	1529	2.3	73.5	90	548	3.0	26.3	115	1379	2.3	66.3	90				
OMNI	788	584	0.9	74.1	91	*199	1.1	25.3	110	522	0.9	66.2	90				
ON CABLE	1158	992	1.5	85.7	105	363	2.0	31.3	137	771	1.3	66.6	90				
1001 HOME IDEAS	2852	2396	3.6	84.0	103	798	4.3	28.0	122	2156	3.6	75.6	102				
ORGANIC GARDENING	1658	1409	2.1	85.0	104	428	2.3	25.8	113	1312	2.2	79.1	107				
OUTDOOR LIFE	896	787	1.2	87.8	108	*178	1.0	19.9	87	745	1.2	83.1	112				
PARADE MAGAZINE	24275	20079	30.5	82.7	102	5993	32.3	24.7	108	17984	30.0	74.1	100				

	TOTAL U.S. '000	USE BLEACH				DRY (POWDER OR PACKET)				LIQUID							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	65898	100.0	81.4	100	18549	100.0	22.9	100	59931	100.0	74.0	100				
PARENTS	3845	3181	4.8	82.7	102	1081	5.8	28.1	123	2849	4.8	74.1	100				
PENTHOUSE	831	699	1.1	84.1	103	*270	1.5	32.5	142	672	1.1	80.9	109				
PEOPLE	11645	9576	14.5	82.2	101	3051	16.4	26.2	114	8624	14.4	74.1	100				
PLAYBOY	2006	1622	2.5	80.9	99	580	3.1	28.9	126	1487	2.5	74.1	100				
POPULAR HOT RODDING	297	*234	0.4	78.8	97	**55	0.3	18.5	81	*221	0.4	74.4	101				
POPULAR MECHANICS	1018	848	1.3	83.3	102	302	1.6	29.7	130	745	1.2	73.2	99				
POPULAR SCIENCE	878	748	1.1	85.2	105	*223	1.2	25.4	111	722	1.2	82.2	111				
PREVENTION	3913	3368	5.1	86.1	106	1177	6.3	30.1	131	2985	5.0	76.3	103				
PSYCHOLOGY TODAY	1710	1296	2.0	75.8	93	398	2.1	23.3	102	1186	2.0	69.4	94				
READER'S DIGEST	22704	18840	28.6	84.8	104	5886	31.7	26.5	116	16933	28.3	76.3	103				
REDBOOK	7664	6477	9.8	84.3	104	2230	12.0	29.0	127	5775	9.6	75.2	102				
ROAD & TRACK	410	316	0.5	77.1	95	**118	0.6	28.8	126	*264	0.4	64.4	87				
ROLLING STONE	941	794	1.2	81.9	101	228	1.2	23.5	103	727	1.2	75.0	101				
RUNNER'S WORLD	296	*223	0.3	74.8	92	**84	0.5	28.2	123	*184	0.3	61.7	83				
SATURDAY EVENING POST	1169	933	1.4	79.8	98	328	1.8	28.1	123	874	1.5	74.8	101				
SCIENCE 84	587	456	0.7	77.7	95	*196	1.1	33.4	146	394	0.7	67.1	91				
SCIENCE DIGEST	482	413	0.6	85.7	105	*155	0.8	32.2	140	358	0.6	74.3	100				
SCIENTIFIC AMERICAN	594	420	0.6	70.7	87	*143	0.8	24.1	105	376	0.6	63.3	86				
SELF	2089	1519	2.3	72.7	89	382	2.1	18.3	80	1342	2.2	64.2	87				
SEVENTEEN	2411	1982	3.0	82.2	101	512	2.8	21.2	93	1813	3.0	75.2	102				
SKI	480	381	0.6	79.4	98	**78	0.4	16.3	71	367	0.6	76.5	103				
SMITHSONIAN	2760	2180	3.3	79.0	97	795	4.3	28.8	126	1894	3.2	68.6	93				
SOAP OPERA DIGEST	3013	2638	4.0	87.6	108	689	3.7	22.9	100	2463	4.1	81.7	110				
SOUTHERN LIVING	4184	3464	5.3	82.8	102	1062	5.7	25.4	111	3100	5.2	74.1	100				
SPORT	559	466	0.7	83.4	102	*124	0.7	22.2	97	451	0.8	80.7	109				
THE SPORTING NEWS	436	368	0.6	84.4	104	**107	0.6	24.5	107	*356	0.6	81.7	110				
SPORTS AFIELD	493	397	0.6	80.5	99	**82	0.4	16.6	73	363	0.6	73.6	99				
SPORTS ILLUSTRATED	2758	2222	3.4	80.6	99	624	3.4	22.6	99	2027	3.4	73.5	99				
STAR	7456	6472	9.8	86.8	107	1534	8.3	20.6	90	5927	9.9	79.5	107				
SUNDAY	24936	20311	30.8	81.5	100	6046	32.6	24.2	106	18206	30.4	73.0	99				
SUNSET	2124	1799	2.7	84.7	104	632	3.4	29.8	130	1610	2.7	75.8	102				
TV GUIDE	21661	17823	27.0	82.3	101	5331	28.7	24.6	107	16127	26.9	74.5	101				
TENNIS	550	481	0.7	87.5	107	*150	0.8	27.3	119	460	0.8	83.6	113				
TIME	8880	7295	11.1	82.2	101	2582	13.9	29.1	127	6452	10.8	72.7	98				
TOWN & COUNTRY	917	714	1.1	77.9	96	216	1.2	23.6	103	643	1.1	70.1	95				
TRAVEL & LEISURE	972	840	1.3	86.4	106	271	1.5	27.9	122	737	1.2	75.8	102				
TRUE STORY	3356	2898	4.4	86.4	106	747	4.0	22.3	97	2688	4.5	80.1	108				
U.S. NEWS & WORLD REPORT	3410	2783	4.2	81.6	100	913	4.9	26.8	117	2396	4.0	70.3	95				
USA TODAY	1759	1486	2.3	84.5	104	571	3.1	32.5	142	1356	2.3	77.1	104				
US	1873	1516	2.3	80.9	99	426	2.3	22.7	99	1392	2.3	74.3	100				
VOGUE	3909	3120	4.7	79.8	98	812	4.4	20.8	91	2883	4.8	73.8	100				
WALL STREET JOURNAL	1886	1594	2.4	84.5	104	635	3.4	33.7	147	1419	2.4	75.2	102				
WEIGHT WATCHERS	2120	1849	2.8	87.2	107	631	3.4	29.8	130	1632	2.7	77.0	104				
WOMAN'S DAY	14172	12226	18.6	86.3	106	3848	20.7	27.2	119	11117	18.5	78.4	106				
WORKING WOMAN	1146	934	1.4	81.5	100	269	1.5	23.5	102	813	1.4	70.9	96				
WORKING WOMAN	1322	1068	1.6	80.8	99	387	2.1	29.3	128	944	1.6	71.4	96				
WORLD TENNIS	*163	*136	0.2	83.4	103	**50	0.3	30.7	134	*135	0.2	82.8	112				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2193	3.3	86.6	106	667	3.6	26.3	115	1947	3.2	76.9	104				
BLAIR INSERTS	43657	35718	54.2	81.8	101	10819	58.3	24.8	108	32234	53.8	73.8	100				
DAILY NEWSPAPERS																	
READ ANY	51633	42642	64.7	82.6	101	12686	68.4	24.6	107	38530	64.3	74.6	101				
READ ONE	43463	35921	54.5	82.6	102	10562	56.9	24.3	106	32550	54.3	74.9	101				
READ TWO OR MORE	8170	6721	10.2	82.3	101	2124	11.5	26.0	114	5981	10.0	73.2	99				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52671	43236	65.6	82.1	101	12984	70.0	24.6	108	39180	65.4	74.4	101				
READ ONE	46126	37762	57.3	81.9	101	11119	59.9	24.1	105	34316	57.3	74.4	101				
READ TWO OR MORE	6552	5475	8.3	83.6	103	1865	10.1	28.5	124	4864	8.1	74.2	100				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.52				28.38				27.59							
30 DAY REACH	71455	57816	87.7	80.9	99	16490	88.9	23.1	101	52616	87.8	73.6	100				
50 SHWG - 30 DAY AV FREQ	14.56	14.52				14.95				14.55							
30 DAY REACH	67742	54886	83.3	81.0	100	15671	84.5	23.1	101	49983	83.4	73.8	100				
25 SHWG - 30 DAY AV FREQ	7.94	7.90				8.06				7.92							
30 DAY REACH	62117	50450	76.6	81.2	100	14502	78.2	23.3	102	45948	76.7	74.0	100				
CABLE TV: HOME WIRED	32077	26378	40.0	82.2	101	7321	39.5	22.8	100	24051	40.1	75.0	101				
HOME NOT WIRED	46904	39520	60.0	80.8	99	11228	60.5	23.0	100	35880	59.9	73.4	99				
HAVE PAY CABLE	15935	13152	20.0	82.5	101	3793	20.4	23.8	104	12079	20.2	75.8	102				

	TOTAL U.S. '000	USE BLEACH				DRY (POWDER OR PACKET)				LIQUID				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	55896	100.0	81.4	100	18549	100.0	22.9	100	59931	100.0	74.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	35947	54.5	81.8	101	10089	54.4	23.0	100	32719	54.6	74.5	101				
10:00 AM - 3:00 PM	30659	25353	38.5	82.7	102	7007	37.8	22.9	100	23344	39.0	76.1	103				
3:00 PM - 7:00 PM	31045	25270	38.3	81.4	100	7381	39.8	23.8	104	22886	38.2	73.7	100				
7:00 PM - MIDNIGHT	15767	12570	19.1	79.7	98	3495	18.8	22.2	97	11566	19.3	73.4	99				
MIDNIGHT - 6:00 AM	9120	7485	11.4	82.1	101	2027	10.9	22.2	97	6864	11.5	75.3	102				
6:00 AM - MIDNIGHT	58527	47767	72.5	81.6	100	13567	73.1	23.2	101	43533	72.6	74.4	101				
ENTIRE DAY	59311	48399	73.4	81.6	100	13781	74.3	23.2	101	44081	73.6	74.3	100				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	13534	20.5	83.7	103	3749	20.2	23.2	101	12293	20.5	76.0	103				
ALL NEWS	2256	1794	2.7	79.5	98	614	3.3	27.2	119	1596	2.7	70.7	96				
AOR/PROGRESSIVE	3874	3101	4.7	80.0	98	881	4.7	22.7	99	2887	4.8	74.5	101				
BEAUTIFUL MUSIC	5660	4596	7.0	81.2	100	1372	7.4	24.2	106	4182	7.0	73.9	100				
BLACK	2204	1864	2.8	84.6	104	450	2.4	20.4	89	1791	3.0	81.3	110				
CLASSICAL	1418	1166	1.8	82.2	101	312	1.7	22.0	96	1087	1.8	76.7	104				
CHR/ROCK	9538	7538	11.4	79.0	97	2102	11.3	22.0	96	6925	11.6	72.6	98				
COUNTRY	12648	10630	16.1	84.0	103	2882	15.5	22.8	99	9756	16.3	77.1	104				
GOLDEN OLDIES	1191	959	1.5	80.5	99	329	1.8	27.6	121	827	1.4	69.4	94				
MOR/NOSTALGIA	4757	3892	5.9	81.8	101	1105	6.0	23.2	101	3521	5.9	74.0	100				
NEWS/TALK	3863	3148	4.8	81.5	100	827	4.5	21.4	93	2856	4.8	73.9	100				
RELIGIOUS	3084	2323	3.5	75.3	93	673	3.6	21.8	95	2087	3.5	67.7	91				
SOFT ROCK	521	403	0.6	77.4	95	**114	0.6	21.9	96	377	0.6	72.4	98				
URBAN CONTEMPORARY	1585	1285	1.9	81.1	100	364	2.0	23.0	100	1177	2.0	74.3	100				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2777	4.2	85.2	105	653	3.5	20.0	87	2612	4.4	80.1	108				
ABC DIRECTION	2316	2009	3.0	86.7	107	587	3.2	25.3	111	1875	3.1	81.0	109				
ABC ENTERTAINMENT	4834	3936	6.0	81.4	100	1015	5.5	21.0	92	3640	6.1	75.3	102				
ABC FM	2202	1688	2.6	76.7	94	484	2.6	22.0	96	1528	2.5	69.4	94				
ABC INFORMATION	5425	4622	7.0	85.2	105	1321	7.1	24.4	106	4289	7.2	79.1	107				
ABC ROCK	1677	1387	2.1	82.7	102	354	1.9	21.1	92	1300	2.2	77.5	105				
CBS	4430	3651	5.5	82.4	101	1065	5.7	24.0	105	3313	5.5	74.8	101				
MUTUAL	4992	4274	6.5	85.6	105	1241	6.7	24.9	109	3891	6.5	77.9	105				
NBC	4679	3882	5.9	83.0	102	1029	5.5	22.0	96	3522	5.9	75.3	102				
RADIONADIO	1994	1618	2.5	81.1	100	383	2.1	19.2	84	1516	2.5	76.0	103				
RKO ONE	2298	1829	2.8	79.6	98	537	2.9	23.4	102	1689	2.8	73.5	99				
RKO TWO	3311	2736	4.2	82.6	102	798	4.3	24.1	105	2423	4.0	73.2	99				
THE SOURCE	2114	1682	2.6	79.6	98	439	2.4	20.8	91	1544	2.6	73.0	99				
NON-WIRED: BLAIR	8654	7173	10.9	82.9	102	1989	10.7	23.0	100	6481	10.8	74.9	101				
INTERNET	12025	9860	15.0	82.0	101	2834	15.3	23.6	103	9031	15.1	75.1	101				
KATZ RADIO GROUP	15359	12517	19.0	81.5	100	3487	18.8	22.7	99	11432	19.1	74.4	101				
SUPERNET	10628	8714	13.2	82.0	101	2504	13.5	23.6	103	8032	13.4	75.6	102				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	6906	10.5	79.8	98	2015	10.9	23.3	102	6261	10.4	72.3	98				
MKDAY 9:00 AM - 1:00 PM	12163	9952	15.1	81.8	101	2659	14.3	21.9	95	9109	15.2	74.9	101				
MKDAY 1:00 PM - 4:30 PM	16150	13143	19.9	81.4	100	3620	19.5	22.4	98	11994	20.0	74.3	100				
MKDAY 4:30 PM - 7:30 PM	22463	18243	27.7	81.2	100	5058	27.3	22.5	98	16469	27.5	73.3	99				
MKDAY 7:30 PM - 8:00 PM	31795	25912	39.3	81.5	100	7256	39.1	22.8	100	23592	39.4	74.2	100				
MKDAY 11:00 PM - 11:30 PM	23977	19831	30.1	82.7	102	5758	31.0	24.0	105	18166	30.3	75.8	102				
MKDAY 11:30 PM - 1:00 AM	7703	6410	9.7	83.2	102	2012	10.8	26.1	114	5841	9.7	75.8	102				
M-SAT 8-11 PM-SUN 7-11 PM	33800	27718	42.1	82.0	101	8085	43.6	23.9	104	25175	42.0	74.5	101				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	5291	8.0	80.9	99	1402	7.6	21.4	94	4887	8.2	74.7	101			
ANOTHER WORLD	N	4620	3943	6.0	85.3	105	1172	6.3	25.4	111	3568	6.0	77.2	104			
AS THE WORLD TURNS	C	5614	4457	6.8	79.4	98	1199	6.5	21.4	93	4072	6.8	72.5	98			
CAPITOL	C	3396	2640	4.0	77.7	96	672	3.6	19.8	86	2419	4.0	71.2	96			
CBS MORN. NEWS 1	C	1446	1091	1.7	75.4	93	341	1.8	23.6	103	982	1.6	67.9	92			
CBS MORN. NEWS 2	C	1207	885	1.3	73.3	90	220	1.2	18.2	80	818	1.4	67.8	92			
DAYS OF OUR LIVES	N	5877	5089	7.7	86.6	106	1413	7.6	24.0	105	4700	7.8	80.0	108			
FACTS OF LIFE - DAYTIME	N	2290	1876	2.8	81.9	101	433	2.3	18.9	83	1744	2.9	76.2	103			
FAMILY FEUD	A	3023	2398	3.6	79.3	97	655	3.5	21.7	95	2164	3.6	71.6	97			
GENERAL HOSPITAL	A	6097	4962	7.5	81.4	100	1339	7.2	22.0	96	4536	7.6	74.4	101			
GOOD MORNING, AMERICA-730	A	3515	2938	4.5	83.6	103	808	4.4	23.0	100	2661	4.4	75.7	102			
GOOD MORNING, AMERICA-830	A	2818	2377	3.6	84.4	104	611	3.3	21.7	95	2155	3.6	76.5	103			
GUIDING LIGHT	C	5339	4177	6.3	78.2	96	1137	6.1	21.3	93	3825	6.4	71.6	97			
ONE LIFE TO LIVE	A	4478	3592	5.5	80.2	99	908	4.9	20.3	89	3301	5.5	73.7	100			
PRESS YOUR LUCK	C	2244	1850	2.8	82.4	101	462	2.5	20.6	90	1700	2.8	75.8	102			
PRICE IS RIGHT 1	C	4348	3470	5.3	79.8	98	811	4.4	18.7	81	3248	5.4	74.7	101			
PRICE IS RIGHT 2	C	5014	4036	6.1	80.5	99	979	5.3	19.5	85	3757	6.3	74.9	101			
RYAN'S HOPE	A	3150	2580	3.9	81.9	101	640	3.5	20.3	89	2371	4.0	75.3	102			
SALE OF THE CENTURY	N	2695	2184	3.3	81.0	100	566	3.1	21.0	92	1933	3.2	71.7	97			
SEARCH FOR TOMORROW	N	2319	2010	3.1	86.7	107	564	3.0	24.3	106	1808	3.0	78.0	105			
TODAY SHOW 1	N	2693	2121	3.2	78.8	97	674	3.6	25.0	109	1895	3.2	70.4	95			
TODAY SHOW 2	N	2498	2051	3.1	82.1	101	627	3.4	25.1	110	1840	3.1	73.7	100			
\$25,000 PYRAMID	C	2753	2257	3.4	82.0	101	522	2.8	19.0	83	2044	3.4	74.2	100			
WHEEL OF FORTUNE	N	4388	3589	5.4	81.8	101	954	5.1	21.7	95	3313	5.5	75.5	102			
YOUNG AND THE RESTLESS	C	5695	4610	7.0	80.9	99	1108	6.0	19.5	85	4308	7.2	75.6	102			
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A	1760	1425	2.2	81.0	100	454	2.4	25.8	113	1251	2.1	71.1	96			
NBA PLAYOFF GAME -1	C	1136	983	1.5	86.5	106	197	1.1	17.3	76	900	1.5	79.2	107			
NBC MAJOR LEAGUE PRE-GAME N	N	953	751	1.1	78.8	97	*136	0.7	14.3	62	704	1.2	73.9	100			
SPORTSWORLD - SUN	N	1233	1103	1.7	89.5	110	207	1.1	16.8	73	1013	1.7	82.2	111			
SUNDAY MORNING	C	1611	1129	1.7	70.1	86	375	2.0	23.3	102	1000	1.7	62.1	84			

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	USE BLEACH	A '000	B % DOWN	C % ACROSS	D % INDX	DRY (POWDER OR PACKET)	A '000	B % DOWN	C % ACROSS	D % INDX	LIQUID	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOME MAKERS	80986	65898	100.0	81.4	100		18549	100.0	22.9	100		59931	100.0	74.0	100										
WKDAY LOCAL EVENING TV NEWS																									
NETWORK AFFILIATES - EARLY	26063	21188	32.2	81.3	100		5913	31.9	22.7	99		19137	31.9	73.4	99										
NETWORK AFFILIATES - LATE	20261	16754	25.4	82.7	102		4875	26.3	24.1	105		15325	25.6	75.6	102										
INDEPENDENTS - LATE	2076	1659	2.5	79.9	98		491	2.6	23.7	103		1535	2.6	73.9	100										
TV EVENING NTWK 6 PM - 2 AM																									
A TEAM	N 10453	8742	13.3	83.6	103		2516	13.6	24.1	105		7979	13.3	76.3	103										
ABC MONDAY NIGHT MOVIE	A 6412	5291	8.0	82.5	101		1549	8.4	24.2	105		4777	8.0	74.5	101										
ABC SUNDAY NIGHT MOVIE	A 12407	10006	15.2	80.6	99		2841	15.3	22.9	100		9083	15.2	73.2	99										
ABC WORLD NEWS TONIGHT	A 6176	5067	7.7	82.0	101		1325	7.1	21.5	94		4533	7.6	73.4	99										
AFTERMASH	C 5863	4729	7.2	80.7	99		1380	7.4	23.5	103		4259	7.1	72.6	98										
ALICE	C 9594	7856	11.9	81.9	101		2422	13.1	25.2	110		7035	11.7	73.3	99										
AMERICAN PARADE	C 6622	5415	8.2	81.8	100		1617	8.7	24.4	107		4920	8.2	74.3	100										
BENSON	A 10886	8869	13.5	81.5	100		2932	15.8	26.9	118		7966	13.3	73.2	99										
BLUE THUNDER	A 5036	4264	6.5	84.7	104		1388	7.5	27.6	120		3784	6.3	75.1	102										
CAGNEY & LACEY	C 9965	8200	12.4	82.3	101		2432	13.1	24.4	107		7520	12.5	75.5	102										
CBS EVENING NEWS-DEAN	C 3491	2835	4.3	81.2	100		822	4.4	23.5	103		2516	4.2	72.1	97										
CBS EVENING NEWS-RATHER	C 7123	5863	8.9	82.3	101		1680	9.1	23.6	103		5308	8.9	74.5	101										
CBS SAT. NEWS-SCHIEFFER	C 3621	2933	4.5	81.0	100		750	4.0	20.7	90		2621	4.4	72.4	98										
CBS SATURDAY NIGHT MOVIE	C 5436	4358	6.6	80.4	99		1177	6.3	21.7	95		3985	6.6	73.3	99										
CBS WEDNESDAY NIGHT MOVIE	C 6100	4903	7.4	80.2	99		1594	8.6	26.1	114		4344	7.2	71.2	96										
CHEERS	N 8889	7539	11.4	84.8	104		2347	12.7	26.4	115		6795	11.3	76.4	103										
DALLAS	C 22109	18307	27.8	82.8	102		5391	29.1	24.4	106		16732	27.9	75.7	102										
DIFF'RENT STROKES	N 6940	5798	8.8	83.5	103		1616	8.7	23.3	102		5256	8.8	75.7	102										
DOUBLE TROUBLE	N 7223	5992	9.1	83.0	102		1773	9.6	24.5	107		5466	9.1	75.7	102										
DUCK FACTORY	N 5595	4813	7.3	86.0	106		1434	7.7	25.6	112		4402	7.3	78.7	106										
DUKES OF HAZZARD	C 5768	4857	7.4	84.2	103		1331	7.2	23.1	101		4337	7.2	75.2	102										
DYNASTY	A 20053	16463	25.0	82.1	101		4750	25.6	23.7	103		15029	25.1	74.9	101										
FACTS OF LIFE	N 8087	6588	10.0	81.5	100		1985	10.7	24.5	107		5907	9.9	73.0	99										
FALCON CREST	C 20046	16769	25.4	83.7	103		4789	25.8	23.9	104		15353	25.6	76.6	103										
FALL GUY	A 9084	7549	11.5	83.1	102		2272	12.2	25.0	109		6867	11.5	75.6	102										
FAMILY TIES	N 7964	6654	10.1	83.6	103		1979	10.7	24.8	108		6111	10.2	76.7	104										
FANTASY ISLAND	A 7687	6366	9.7	82.8	102		1970	10.6	25.6	112		5728	9.6	74.5	101										
FOULUPS,BLEEPS & BLUNDERS	A 8861	7280	11.0	82.2	101		2049	11.0	23.1	101		6572	11.0	74.2	100										
FOUR SEASONS	C 5095	4140	6.3	81.3	100		1317	7.1	25.8	113		3688	6.2	72.4	98										
GIMME A BREAK	N 8838	7352	11.2	83.2	102		2149	11.6	24.3	106		6714	11.2	76.0	103										
HART TO HART	A 8978	7248	11.0	80.7	99		2190	11.8	24.4	107		6457	10.8	71.9	97										
HILL STREET BLUES	N 8590	6992	10.6	81.4	100		2205	11.9	25.7	112		6296	10.5	73.3	99										
HOTEL	A 14085	11636	17.7	82.6	102		3354	18.1	23.8	104		10653	17.8	75.6	102										
JEFFERSONS	C 9360	7593	11.5	81.1	100		2251	12.1	24.0	105		6843	11.4	73.1	99										
JENNIFER SLEPT HERE	N 5841	4939	7.5	84.6	104		1395	7.5	23.9	104		4464	7.4	76.4	103										
KATE & ALLIE	C 9206	7383	11.2	80.2	99		2260	12.2	24.5	107		6686	11.2	72.6	98										
KNIGHT RIDER	N 7076	5864	8.9	82.9	102		1688	9.1	23.9	104		5262	8.8	74.4	100										
LOVE BOAT	A 12219	10086	15.3	82.5	101		3049	16.4	25.0	109		9105	15.2	74.5	101										
MAGNUM PI	C 11199	9326	14.2	83.3	102		2792	15.1	24.9	109		8477	14.1	75.7	102										
MAMA'S FAMILY	N 6057	4923	7.5	81.3	100		1304	7.0	21.5	94		4533	7.6	74.8	101										
MASTER, THE	N 3598	3005	4.6	83.5	103		940	5.1	26.1	114		2646	4.4	73.5	99										
MATT HOUSTON	A 6344	5368	8.1	84.6	104		1795	9.7	28.3	124		4665	7.8	73.5	99										
NBC MONDAY NIGHT MOVIE	N 11994	9969	15.1	83.1	102		2785	15.0	23.2	101		9030	15.1	75.3	102										
NBC NIGHTLY NEWS	N 5132	4183	6.3	81.5	100		1256	6.8	24.5	107		3728	6.2	72.6	98										
NBC NIGHTLY NEWS-SAT	N 3375	2734	4.1	81.0	100		645	3.5	19.1	83		2526	4.2	74.8	101										
NBC NIGHTLY NEWS-SUN	N 3130	2492	3.8	79.6	98		610	3.3	19.5	85		2243	3.7	71.7	97										
NBC SUNDAY NIGHT MOVIE	N 8284	6844	10.4	82.6	102		2017	10.9	24.3	106		6293	10.5	76.0	103										
NEWMART	C 9240	7601	11.5	82.3	101		2393	12.9	25.9	113		6945	11.6	75.2	102										
ONE DAY AT A TIME	C 7288	5806	8.8	79.7	98		1636	8.8	22.4	98		5215	8.7	71.6	97										
PEOPLE ARE FUNNY	N 4855	3969	6.0	81.8	100		1077	5.8	22.2	97		3588	6.0	73.9	100										
REAL PEOPLE	N 8869	7315	11.1	82.5	101		1847	10.0	20.8	91		6777	11.3	76.4	103										
REMINGTON STEELE	N 7743	6401	9.7	82.7	102		1874	10.1	24.2	106		5973	10.0	77.1	104										

BLEACH: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	BIZ				BORATEEN				CLOROX (LIQUID)				CLOROX 2 (POWDER)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	2758	100.0	3.4	100	3118	100.0	3.9	100	46759	100.0	57.7	100	13212	100.0	16.3	100
18 - 24	9282	**173	6.3	1.9	55	**244	7.8	2.6	68	4962	10.6	53.5	93	1064	8.1	11.5	70
25 - 34	19072	588	21.3	3.1	91	840	26.9	4.4	114	10946	23.4	57.4	99	3188	24.1	16.7	102
35 - 44	14591	*583	21.1	4.0	117	*654	21.0	4.5	116	9011	19.3	61.8	107	2647	20.0	18.1	111
45 - 54	11345	*489	17.7	4.3	127	*359	11.5	3.2	82	6969	14.9	61.4	106	2298	17.4	20.3	124
55 - 64	11635	*358	13.0	3.1	90	*471	15.1	4.0	105	6976	14.9	60.0	104	2044	15.5	17.6	108
65 OR OLDER	15061	568	20.6	3.8	111	551	17.7	3.7	95	7895	16.9	52.4	91	1971	14.9	13.1	80
18 - 34	28354	761	27.6	2.7	79	1084	34.8	3.8	99	15908	34.0	56.1	97	4251	32.2	15.0	92
18 - 49	48339	1602	58.1	3.3	97	1926	61.8	4.0	103	28315	60.6	58.6	101	7987	60.5	16.5	101
25 - 54	*5000	1660	60.2	3.7	108	1852	59.4	4.1	107	26926	57.6	59.8	104	8133	61.6	18.1	111
35 - 49	19985	841	30.5	4.2	124	841	27.0	4.2	109	12408	26.5	62.1	108	3736	28.3	18.7	115
50 OR OLDER	32647	1156	41.9	3.5	104	1193	38.3	3.7	95	18443	39.4	56.5	98	5225	39.5	16.0	98
GRADUATED COLLEGE	11155	*338	12.3	3.0	89	*312	10.0	2.8	73	6075	13.0	54.5	94	2024	15.3	18.1	111
ATTENDED COLLEGE	13682	*471	17.1	3.4	101	523	16.8	3.8	99	7706	16.5	56.3	98	2527	19.1	18.5	113
GRADUATED HIGH SCHOOL	33880	1235	44.8	3.6	107	1428	45.8	4.2	109	20387	43.6	60.2	104	5745	43.5	17.0	104
DID NOT GRADUATE HIGH SCHOOL	22270	714	25.9	3.2	94	855	27.4	3.8	100	12590	26.9	56.5	98	2917	22.1	13.1	80
EMPLOYED	40306	1134	41.1	2.8	83	1228	39.4	3.0	79	23151	49.5	57.4	99	7401	56.0	18.4	113
EMPLOYED FULL-TIME	32850	881	31.9	2.7	79	1011	32.4	3.1	80	18810	40.2	57.3	99	6054	45.8	18.4	113
EMPLOYED PART-TIME	7456	*253	9.2	3.4	100	*217	7.0	2.9	76	4341	9.3	58.2	101	1347	10.2	18.1	111
NOT EMPLOYED	40686	1625	58.9	4.0	117	1890	60.6	4.6	121	23608	50.5	58.0	101	5811	44.0	14.3	88
PROFESSIONAL/MANAGER	10392	**284	10.3	2.7	80	**302	9.7	2.9	75	5648	12.1	54.3	94	1860	14.1	17.9	110
TECH/CLERICAL/SALES	17574	*471	17.1	2.7	79	*632	20.3	3.6	93	9925	21.2	56.5	98	3319	25.1	18.9	116
PRECISION/CRAFT	985	*34	1.2	3.5	101	**0	0.0	0.0	0	605	1.3	61.4	106	**238	1.8	24.2	148
OTHER EMPLOYED	11354	*345	12.5	3.0	89	*293	9.4	2.6	67	6973	14.9	61.4	106	1984	15.0	17.5	107
SINGLE	9863	**176	6.4	1.8	52	*251	8.1	2.5	66	4852	10.4	49.2	85	1142	8.6	11.6	71
MARRIED	51375	1796	65.1	3.5	103	2301	73.8	4.5	116	31332	67.0	61.0	106	9052	68.5	17.6	108
DIVORCED/SEPARATED/WIDOWED	19748	786	28.5	4.0	117	567	18.2	2.9	75	10575	22.6	53.5	93	3017	22.8	15.3	94
PARENTS	32590	1354	49.1	4.2	122	1536	49.3	4.7	122	20514	43.9	62.9	109	5494	41.6	16.9	103
WHITE	70416	2486	90.1	3.5	104	2719	87.2	3.9	100	41120	87.9	58.4	101	11632	88.0	16.5	101
BLACK	8778	*217	7.9	2.5	73	*377	12.1	4.3	112	4715	10.1	53.7	93	1446	10.9	16.5	101
OTHER	1791	*56	2.0	3.1	92	*23	0.7	1.3	33	*924	2.0	51.6	89	**134	1.0	7.5	46
NORTHEAST-CENSUS	17786	*314	11.4	1.8	52	592	19.0	3.3	86	10781	23.1	60.6	105	3238	24.5	18.2	112
NORTH CENTRAL	20741	722	26.2	3.5	102	1024	32.8	4.9	128	12283	26.3	59.2	103	3264	24.7	15.7	96
SOUTH	27775	793	28.8	2.9	84	1028	33.0	3.7	96	16105	34.4	58.0	100	4686	35.5	16.9	103
WEST	14683	929	33.7	6.3	186	475	15.2	3.2	84	7589	16.2	51.7	90	2023	15.3	13.8	84
NORTHEAST-MKTG.	17961	*243	8.8	1.4	40	660	21.2	3.7	95	10421	22.3	58.0	100	3126	23.7	17.4	107
EAST CENTRAL	11885	*433	15.7	3.6	107	663	21.3	5.6	145	7505	16.1	63.1	109	2079	15.7	17.5	107
WEST CENTRAL	14090	530	19.2	3.8	110	648	20.8	4.6	119	8049	17.2	57.1	99	2164	16.4	15.4	94
SOUTH	24081	724	26.3	3.0	88	731	23.4	3.0	79	14195	30.4	58.9	102	4133	31.3	17.2	105
PACIFIC	12969	829	30.1	6.4	188	*416	13.3	3.2	83	6588	14.1	50.8	88	1711	13.0	13.2	81
COUNTY SIZE A	32439	1108	40.2	3.4	100	1468	47.1	4.5	118	17350	37.1	53.5	93	5387	40.8	16.6	102
COUNTY SIZE B	24915	843	30.6	3.4	99	928	29.8	3.7	97	14999	32.1	60.2	104	4197	31.8	16.8	103
COUNTY SIZE C	12930	*384	13.9	3.0	87	*399	12.8	3.1	80	8251	17.6	63.8	111	2180	16.5	16.9	103
COUNTY SIZE D	10703	*423	15.3	4.0	116	*323	10.4	3.0	78	6159	13.2	57.5	100	1448	11.0	13.5	83
METRO CENTRAL CITY	24518	815	29.6	3.3	98	857	27.5	3.5	91	13595	29.1	55.4	96	3734	28.3	15.2	93
METRO SUBURBAN	35919	1196	43.4	3.3	98	1481	47.5	4.1	107	20755	44.4	57.8	100	6339	48.0	17.6	108
NON METRO	20549	748	27.1	3.6	107	780	25.0	3.8	99	12409	26.5	60.4	105	3139	23.8	15.3	94
TOP 5 ADI'S	18341	570	20.7	3.1	91	807	25.9	4.4	114	10155	21.7	55.4	96	3132	23.7	17.1	105
TOP 10 ADI'S	25378	693	25.1	2.7	80	1185	38.0	4.7	121	13375	28.6	52.7	91	4305	32.6	17.0	104
TOP 20 ADI'S	36488	1166	42.3	3.2	94	1564	50.2	4.3	111	19396	41.5	53.2	92	6080	46.0	16.7	102
HSMLD INC. \$50,000 OR MORE	6612	**248	9.0	3.8	110	**329	10.6	5.0	129	4070	8.7	61.6	107	1438	10.9	21.7	133
\$40,000 OR MORE	12659	*483	17.5	3.8	112	*516	16.5	4.1	106	7579	16.2	59.9	104	2936	22.2	23.2	142
\$30,000 OR MORE	24698	857	31.1	3.5	102	985	31.6	4.0	104	14598	31.2	59.1	102	4958	37.5	20.1	123
\$25,000 OR MORE	32077	1110	40.2	3.5	102	1353	43.4	4.2	110	19395	41.5	60.5	105	6332	47.9	19.7	121
\$20,000 - \$24,999	9144	*302	10.9	3.3	97	*524	16.8	5.7	149	5605	12.0	61.3	106	1481	11.2	16.2	99
\$15,000 - \$19,999	8728	*255	9.2	2.9	86	*406	13.0	4.7	121	4829	10.3	55.3	96	1369	10.4	15.7	96
\$10,000 - \$14,999	12562	*369	13.4	2.9	86	*338	10.8	2.7	70	7460	16.0	59.4	103	1749	13.2	13.9	85
UNDER \$10,000	18475	722	26.2	3.9	115	498	16.0	2.7	70	9469	20.3	51.3	89	2282	17.3	12.4	76
HOUSEHOLD OF 1 PERSON	11987	412	14.9	3.4	101	373	12.0	3.1	81	5728	12.3	47.8	83	1703	12.9	14.2	87
2 PEOPLE	26577	763	27.7	2.9	84	880	28.2	3.3	86	14637	31.3	55.1	95	4370	33.1	16.4	101
3 OR 4 PEOPLE	30617	951	34.5	3.1	91	1342	43.0	4.4	114	18999	40.6	62.1	107	5140	38.9	16.8	103
5 OR MORE PEOPLE	11804	*632	22.9	5.4	157	*523	16.8	4.4	115	7395	15.8	62.6	109	1999	15.1	16.9	104
NO CHILD IN HSMLD	46165	1337	48.5	2.9	85	1513	48.5	3.3	85	24917	53.3	54.0	93	7349	55.6	15.9	98
CHILD(REN) UNDER 2 YRS	*325	**253	9.2	4.8	140	*241	7.7	4.5	118	3166	6.8	59.5	103	1074	8.1	20.2	124
2 - 5 YEARS	14221	649	23.5	4.6	134	734	23.5	5.2	134	8461	18.1	59.5	103	2194	16.6	15.4	95
6 - 11 YEARS	15117	580	21.0	3.8	113	759	24.3	5.0	130	9695	20.7	64.1	111	2479	18.8	16.4	101
12 - 17 YEARS	16611	679	24.6	4.1	120	607	19.5	3.7	95	10737	23.0	64.6	112	2742	20.8	16.5	101
RESIDENCE OWNED	55884	2191	79.4	3.9	115	2486	79.7	4.4	116	33688	72.0	60.3	104	9455	71.6	16.9	104
VALUE: \$50,000 OR MORE	31744	1285	46.6	4.0	119	1654	53.0	5.2	135	18874	40.4	59.5	103	5803	43.9	18.3	112
VALUE: UNDER \$50,000	24140	906	32.8	3.8	110	832	26.7	3.4	90	14814	31.7	61.4	106	3653	27.6	15.1	93

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	TOTAL U.S. '000	BIZ				BORATEEM				CLOROX (LIQUID)				CLOROX 2 (POWDER)			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	2758	100.0	3.4	100	3118	100.0	3.9	100	46759	100.0	57.7	100	13212	100.0	16.3	100
ATLANTIC MONTHLY	415	**3	0.1	0.7	21	**4	0.1	1.0	25	*243	0.5	58.6	101	**58	0.4	14.0	86
BARRON'S	453	**11	0.4	2.4	71	**24	0.8	5.3	138	*233	0.5	51.4	89	**124	0.9	27.4	168
BETTER HOMES & GARDENS	16256	675	24.5	4.2	122	771	24.7	4.7	123	10016	21.4	61.6	107	3176	24.0	19.5	120
BON APPETIT	2535	**67	2.4	2.6	78	**91	2.9	3.6	93	1510	3.2	59.6	103	437	3.3	17.2	106
BUSINESS WEEK	1278	**28	1.0	2.2	64	**90	2.9	7.0	183	674	1.4	52.7	91	*250	1.9	19.6	120
CAR AND DRIVER	378	**26	0.9	6.9	202	**0	0.0	0.0	0	*220	0.5	58.2	101	**66	0.5	17.5	107
CBS MAGAZINE NETWORK (GROSS)	1498	**70	2.5	4.7	137	**22	0.7	1.5	38	934	2.0	62.3	108	363	2.7	24.2	149
CHANGING TIMES	1505	**39	1.4	2.6	76	**122	3.9	8.1	211	953	2.0	63.3	110	262	2.0	17.4	107
COLONIAL HOMES	1231	**49	1.8	4.0	117	**40	1.3	3.2	84	778	1.7	63.2	109	200	1.5	16.2	100
CONDE NAST MAG. PKG. (GROSS)	14146	451	16.4	3.2	94	413	13.2	2.9	76	7921	16.9	56.0	97	2396	18.1	16.9	104
CONSUMERS DIGEST	1323	**91	3.3	6.9	202	**71	2.3	5.4	139	894	1.9	67.6	117	*265	2.0	20.0	123
COSMOPOLITAN	7102	297	10.8	4.2	123	*225	7.2	3.2	82	3977	8.5	56.0	97	1218	9.2	17.2	105
COUNTRY LIVING	2481	**101	3.7	4.1	120	**157	5.0	6.3	164	1592	3.4	64.2	111	495	3.7	20.0	122
CUISINE	1472	**90	3.3	6.1	180	**87	2.8	5.9	154	890	1.9	60.5	105	274	2.1	18.6	114
CYCLE WORLD	425	**25	0.9	5.9	173	**19	0.6	4.5	116	*271	0.6	63.8	110	**87	0.7	20.5	125
DCI:CREATIVE IDEAS FOR LIV	2510	**112	4.1	4.5	131	**78	2.5	3.1	81	1429	3.1	56.9	99	431	3.3	17.2	105
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	*256	9.3	3.8	112	*159	5.1	2.4	62	3957	8.5	59.1	102	1339	10.1	20.0	123
DISCOVER	894	**12	0.4	1.3	39	**49	1.6	5.5	142	437	0.9	48.9	85	*128	1.0	14.3	88
EBONY	3507	*134	4.9	3.8	112	*141	4.5	4.0	104	1917	4.1	54.7	95	621	4.7	17.7	109
ESQUIRE	1083	**22	0.8	2.0	60	**21	0.7	1.9	50	695	1.5	64.2	111	*156	1.2	14.4	88
ESSENCE	1830	**52	1.9	2.8	83	**89	2.9	4.9	126	1052	2.2	57.5	100	302	2.3	16.5	101
FAMILY CIRCLE	15930	609	22.1	3.8	112	797	25.6	5.0	130	9794	20.9	61.5	106	3141	23.8	19.7	121
THE FAMILY HANDYMAN	1126	**13	0.5	1.2	34	**73	2.3	6.5	168	734	1.6	65.2	113	*171	1.3	15.2	93
FAMILY WEEKLY	11468	508	18.4	4.4	130	364	11.7	3.2	82	7057	15.1	61.5	107	2089	15.8	18.2	112
FIELD & STREAM	2234	**135	4.9	6.0	177	**78	2.5	3.5	91	1429	3.1	64.0	111	297	2.2	13.3	81
FOOD & WINE	579	**13	0.5	2.2	66	**8	0.3	1.4	36	387	0.8	66.8	116	**80	0.6	13.8	85
FORBES	728	**29	1.1	4.0	117	**14	0.4	1.9	50	468	1.0	64.3	111	*159	1.2	21.8	134
FORTUNE	906	**23	0.8	2.5	75	**84	2.7	9.3	241	504	1.1	55.6	96	*203	1.5	22.4	137
GENTLEMEN'S QUARTERLY	791	**12	0.4	1.5	45	**24	0.8	3.0	79	445	1.0	56.3	97	*155	1.2	19.6	120
GLAMOUR	5265	*155	5.6	2.9	86	*170	5.5	3.2	84	2902	6.2	55.1	95	963	7.3	18.3	112
GOLF DIGEST	636	**45	1.6	7.1	208	**16	0.5	2.5	65	383	0.8	60.2	104	*149	1.1	23.4	144
GOLF DIGEST/TENNIS (GROSS)	1186	**52	1.9	4.4	129	**28	0.9	2.4	61	769	1.6	64.8	112	292	2.2	24.6	151
GOLF MAGAZINE	441	**15	0.5	3.4	100	**13	0.4	2.9	77	*262	0.6	59.4	103	**93	0.7	21.1	129
GOLF MAGAZINE/SKI (GROSS)	922	**24	0.9	2.6	76	**17	0.5	1.8	48	518	1.1	56.2	97	*147	1.1	15.9	98
GOOD HOUSEKEEPING	16487	761	27.6	4.6	136	852	27.3	5.2	134	10089	21.6	61.2	106	3326	25.2	20.2	124
HARPER'S BAZAAR	2423	**47	1.7	1.9	57	**60	1.9	2.5	64	1433	3.1	59.1	102	428	3.2	17.7	108
HEALTH	1994	**111	4.0	5.6	163	**95	3.0	4.8	124	1277	2.7	64.0	111	339	2.6	17.0	104
HEARST MAG CORP. BUY (GROSS)	44101	1738	63.0	3.9	116	2015	64.6	4.6	119	26306	56.3	59.6	103	8466	64.1	19.2	118
HEARST MAN POWER (GROSS)	1993	**37	1.3	1.9	55	**124	4.0	6.2	162	1205	2.6	60.5	105	350	2.6	17.6	108
HEARST WOMAN POWER (GROSS)	31274	1332	48.3	4.3	125	1434	46.0	4.6	119	18616	39.8	59.5	103	6108	46.2	19.5	120
HOUSE BEAUTIFUL	3623	**142	5.1	3.9	115	*171	5.5	4.7	123	2177	4.7	60.1	104	663	5.0	18.3	112
INC.	283	**13	0.5	4.6	135	**9	0.3	3.2	83	*158	0.3	55.8	97	**75	0.6	26.5	162
JET	2928	**95	3.4	3.2	95	*98	3.1	3.3	87	1692	3.6	57.8	100	500	3.8	17.1	105
LADIES' HOME JOURNAL	11918	387	14.0	3.2	95	446	14.3	3.7	97	7113	15.2	59.7	103	2261	17.1	19.0	116
LHJ FAMILY GRP COMBO(GROSS)	16764	654	23.7	3.9	115	714	22.9	4.3	111	10054	21.5	60.0	104	3157	23.9	18.8	115
LIFE	4254	**148	5.4	3.5	102	*173	5.5	4.1	106	2438	5.2	57.3	99	787	6.0	18.5	113
L.A. TIMES HOME MAGAZINE	1145	**90	3.3	7.9	231	**22	0.7	1.9	50	598	1.3	52.2	90	*232	1.8	20.3	124
MADMOISELLE	2884	**100	3.6	3.5	102	**121	3.9	4.2	109	1611	3.4	55.9	97	494	3.7	17.1	105
MC CALL'S	13460	513	18.6	3.8	112	610	19.6	4.5	118	8133	17.4	60.4	105	2877	21.8	21.4	131
MC CALL'S/MRK MOTHER (GROSS)	14606	551	20.0	3.8	111	659	21.1	4.5	117	8862	19.0	60.7	105	3137	23.7	21.5	132
MECHANIX ILLUSTRATED	772	**16	0.6	2.1	61	**69	2.2	8.9	232	502	1.1	65.0	113	*127	1.0	16.5	101
METROPOLITAN HOME	967	**32	1.2	3.3	97	**55	1.8	5.7	148	635	1.4	65.7	114	*142	1.1	14.7	90
MONEY	1588	**50	1.8	3.1	92	**55	1.8	3.5	90	1010	2.2	63.6	110	318	2.4	20.0	123
MOTHER EARTH NEWS	1002	**63	2.3	6.3	185	**36	1.2	3.6	93	553	1.2	55.2	96	*169	1.3	16.9	103
MS.	825	**11	0.4	1.3	39	**29	0.9	3.5	91	468	1.0	56.7	98	*155	1.2	18.8	115
NATIONAL ENQUIRER	10336	508	18.4	4.9	144	362	11.6	3.5	91	6513	13.9	63.0	109	1713	13.0	16.6	102
NATIONAL GEOGRAPHIC	9597	*249	9.0	2.6	76	458	14.7	4.8	124	5697	12.2	59.4	103	1857	14.1	19.3	119
NATIONAL SUNDAY MAGAZINE PKG	49558	1777	64.4	3.6	105	2101	67.4	4.2	110	29196	62.4	58.9	102	8647	65.4	17.4	107
NATURAL HISTORY	573	**7	0.3	1.2	36	**24	0.8	4.2	109	322	0.7	56.2	97	*667	0.5	11.7	72
NEW WOMAN	1699	**58	2.1	3.4	100	**19	0.6	1.1	29	870	1.9	51.2	89	307	2.3	18.1	111
NEW YORK INCLUDING CUE	443	**3	0.1	0.7	20	**15	0.5	3.4	88	239	0.5	54.0	93	**71	0.5	16.0	98
THE NEW YORKER	1270	**16	0.6	1.3	37	**44	1.4	3.5	90	647	1.4	50.9	88	255	1.9	20.0	123
NEWSWEEK	6277	*259	9.4	4.1	121	316	10.1	5.0	131	3383	7.2	53.9	93	1054	8.0	16.8	103
THE N.Y. TIMES DAILY EDITION	1205	**9	0.3	0.7	22	**51	1.6	4.2	110	697	1.5	57.8	100	281	2.1	23.3	143
THE N.Y. TIMES MAGAZINE	2081	**10	0.4	0.5	14	**111	3.6	5.3	139	1146	2.5	55.1	95	428	3.2	20.6	126
OMNI	788	**35	1.3	4.4	130	**46	1.5	5.8	152	370	0.8	47.0	81	*1108	0.8	13.7	84
ON CABLE	1158	**76	2.8	6.6	193	**22	0.7	1.9	49	567	1.2	49.0	85	*224	1.7	19.3	119
1001 HOME IDEAS	2852	*156	5.7	5.5	161	**173	5.5	6.1	158	1665	3.6	58.4	101	557	4.2	19.5	120
ORGANIC GARDENING	1658	**99	3.6	6.0	175	**91	2.9	5.5	143	980	2.1	59.1	102	271	2.1	16.3	100
OUTDOOR LIFE	896	**48	1.7	5.4	157	**24	0.8	2.7	70	622	1.3	69.4	120	*115	0.9	12.8	79
PARADE MAGAZINE	24275	904	32.8	3.7	109	1196	38.4	4.9	128	14233	30.4	58.6	102	4277	32.4	17.6	108

	TOTAL U.S. '000	MIZ				BORATEEM				CLOROX (LIQUID)				CLOROX 2 (POWDER)			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	2758	100.0	3.4	100	3118	100.0	3.9	100	46759	100.0	57.7	100	13212	100.0	16.3	100
PARENTS	3845	**104	3.8	2.7	79	*282	9.0	7.3	190	2157	4.6	56.1	97	653	4.9	17.0	104
PENTHOUSE	831	**13	0.5	1.6	46	**18	0.6	2.2	56	460	1.0	55.4	96	**120	0.9	14.4	89
PEOPLE	11645	469	17.0	4.0	118	420	13.5	3.6	94	6653	14.2	57.1	99	2134	16.2	18.3	112
PLAYBOY	2006	**43	1.6	2.1	63	**104	3.3	5.2	135	1052	2.2	52.4	91	349	2.6	17.4	107
POPULAR HOT RODDING	297	**11	0.4	3.7	109	**8	0.3	2.7	70	*169	0.4	56.9	99	**40	0.3	13.5	83
POPULAR MECHANICS	1018	**22	0.8	2.2	63	**76	2.4	7.5	194	579	1.2	56.9	99	*168	1.3	16.5	101
POPULAR SCIENCE	878	**19	0.7	2.2	64	**34	1.1	3.9	101	547	1.2	62.3	108	*148	1.1	16.9	103
PREVENTION	3913	*163	5.9	4.2	122	*200	6.4	5.1	133	2328	5.0	59.5	103	692	5.2	17.7	108
PSYCHOLOGY TODAY	1710	**45	1.6	2.6	77	**48	1.5	2.8	73	1013	2.2	59.2	103	287	2.2	16.8	103
READER'S DIGEST	22204	966	35.0	4.4	128	844	27.1	3.8	99	13471	28.8	60.7	105	4093	31.0	18.4	113
REDBOOK	7684	274	9.9	3.6	105	357	11.4	4.6	121	4550	9.7	59.2	103	1564	11.8	20.4	125
ROAD & TRACK	410	**27	1.0	6.6	193	**1	0.0	0.2	6	*191	0.4	46.6	81	**95	0.7	23.2	142
ROLLING STONE	969	**33	1.2	3.4	100	**58	1.9	6.0	155	614	1.3	63.4	110	*156	1.2	16.1	99
RUNNER'S WORLD	298	**11	0.4	3.7	108	**12	0.4	4.0	105	*163	0.3	54.7	95	**48	0.4	16.1	99
SATURDAY EVENING POST	1169	**31	1.1	2.7	78	**61	2.0	5.2	136	673	1.4	57.6	100	242	1.8	20.7	127
SCIENCE 84	587	**16	0.6	2.7	80	**16	0.5	2.7	71	346	0.7	58.9	102	*163	1.2	27.8	170
SCIENCE DIGEST	482	**13	0.5	2.7	79	**20	0.6	4.1	108	312	0.7	64.7	112	*112	0.8	23.2	142
SCIENTIFIC AMERICAN	594	**29	1.1	4.9	143	**18	0.6	3.0	79	275	0.6	45.3	80	**83	0.6	14.0	86
SELF	2089	**75	2.7	3.6	105	**31	1.0	1.5	39	1114	2.4	53.3	92	272	2.1	13.0	80
SEVENTEEN	2411	**93	3.4	3.9	113	**90	2.9	3.7	97	1466	3.1	60.8	105	316	2.4	13.1	80
SKI	480	**9	0.3	1.9	55	**4	0.1	0.8	22	*256	0.5	53.3	92	**54	0.4	11.3	69
SMITHSONIAN	2760	**109	4.0	3.9	116	**94	3.0	3.4	88	1379	2.9	50.0	87	519	3.9	18.8	115
SOAP OPERA DIGEST	3013	**175	6.3	5.8	171	**139	4.5	4.6	120	2088	4.5	69.3	120	449	3.4	14.9	91
SOUTHERN LIVING	4184	*144	5.2	3.4	101	**82	2.6	2.0	51	2529	5.4	60.4	105	908	6.9	21.7	133
SPORT	559	**10	0.4	1.8	53	**49	1.6	8.8	228	293	0.6	52.4	91	**68	0.5	12.2	75
THE SPORTING NEWS	436	**23	0.8	5.3	155	**12	0.4	2.8	71	*336	0.7	77.1	133	**83	0.6	19.0	117
SPORTS AFIELD	493	**2	0.1	0.4	12	**28	0.9	5.7	148	314	0.7	63.7	110	**70	0.5	14.2	87
SPORTS ILLUSTRATED	2758	**125	4.5	4.5	133	*149	4.8	5.4	140	1572	3.4	57.0	99	416	3.1	15.1	92
STAR	7456	401	14.5	5.4	158	292	9.4	3.9	102	4811	10.3	64.5	112	1137	8.6	15.2	93
SUNDAY	24936	855	31.0	3.4	101	1084	34.8	4.3	113	14119	30.2	56.6	98	4111	31.1	16.5	101
SUNSET	2124	**153	5.5	7.2	212	**103	3.3	4.8	126	1126	2.4	53.0	92	308	2.3	14.5	89
TV GUIDE	21661	876	31.8	4.0	119	917	29.4	4.2	110	12872	27.5	59.4	103	4054	30.7	18.7	115
TENNIS	550	**7	0.3	1.3	37	**13	0.4	2.4	61	386	0.8	70.2	122	**143	1.1	26.0	159
TIME	8880	385	14.0	4.3	127	363	11.6	4.1	106	5180	11.1	58.3	101	1772	13.4	20.0	122
TOHN & COUNTRY	917	**29	1.1	3.2	93	**30	1.0	3.3	85	448	1.0	48.9	85	*186	1.4	20.3	124
TRAVEL & LEISURE	972	**26	0.9	2.7	79	**41	1.3	4.2	110	589	1.3	60.6	105	230	1.7	23.7	145
TRUE STORY	3356	*204	7.4	6.1	178	*155	5.0	4.6	120	2067	4.4	61.6	107	506	3.8	15.1	92
U.S. NEWS & WORLD REPORT	3410	*132	4.8	3.9	114	*151	4.8	4.4	115	1874	4.0	55.0	95	615	4.7	18.0	111
USA TODAY	1759	**23	0.8	1.3	38	**72	2.3	4.1	106	1095	2.3	62.3	108	402	3.0	22.9	140
WFS	1873	**116	4.2	6.2	182	**52	1.7	2.8	72	1136	2.4	60.7	105	303	2.3	16.2	99
VOGUE	3909	**122	4.4	3.1	92	**91	2.9	2.3	60	2295	4.9	58.7	102	668	5.1	17.1	105
WALL STREET JOURNAL	1886	**34	1.2	1.8	53	**112	3.6	5.9	154	1101	2.4	58.4	101	455	3.4	24.1	148
WEIGHT WATCHERS	2120	**131	4.7	6.2	181	**105	3.4	5.0	129	1341	2.9	63.3	110	553	4.2	26.1	160
WOMAN'S DAY	14172	496	18.0	3.5	103	676	21.7	4.8	124	8987	19.2	63.4	110	2759	20.9	19.5	119
WORKING MOTHER	1146	**38	1.4	3.3	97	**49	1.6	4.3	111	729	1.6	63.6	110	*259	2.0	22.6	139
WORKING WOMAN	1322	**64	2.3	4.8	142	**33	1.1	2.5	65	700	1.5	53.0	92	328	2.5	24.8	152
WORLD TENNIS	*163	**0	0.0	0.0	0	**0	0.0	0.0	0	*109	0.2	66.9	116	**30	0.2	18.4	113
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*145	5.3	5.7	168	**88	2.8	3.5	90	1538	3.3	60.7	105	460	3.5	18.2	111
BLAIR INSERTS	43657	1532	55.5	3.5	103	1958	62.8	4.5	116	25442	54.4	58.3	101	7582	57.4	17.4	106
DAILY NEWSPAPERS																	
READ ANY	51633	1740	63.1	3.4	99	2040	65.4	4.0	103	30613	65.5	59.3	103	8971	67.9	17.4	107
READ ONE	43463	1449	52.5	3.3	98	1716	55.0	3.9	103	25659	54.9	59.0	102	7376	55.8	17.0	104
READ TWO OR MORE	8170	291	10.6	3.6	105	324	10.4	4.0	103	4955	10.6	60.6	105	1595	12.1	19.5	120
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1861	67.5	3.5	104	2220	71.2	4.2	109	30987	66.3	58.8	102	9266	70.1	17.6	108
READ ONE	46126	1514	54.9	3.3	96	1881	60.3	4.1	106	27035	57.8	58.6	102	7956	60.2	17.2	106
READ TWO OR MORE	6552	346	12.5	5.3	155	339	10.9	5.2	134	3952	8.5	60.3	104	1310	9.9	20.0	123
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	23.71				26.38				28.17				27.91			
30 DAY REACH	71455	2408	87.3	3.4	99	2834	90.9	4.0	103	41142	88.0	57.6	100	11856	89.7	16.6	102
50 SHWG - 30 DAY AV FREQ	14.56	12.70				14.29				14.78				14.59			
30 DAY REACH	67742	2246	81.4	3.3	97	2623	84.1	3.9	101	39276	84.0	58.0	100	11340	85.8	16.7	103
25 SHWG - 30 DAY AV FREQ	7.94	6.76				7.79				7.99				7.87			
30 DAY REACH	62117	2107	76.4	3.4	100	2396	76.8	3.9	100	36338	77.7	58.5	101	10498	79.5	16.9	104
CABLE TV: HOME WIRED	32077	1066	38.7	3.3	98	1119	35.9	3.5	91	19279	41.2	60.1	104	5292	40.1	16.5	101
HOME NOT WIRED	48909	1693	61.4	3.5	102	1999	64.1	4.1	106	27480	58.8	56.2	97	7920	59.9	16.2	99
HAVE PAY CABLE	15935	*495	17.9	3.1	91	596	19.1	3.7	97	9775	20.9	61.3	106	2719	20.6	17.1	105

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2758	100.0	3.4	100	3118	100.0	3.9	100	46759	100.0	57.7	100	13212	100.0	16.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1374	49.8	3.1	92	1566	50.2	3.6	93	25869	55.3	58.9	102	7156	54.2	16.3	100
10:00 AM - 3:00 PM	30659	1141	41.4	3.7	109	1244	39.9	4.1	105	18461	39.5	60.2	104	5075	38.4	16.6	101
3:00 PM - 7:00 PM	31045	945	34.3	3.0	89	1065	34.2	3.4	89	18277	39.1	58.9	102	5349	40.5	17.2	106
7:00 PM - MIDNIGHT	15767	557	20.2	3.5	104	550	17.6	3.5	91	8972	19.2	56.9	99	2590	19.6	16.4	101
MIDNIGHT - 6:00 AM	9120	213	7.7	2.3	69	346	11.1	3.8	99	5467	11.7	59.9	104	1506	11.4	16.5	101
6:00 AM - MIDNIGHT	58527	2056	74.5	3.5	103	2273	72.9	3.9	101	34372	73.5	58.7	102	9635	72.9	16.5	101
ENTIRE DAY	59311	2061	74.7	3.5	102	2335	74.9	3.9	102	34840	74.5	58.7	102	9781	74.0	16.5	101
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	590	21.4	3.6	107	637	20.4	3.9	102	10085	21.6	62.4	108	2771	21.0	17.1	105
ALL NEWS	2256	**60	2.2	2.7	78	**81	2.6	3.6	93	1148	2.5	50.9	88	508	3.8	22.5	138
AOR/PROGRESSIVE	3874	**98	3.6	2.5	74	**157	5.0	4.1	105	2276	4.9	58.8	102	591	4.5	15.3	94
BEAUTIFUL MUSIC	5660	*170	6.2	3.0	88	*233	7.5	4.1	107	3394	7.3	60.0	104	1017	7.7	18.0	110
BLACK	2204	**68	2.5	3.1	91	*167	5.4	7.6	197	1331	2.8	60.4	105	417	3.2	18.9	116
CLASSICAL	1418	**26	0.9	1.8	54	**67	2.1	4.7	123	914	2.0	64.5	112	262	2.0	18.5	113
CHN/ROCK	9538	379	13.7	4.0	117	294	9.4	3.1	80	5531	11.8	58.0	100	1639	12.4	17.2	105
COUNTRY	12648	408	14.8	3.2	95	423	13.6	3.3	87	7841	16.8	62.0	107	1914	14.5	15.1	93
GOLDEN OLDIES	1191	**85	3.1	7.1	210	**68	2.2	5.7	148	598	1.3	50.2	87	*196	1.5	16.5	101
MOR/NOSTALGIA	4757	*237	8.6	5.0	146	*240	7.7	5.0	131	2629	5.6	55.3	96	750	5.7	15.8	97
NEWS/TALK	3863	*119	4.3	3.1	90	*169	5.4	4.4	114	1948	4.2	50.4	87	632	4.8	16.4	100
RELIGIOUS	3084	**72	2.6	2.3	69	**97	3.1	3.1	82	1525	3.3	49.4	86	498	3.8	16.1	99
SOFT ROCK	521	**3	0.1	0.6	17	**12	0.4	2.3	60	285	0.6	54.7	95	**48	0.4	9.2	56
URBAN CONTEMPORARY	1585	**21	0.8	1.3	39	**74	2.4	4.7	121	925	2.0	58.4	101	296	2.2	18.7	114
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**91	3.3	2.8	82	**133	4.3	4.1	106	2065	4.4	63.3	110	527	4.0	16.2	99
ABC DIRECTION	2316	**57	2.1	2.5	72	*124	4.0	5.4	139	1647	3.5	71.1	123	438	3.3	18.9	116
ABC ENTERTAINMENT	4834	**134	4.9	2.8	81	*113	3.6	2.3	61	3030	6.5	62.7	109	785	5.9	16.2	100
ABC FM	2202	**54	2.0	2.5	72	**102	3.3	4.6	120	1313	2.8	59.6	103	425	3.2	19.3	118
ABC INFORMATION	5425	*229	8.3	4.2	124	*198	6.4	3.6	95	3323	7.1	61.3	106	970	7.3	17.9	110
ABC ROCK	1677	**29	1.1	1.7	51	**72	2.3	4.3	112	1086	2.3	64.8	112	289	2.2	17.2	106
CBS	4430	*105	3.8	2.4	70	*155	5.0	3.5	91	2412	5.2	54.4	94	827	6.3	18.7	114
MUTUAL	4992	*246	8.9	4.9	145	*227	7.3	4.5	118	3041	6.5	60.9	106	839	6.4	16.8	103
NBC	4679	*178	6.5	3.8	112	*174	5.6	3.7	97	2839	6.1	60.7	105	714	5.4	15.3	94
RADIO/ADT	1994	**48	1.7	2.4	71	**61	2.0	3.1	79	1218	2.6	61.1	106	273	2.1	13.7	84
RKO ONE	2298	**52	1.9	2.3	66	**113	3.6	4.9	128	1272	2.7	55.4	96	349	2.6	15.2	93
RKO TWO	3311	**47	1.7	1.4	42	**117	3.8	3.5	92	1961	4.2	59.2	103	575	4.4	17.4	106
THE SOURCE	2114	**49	1.8	2.3	68	**90	2.9	4.3	111	1292	2.8	61.1	106	349	2.6	16.5	101
NON-HIRED : BLAIR	8654	379	13.7	4.4	129	272	8.7	3.1	82	5340	11.4	61.7	107	1473	11.1	17.0	104
INTERNET	12025	464	16.8	3.9	113	553	17.7	4.6	119	7105	15.2	59.1	102	2014	15.2	16.7	103
KATZ RADIO GROUP	15359	530	19.2	3.5	101	495	15.9	3.2	84	9219	19.7	60.0	104	2418	18.3	15.7	97
SUPERNET	10628	334	12.1	3.1	92	470	15.1	4.4	115	6246	13.4	58.8	102	1806	13.7	17.0	104
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	342	12.4	3.9	116	375	12.0	4.3	112	4803	10.3	55.5	96	1495	11.3	17.3	106
WKDAY 9:00 AM - 1:00 PM	12163	504	18.3	4.1	122	471	15.1	3.9	101	7022	15.0	57.7	100	2040	15.4	16.8	103
WKDAY 1:00 PM - 4:30 PM	16150	599	21.7	3.7	109	622	19.9	3.9	100	9411	20.1	58.3	101	2798	21.2	17.3	106
WKDAY 4:30 PM - 7:30 PM	22463	816	29.6	3.6	107	921	29.5	4.1	106	12855	27.5	57.2	99	3723	28.2	16.6	102
WKDAY 7:30 PM - 8:00 PM	31795	1058	38.4	3.3	98	1356	43.5	4.3	111	18439	39.4	58.0	100	5381	40.7	16.9	104
WKDAY 11:00 PM - 11:30 PM	23977	862	31.3	3.6	106	1081	34.7	4.5	117	14458	30.9	60.3	104	4223	32.0	17.6	108
WKDAY 11:30 PM - 1:00 AM	7703	332	12.0	4.3	127	408	13.1	5.3	138	4550	9.7	59.1	102	1423	10.8	18.5	113
M-SAT 8-11 PM-SUN 7-11 PM	33800	1204	43.7	3.6	105	1503	48.2	4.4	115	19827	42.4	58.7	102	5911	44.7	17.5	107
WKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	236	8.6	3.6	106	198	6.4	3.0	79	3632	7.8	55.6	96	1039	7.9	15.9	97
ANOTHER WORLD	N 4620	*85	3.1	1.8	54	207	6.6	4.5	116	2781	5.9	60.2	104	909	6.9	19.7	121
AS THE WORLD TURNS	C 5614	244	8.8	4.3	128	139	4.5	2.5	64	3244	6.9	57.8	100	1026	7.8	18.3	112
CAPITOL	C 3396	160	5.8	4.7	138	*69	2.2	2.0	53	2034	4.3	59.9	104	616	4.7	18.1	111
CBS MORN. NEWS 1	C 1446	*63	2.3	4.4	128	*71	2.3	4.9	128	744	1.6	51.5	89	271	2.1	18.7	115
CBS MORN. NEWS 2	C 1207	*46	1.7	3.8	112	*49	1.6	4.1	105	645	1.4	53.4	93	188	1.4	15.6	95
DAYS OF OUR LIVES	N 5877	147	5.3	2.5	73	309	9.9	5.3	137	3687	7.9	62.7	109	1032	7.8	17.6	108
FACTS OF LIFE - DAYTIME	N 2290	*91	3.3	4.0	117	*101	3.2	4.4	115	1242	2.7	54.2	94	352	2.7	15.4	94
FAMILY FEUD	A 3023	111	4.0	3.7	108	*108	3.5	3.6	93	1650	3.5	54.6	95	499	3.8	16.5	101
GENERAL HOSPITAL	A 6097	255	9.2	4.2	123	284	9.1	4.7	121	3490	7.5	57.2	99	932	7.1	15.3	94
GOOD MORNING, AMERICA-730 A	A 3515	122	4.4	3.5	102	161	5.2	4.6	119	2051	4.4	58.3	101	534	4.0	15.2	93
GOOD MORNING, AMERICA-830 A	A 2818	*98	3.6	3.5	102	136	4.4	4.8	125	1693	3.6	60.1	104	417	3.2	14.8	91
GUIDING LIGHT	C 5339	197	7.1	3.7	108	121	3.9	2.3	59	3095	6.6	58.0	100	1022	7.7	19.1	117
ONE LIFE TO LIVE	A 4478	161	5.8	3.6	106	195	6.3	4.4	113	2486	5.3	55.5	96	642	4.9	14.3	88
PRESS YOUR LUCK	C 2244	*86	3.1	3.8	113	*102	3.3	4.5	118	1422	3.0	63.4	110	381	2.9	17.0	104
PRICE IS RIGHT 1	C 4348	169	6.1														

		TOTAL	BIZ				BORATEEM				CLOROX (LIQUID)				CLOROX 2 (POWDER)			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS																		
		80986	2758	100.0	3.4	100	3118	100.0	3.9	100	46759	100.0	57.7	100	13212	100.0	16.3	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	878	31.8	3.4	99	1002	32.1	3.8	100	14878	31.8	57.1	99	4369	33.1	16.8	103
NETWORK AFFILIATES - LATE		20261	735	26.6	3.6	107	900	28.9	4.4	115	12182	26.1	60.1	104	3601	27.3	17.8	109
INDEPENDENTS - LATE		2076	*53	1.9	2.6	75	*67	2.1	3.2	84	1219	2.6	58.7	102	360	2.7	17.3	106
TV EVENING NTHK 6 PM - 2 AM																		
A TEAM		N 10453	412	14.9	3.9	116	614	19.7	5.9	153	6464	13.8	61.8	107	1953	14.8	18.7	115
ABC MONDAY NIGHT MOVIE		A 6412	220	8.0	3.4	101	325	10.4	5.1	132	3802	8.1	59.3	103	1130	8.6	17.6	108
ABC SUNDAY NIGHT MOVIE		A 12407	420	15.2	3.4	99	519	16.6	4.2	109	7205	15.4	58.1	101	2125	16.1	17.1	105
ABC WORLD NEWS TONIGHT		A 6176	191	6.9	3.1	91	284	9.1	4.6	119	3506	7.5	56.8	98	1036	7.8	16.8	103
AFTERMASH		C 5863	*233	8.4	4.0	117	*265	8.5	4.5	117	3371	7.2	57.5	100	952	7.2	16.2	100
ALICE		C 9594	308	11.2	3.2	94	421	13.5	4.4	114	5483	11.7	57.2	99	1786	13.5	18.6	114
AMERICAN PARADE		C 6622	*228	8.3	3.4	101	307	9.8	4.6	120	3847	8.2	58.1	101	1128	8.5	17.0	104
BENSON		A 10886	415	15.0	3.8	112	527	16.9	4.8	126	6117	13.1	56.2	97	1909	14.4	17.5	107
BLUE THUNDER		A 5036	*244	8.8	4.8	142	*221	7.1	4.4	114	3066	6.6	60.9	105	1005	7.6	20.0	122
CAGNEY & LACEY		C 9965	384	13.9	3.9	113	513	16.5	5.1	134	5954	12.7	59.7	103	1784	13.5	17.9	110
CBS EVENING NEWS-DEAN		C 3491	*129	4.7	3.7	109	*146	4.7	4.2	109	1855	4.0	53.1	92	649	4.9	18.6	114
CBS EVENING NEWS-RATHER		C 7123	291	10.6	4.1	120	257	8.2	3.6	94	4103	8.8	57.6	100	1264	9.6	17.7	109
CBS SAT. NEWS-SCHIEFFER		C 3621	*104	3.8	2.9	84	97	3.1	2.7	70	2111	4.5	58.3	101	628	4.8	17.3	106
CBS SATURDAY NIGHT MOVIE		C 5436	218	7.9	4.0	118	190	6.1	3.5	91	3058	6.5	56.3	97	802	6.1	14.8	90
CBS WEDNESDAY NIGHT MOVIE		C 6100	243	8.8	4.0	117	201	6.4	3.3	86	3513	7.5	57.6	100	1130	8.6	18.5	114
CHEERS		N 8889	282	10.2	3.2	93	529	17.0	6.0	155	5290	11.3	59.5	103	1604	12.1	18.0	111
DALLAS		C 22109	689	25.0	3.1	92	947	30.4	4.3	111	13097	28.0	59.2	103	3843	29.1	17.4	107
DIFF'RENT STROKES		N 6940	287	10.4	4.1	121	263	8.4	3.8	98	4156	8.9	59.9	104	1286	9.7	18.5	114
DOUBLE TROUBLE		N 7223	*286	10.4	4.0	116	378	12.1	5.2	136	4398	9.4	60.9	105	1280	9.7	17.7	109
DUCK FACTORY		N 5595	*213	7.7	3.8	112	*319	10.2	5.7	148	3474	7.4	62.1	108	967	7.3	17.3	106
DUKES OF HAZZARD		C 5768	*222	8.0	3.8	113	*218	7.0	3.8	98	3425	7.3	59.4	103	960	7.3	16.6	102
DYNASTY		A 20053	735	26.6	3.7	108	858	27.5	4.3	111	11509	24.6	57.4	99	3327	25.2	16.6	102
FACTS OF LIFE		N 8087	325	11.8	4.0	118	347	11.1	4.3	111	4739	10.1	58.6	101	1432	10.8	17.7	109
FALCON CREST		C 20046	530	19.2	2.6	78	927	29.7	4.6	120	12085	25.8	60.3	104	3374	25.5	16.8	103
FALL GUY		A 9084	286	10.4	3.1	92	489	15.7	5.4	140	5506	11.8	60.6	105	1729	13.1	19.0	117
FAMILY TIES		N 7964	*260	9.4	3.3	96	511	16.4	6.4	167	4702	10.1	59.0	102	1446	10.9	18.2	111
FANTASY ISLAND		A 7687	315	11.4	4.1	120	271	8.7	3.5	92	4383	9.4	57.0	99	1493	11.3	19.4	119
FOULUPS,BLEEPS & BLUNDERS		A 8861	327	11.9	3.7	108	333	10.7	3.8	98	5004	10.7	56.5	98	1608	12.2	18.1	111
FOUR SEASONS		C 5095	*167	6.1	3.3	96	*216	6.9	4.2	110	2910	6.2	57.1	99	931	7.0	18.3	112
GIMME A BREAK		N 8838	290	10.5	3.3	96	498	16.0	5.6	146	5057	10.8	57.2	99	1461	11.1	16.5	101
HART TO HART		A 8978	242	8.8	2.7	79	351	11.3	3.9	102	5012	10.7	55.8	97	1589	12.0	17.7	108
HILL STREET BLUES		N 8590	315	11.4	3.7	108	436	14.0	5.1	132	5038	10.8	58.6	102	1488	11.3	17.3	106
HOTEL		A 14085	407	14.8	2.9	85	684	21.9	4.9	126	8472	18.1	60.1	104	2197	16.6	15.6	96
JEFFERSONS		C 9360	339	12.3	3.6	106	392	12.6	4.2	109	5459	11.7	58.3	101	1632	12.4	17.4	107
JENNIFER SLEPT HERE		N 5841	*200	7.3	3.4	101	*260	8.3	4.5	116	3542	7.6	60.6	105	1099	8.3	18.8	115
KATE & ALLIE		C 9206	352	12.8	3.8	112	432	13.9	4.7	122	5467	11.7	59.4	103	1743	13.2	18.9	116
KNIGHT RIDER		N 7076	*207	7.5	2.9	86	278	8.9	3.9	102	4338	9.3	61.3	106	1234	9.3	17.4	107
LOVE BOAT		A 12219	446	16.2	3.7	107	453	14.5	3.7	96	7213	15.4	59.0	102	2315	17.5	18.9	116
MAGNUM PI		C 11199	358	13.0	3.2	94	515	16.5	4.6	119	6773	14.5	60.5	105	2072	15.7	18.5	113
MAMA'S FAMILY		N 6057	*185	6.7	3.1	90	*225	7.2	3.7	96	3441	7.4	56.8	98	949	7.2	15.7	96
MASTER, THE		N 3598	*145	5.3	4.0	118	*175	5.6	4.9	126	2111	4.5	58.7	102	788	6.0	21.9	134
MATT HOUSTON		A 6344	270	9.8	4.3	125	*209	6.7	3.3	86	3682	7.9	58.0	101	1330	10.1	21.0	129
NBC MONDAY NIGHT MOVIE		N 11994	387	14.0	3.2	95	490	15.7	4.1	106	7107	15.2	59.3	103	2047	15.5	17.1	105
NBC NIGHTLY NEWS		N 5132	165	6.0	3.2	94	239	7.7	4.7	121	2914	6.2	56.8	98	907	6.9	17.7	108
NBC NIGHTLY NEWS-SAT		N 3375	*109	4.0	3.2	95	*88	2.8	2.6	68	1967	4.2	58.3	101	490	3.7	14.5	89
NBC NIGHTLY NEWS-SUN		N 3130	*95	3.4	3.0	89	*129	4.1	4.1	107	1593	3.4	50.9	88	463	3.5	14.8	91
NBC SUNDAY NIGHT MOVIE		N 8284	*388	14.1	4.7	138	429	13.8	5.2	135	5136	11.0	62.0	107	1298	9.8	15.7	96
NEMHART		C 9240	413	15.0	4.5	131	507	16.3	5.5	143	5589	12.0	60.5	105	1895	14.3	20.5	126
ONE DAY AT A TIME		C 7288	*251	9.1	3.4	101	250	8.0	3.4	89	3980	8.5	54.6	95	1226	9.3	16.8	103
PEOPLE ARE FUNNY		N 4855	*150	5.4	3.1	91	*192	6.2	4.0	103	2723	5.8	56.1	97	859	6.5	17.7	108
REAL PEOPLE		N 8869	252	9.1	2.8	83	298	9.6	3.4	87	5256	11.2	59.3	103	1436	10.9	16.2	99
REMINGTON STEELE		N 7743	243	8.8	3.1	92	279	8.9	3.6	94	4859	10.4	62.8	109	1510	11.4	19.5	120
RIPLEY'S BELIEVE IT - NOT A		A 5345	248	9.0	4.6	136	*187	6.0	3.5	91	3219	6.9	60.2	104	1070	8.1	20.0	123
RIPTIDE		N 6988	*235	8.5	3.4	99	287	9.2	4.1	107	4379	9.4	62.7	109	1287	9.7	18.4	113
SCARECROW & MRS. KING		C 10002	344	12.5	3.4	101	500	16.0	5.0	130	5769	12.3	57.7	100	1805	13.7	18.0	111
SIMON & SIMON		C 10638	386	14.0	3.6	107	343	11.0	3.2	84	6442	13.8	60.6	105	1781	13.5	16.7	103
60 MINUTES		C 13293	438	15.9	3.3	97	507	16.3	3.8	99	7556	16.2	56.8	98	2052	15.5	15.4	95
ST. ELSEWHERE		N 7017	273	9.9	3.9	114	516	16.5	7.4	191	4359	9.3	62.1	108	1249	9.5	17.8	109
THREE'S COMPANY		A 10917	372	13.5														

	TOTAL U.S. '000	PUREX LIQUID				ALL CLOROX				ALL PUREX				ALL SNOWY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	10446	100.0	12.9	100	51736	100.0	63.9	100	11221	100.0	13.9	100	3442	100.0	4.3	100
18 - 24	9282	1046	10.0	11.3	87	5348	10.3	57.6	90	1081	9.6	11.6	84	**206	6.0	2.2	52
25 - 34	19072	2209	21.1	11.6	90	11985	23.2	62.8	98	2383	21.2	12.5	90	829	24.1	4.3	102
35 - 44	14591	1898	18.2	13.0	101	9791	18.9	67.1	105	2121	18.9	14.5	105	774	22.5	5.3	125
45 - 54	11345	1634	15.6	14.4	112	7934	15.3	69.9	109	1794	16.0	15.8	114	*466	13.5	4.1	97
55 - 64	11635	1637	15.7	14.1	109	7789	15.1	66.9	105	1760	15.7	15.1	109	*535	15.5	4.6	108
65 OR OLDER	15061	2022	19.4	13.4	104	8890	17.2	59.0	92	2083	18.6	13.8	100	634	18.4	4.2	99
18 - 34	28354	3255	31.2	11.5	89	17332	33.5	61.1	96	3464	30.9	12.2	88	1034	30.0	3.6	86
18 - 49	48339	5892	56.4	12.2	94	30956	59.8	64.0	100	6417	57.2	13.3	96	2091	60.7	4.3	102
25 - 54	45008	5741	55.0	12.8	99	29710	57.4	66.0	103	6298	56.1	14.0	101	2068	60.1	4.6	108
35 - 49	19985	2638	25.3	13.2	102	13624	26.3	68.2	107	2953	26.3	14.8	107	1057	30.7	5.3	124
50 OR OLDER	32647	4554	43.6	13.9	108	20780	40.2	63.7	100	4804	42.8	14.7	106	1351	39.3	4.1	97
GRADUATED COLLEGE	11155	1011	9.7	9.1	70	6678	12.9	59.9	94	1048	9.3	9.4	68	575	16.7	5.2	121
ATTENDED COLLEGE	13682	1689	16.2	12.3	96	8623	16.7	63.0	99	1809	16.1	13.2	95	544	15.8	4.0	94
GRADUATED HIGH SCHOOL	33880	4588	43.9	13.5	105	22607	43.7	66.7	104	4986	44.4	14.7	106	1574	45.7	4.6	109
DID NOT GRADUATE HIGH SCHOOL	22270	3158	30.2	14.2	110	13828	26.7	62.1	97	3378	30.1	15.2	109	749	21.8	3.4	79
EMPLOYED	40306	4980	47.7	12.4	96	25921	50.1	64.3	101	5447	48.5	13.5	98	1716	49.9	4.3	100
EMPLOYED FULL-TIME	32850	4041	38.7	12.3	95	21195	41.0	64.5	101	4381	39.0	13.3	96	1409	40.9	4.3	101
EMPLOYED PART-TIME	7456	939	9.0	12.6	98	4726	9.1	63.4	99	1065	9.5	14.3	103	*306	8.9	4.1	97
NOT EMPLOYED	40680	5466	52.3	13.4	104	25815	49.9	63.5	99	5774	51.5	14.2	102	1727	50.2	4.2	100
PROFESSIONAL/MANAGER	10392	1020	9.8	9.8	76	6194	12.0	59.6	93	1131	10.1	10.9	79	*449	13.0	4.3	102
TECH/CLERICAL/SALES	17574	2306	22.1	13.1	102	11334	21.9	64.5	101	2476	22.1	14.1	102	840	24.4	4.8	112
PRECISION/CRAFT	985	**94	0.9	9.5	74	714	1.4	72.5	113	**94	0.8	9.5	69	*443	1.2	4.4	103
OTHER EMPLOYED	11354	1561	14.9	13.7	107	7679	14.8	67.6	106	1747	15.6	15.4	111	*384	11.2	3.4	80
SINGLE	9863	988	9.5	10.0	78	5378	10.4	54.5	85	1072	9.6	10.9	78	*388	11.3	3.9	93
MARRIED	51375	6987	66.9	13.6	105	34423	66.5	67.0	105	7469	66.6	14.5	105	2334	67.8	4.5	107
DIVORCED/SEPARATED/WIDOWED	19748	2471	23.7	12.5	97	11935	23.1	60.4	95	2680	23.9	13.6	98	721	20.9	3.7	86
PARENTS	32590	4362	41.8	13.4	104	22098	42.7	67.8	106	4735	42.2	14.5	105	1426	41.4	4.4	103
WHITE	70416	8756	83.8	12.4	96	45474	87.9	64.6	101	9442	84.1	13.4	97	3076	89.4	4.4	103
BLACK	8778	1500	14.4	17.1	132	5284	10.2	60.2	94	1589	14.2	18.1	131	*308	8.9	3.5	83
OTHER	1791	**191	1.8	10.7	83	978	1.9	54.6	85	**191	1.7	10.7	77	*558	1.7	3.2	76
NORTHEAST-CENSUS	17786	1193	11.4	6.7	52	11972	23.1	67.3	105	1268	11.3	7.1	51	946	27.5	5.3	125
NORTH CENTRAL	20741	2561	24.5	12.3	96	13539	26.2	65.3	102	2773	24.7	13.4	96	827	24.0	4.0	94
SOUTH	27775	3911	37.4	14.1	109	17687	34.2	63.7	100	4178	37.2	15.0	109	996	28.9	3.6	84
WEST	14683	2782	26.6	18.9	147	8539	16.5	58.2	91	3003	26.8	20.5	148	*673	19.6	4.6	108
NORTHEAST-MKTG.	17961	1340	12.8	7.5	58	11649	22.5	64.9	102	1472	13.1	8.2	59	986	28.6	5.5	129
EAST CENTRAL	11885	1238	11.9	10.4	81	8215	15.9	69.1	108	1342	12.0	11.3	81	574	16.7	4.8	114
WEST CENTRAL	14090	1838	17.6	13.0	101	8944	17.3	63.5	99	1989	17.7	14.1	102	*452	13.1	3.2	75
SOUTH	24081	3521	33.7	14.6	113	15513	30.0	64.4	101	3721	32.2	15.5	112	798	23.2	3.3	78
PACIFIC	12969	2509	24.0	19.3	150	7415	14.3	57.2	89	2697	24.0	20.8	150	*631	18.3	4.9	114
COUNTY SIZE A	32439	3369	32.3	10.4	81	19638	38.0	60.5	95	3663	32.6	11.3	81	1729	50.2	5.3	125
COUNTY SIZE B	24915	3491	33.4	14.0	109	16553	32.0	66.4	104	3740	33.3	15.0	108	970	28.2	3.9	92
COUNTY SIZE C	12930	1723	16.5	13.3	103	8879	17.2	68.7	107	1822	16.2	14.1	102	*425	12.3	3.3	77
COUNTY SIZE D	10703	1862	17.8	17.4	135	6665	12.9	62.3	97	1996	17.8	18.6	135	*318	9.2	3.0	70
METRO CENTRAL CITY	24518	2856	27.3	11.6	90	14992	29.0	61.1	96	3093	27.6	12.6	91	990	28.8	4.0	95
METRO SUBURBAN	35919	4397	42.1	12.2	95	23398	45.2	65.1	102	4755	42.4	13.2	96	1823	53.0	5.1	119
NON METRO	20549	3193	30.6	15.5	120	13346	25.8	64.9	102	3373	30.1	16.4	118	629	18.3	3.1	72
TOP 5 ADI'S	18341	1972	18.9	10.8	83	11371	22.0	62.0	97	2109	18.8	11.5	83	987	28.7	5.4	127
TOP 10 ADI'S	25378	2701	25.9	10.6	83	15145	29.3	59.7	93	2921	26.0	11.5	83	1329	38.6	5.2	123
TOP 20 ADI'S	36488	3847	36.8	10.5	82	21930	42.4	60.1	94	4144	36.9	11.4	82	1816	52.8	5.0	117
HSGLD INC. \$50,000 OR MORE	6612	*701	6.7	10.6	82	4494	8.7	68.0	106	747	6.7	11.3	82	*442	12.8	6.7	157
\$40,000 OR MORE	12659	1349	12.9	10.7	83	8599	16.6	67.9	106	1465	13.1	11.6	84	849	24.7	6.7	158
\$30,000 OR MORE	24698	3034	29.0	12.3	95	16377	31.7	66.3	104	3259	29.0	13.2	95	1330	38.6	5.4	127
\$25,000 OR MORE	32077	3773	36.1	11.8	91	21540	41.6	67.2	105	4069	36.3	12.7	92	1607	46.7	5.0	118
\$20,000 - \$24,999	9144	1093	10.5	12.0	93	6140	11.9	67.1	105	1160	10.3	12.7	92	*348	10.1	3.8	90
\$15,000 - \$19,999	8728	1042	10.0	11.9	93	5340	10.3	61.2	96	1204	10.7	13.8	100	*363	10.5	4.2	98
\$10,000 - \$14,999	12562	1784	17.1	14.2	110	8142	15.7	64.8	101	1867	16.6	14.9	107	600	17.4	4.8	112
UNDER \$10,000	18475	2754	26.4	14.9	116	10575	20.4	57.2	90	2921	26.0	15.8	114	525	15.3	2.8	67
HOUSEHOLD OF 1 PERSON	11987	1216	11.6	10.1	79	6626	12.8	55.3	87	1300	11.6	10.8	78	386	11.2	3.2	76
2 PEOPLE	26577	3524	33.7	13.3	103	16548	32.0	62.3	97	3737	33.3	14.1	101	923	26.8	3.5	82
3 OR 4 PEOPLE	30617	3983	38.1	13.0	101	20684	40.0	67.6	106	4379	39.0	14.3	103	1503	43.7	4.9	116
5 OR MORE PEOPLE	11804	1723	16.5	14.6	113	7878	15.2	66.7	104	1805	16.1	15.3	110	*631	18.3	5.3	126
NO CHILD IN HSHLD	46165	5780	55.3	12.5	97	28297	54.7	61.3	96	6148	54.8	13.3	96	1960	56.9	4.2	100
CHILD(REN) UNDER 2 YRS	5325	675	6.5	12.7	98	3432	6.6	64.5	101	703	6.3	13.2	95	*303	8.8	5.7	134
2 - 5 YEARS	14221	2034	19.5	14.3	111	9017	17.4	63.4	99	2194	19.6	15.4	111	*623	18.1	4.4	103
6 - 11 YEARS	15117	2070	19.8	13.7	106	10393	20.1	68.8	108	2293	20.4	15.2	109	681	19.8	4.5	106
12 - 17 YEARS	16611	2481	23.8	14.9	116	11564	22.4	69.6	109	2656	23.7	16.0	115	666	19.3	4.0	94
RESIDENCE OWNED	55884	7702	73.7	13.8	107	37027	71.6	66.3	104	8244	73.5	14.8	106	2635	76.6	4.7	121
VALUE: \$50,000 OR MORE	31744	3965	38.0	12.5	97	21037	40.7	66.3	104	4263	38.0	13.4	97	1708	49.6	5.4	127
VALUE: UNDER \$50,000	24140	3737	35.8	15.5	120	15990	30.9	66.2	104	3981	35.5	16.5	119	928	27.0	3.8	90

BLEACH: BRANDS
(FEMALE HOMEOWNERS)

			TOTAL	PUREX LIQUID				ALL CLOROX				ALL PUREX				ALL SNOWY			
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
			DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN
			ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS	ACROSS
			INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX
TOTAL FEMALE HOMEOWNERS			80964	10446	100.0	12.9	100	51736	100.0	63.9	100	11221	100.0	13.9	100	3442	100.0	4.3	100
MAGAZINES	QUINTILE 1	15799	2153	20.6	13.6	106	10535	20.4	66.7	104	2368	21.1	15.0	108	830	24.1	5.3	124	
	QUINTILE 2	17259	2249	21.5	13.0	101	11444	22.1	66.3	104	2426	21.6	14.1	101	697	20.2	4.0	95	
	QUINTILE 3	13545	1763	16.9	13.0	101	9186	17.8	67.8	106	1926	17.2	14.2	103	516	15.0	3.8	90	
	QUINTILE 4	15133	1711	16.4	11.3	88	9414	18.2	62.2	97	1791	16.0	11.8	85	681	19.8	4.5	106	
	QUINTILE 5	19250	2570	24.6	13.4	104	11157	21.6	58.0	91	2710	24.2	14.1	102	718	20.9	3.7	88	
NEWSPAPERS	QUINTILE 1	12413	1149	11.0	9.3	72	8558	16.5	68.9	108	1266	11.3	10.2	74	796	23.1	6.4	151	
	QUINTILE 2	24116	3232	30.9	13.4	104	15860	30.7	65.8	103	3457	30.8	14.3	103	1161	33.7	4.8	113	
	QUINTILE 3	11261	1688	16.2	15.0	116	6985	13.5	62.0	97	1779	15.9	15.8	114	357	10.4	3.2	75	
	QUINTILE 4	20255	2212	21.2	10.9	85	12917	25.0	63.8	100	2444	21.8	12.1	87	727	21.1	3.6	84	
	QUINTILE 5	12940	2165	20.7	16.7	130	7415	14.3	57.3	90	2275	20.3	17.6	127	401	11.7	3.1	73	
OUTDOOR	QUINTILE 1	14852	2019	19.3	13.6	105	9717	18.8	65.4	102	2155	19.2	14.5	105	699	20.3	4.7	111	
	QUINTILE 2	15725	2045	19.6	13.0	101	10229	19.8	65.0	102	2246	20.0	14.3	103	594	17.3	3.8	89	
	QUINTILE 3	16330	2153	20.6	13.2	102	10308	19.9	63.1	99	2350	20.9	14.4	104	660	19.2	4.0	95	
	QUINTILE 4	16744	2062	19.7	12.3	95	10945	21.2	65.4	102	2196	19.6	13.1	95	765	22.2	4.6	107	
	QUINTILE 5	17334	2167	20.7	12.5	97	10536	20.4	60.8	95	2275	20.3	13.1	95	724	21.0	4.2	98	
RADIO-DRIVE TIME	QUINTILE 1	15911	2181	20.9	13.7	106	10611	20.5	66.7	104	2284	20.4	14.4	104	679	19.7	4.3	100	
	QUINTILE 2	14837	1987	19.0	13.4	104	9726	18.8	65.6	103	2172	19.4	14.6	106	553	16.1	3.7	88	
	QUINTILE 3	15334	1848	17.7	12.0	93	9704	18.8	63.3	99	2127	19.0	13.9	100	754	21.9	4.9	116	
	QUINTILE 4	16723	1997	19.1	11.9	93	10456	20.2	62.5	98	2092	18.6	12.5	90	805	23.4	4.8	113	
	QUINTILE 5	18176	2433	23.3	13.4	104	11240	21.7	61.8	97	2547	22.7	14.0	101	652	18.9	3.6	84	
RADIO-MID- DAY	TERCILE 1	21020	2577	24.7	12.3	95	13718	26.5	65.3	102	2720	24.2	12.9	93	813	23.6	3.9	91	
	TERCILE 2	21610	2996	28.7	13.9	107	14435	27.9	66.8	105	3205	28.6	14.8	107	943	27.4	4.4	103	
	TERCILE 3	38255	4873	46.6	12.7	98	23582	45.6	61.5	96	5297	47.2	13.8	100	1686	49.0	4.4	103	
RADIO-TOTAL	QUINTILE 1	15988	2160	20.7	13.5	105	10510	20.3	65.7	103	2273	20.3	14.2	103	631	18.3	3.9	93	
	QUINTILE 2	15626	2014	19.3	12.9	100	10322	20.0	66.1	103	2176	19.4	13.9	101	526	15.3	3.4	79	
	QUINTILE 3	16723	2237	21.4	13.4	104	10755	20.8	64.3	101	2474	22.0	14.8	107	977	28.4	5.8	137	
	QUINTILE 4	16342	1819	17.4	11.1	86	10245	19.8	62.7	98	1992	17.8	12.2	88	716	20.8	4.4	103	
	QUINTILE 5	16306	2215	21.2	13.6	105	9903	19.1	60.7	95	2306	20.6	14.1	102	593	17.2	3.6	86	
TV-PRIME TIME	QUINTILE 1	15953	2074	19.9	13.0	101	10738	20.8	67.3	105	2246	20.0	14.1	102	595	17.3	3.7	88	
	QUINTILE 2	16137	2007	19.2	12.4	96	10635	20.6	65.9	103	2173	19.4	13.5	97	613	17.8	3.8	89	
	QUINTILE 3	16420	2226	21.3	13.6	105	10452	20.2	63.7	100	2337	20.8	14.2	103	944	27.4	5.7	135	
	QUINTILE 4	16687	2099	20.1	12.6	98	10255	19.8	61.5	96	2336	20.8	14.0	101	772	22.4	4.6	109	
	QUINTILE 5	15789	2039	19.5	12.9	100	9656	18.7	61.2	96	2129	19.0	13.5	97	518	15.0	3.3	77	
TV-DAYTIME	TERCILE 1	27736	3886	37.2	14.0	109	17987	34.8	64.9	102	4148	37.0	15.0	108	1123	32.6	4.0	95	
	TERCILE 2	26489	3244	31.1	12.2	95	17230	33.3	65.0	102	3511	31.3	13.3	96	1197	34.8	4.5	106	
	TERCILE 3	26761	3316	31.7	12.4	96	16519	31.9	61.7	97	3562	31.7	13.3	96	1122	32.6	4.2	99	
TV-TOTAL	QUINTILE 1	16345	2313	22.1	14.2	110	10655	20.6	65.2	102	2452	21.9	15.0	108	504	14.6	3.1	73	
	QUINTILE 2	16447	2041	19.5	12.4	96	11002	21.3	66.9	105	2212	19.7	13.4	97	859	25.0	5.2	123	
	QUINTILE 3	15980	2259	21.6	14.1	110	10285	19.9	64.4	101	2422	21.6	15.2	109	655	19.0	4.1	96	
	QUINTILE 4	15887	1870	17.9	11.8	91	9772	18.9	61.5	96	1960	17.5	12.3	89	796	23.1	5.0	118	
	QUINTILE 5	16326	1963	18.8	12.0	93	10022	19.4	61.4	96	2176	19.4	13.3	96	629	18.3	3.9	91	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	2597	24.9	12.5	97	14316	27.7	69.1	108	2823	25.2	13.6	98	1054	30.6	5.1	120	
	NEWSPAPER IMPERATIVE	19186	2760	26.4	14.4	112	12210	23.6	63.6	100	3003	26.8	15.7	113	635	18.4	3.3	78	
	NEWSPAPER IMPERATIVE	21899	2583	24.7	11.8	91	13970	27.0	63.8	100	2778	24.8	12.7	92	1140	33.1	5.2	122	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	2135	20.4	13.8	107	10380	20.1	67.2	105	2354	21.0	15.2	110	631	18.3	4.1	96	
	OUTDOOR IMPERATIVE	25953	3285	31.4	12.7	98	17093	33.0	65.9	103	3544	31.6	13.7	99	1224	35.6	4.7	111	
	OUTDOOR IMPERATIVE	24400	3204	30.7	13.1	102	15202	29.4	62.3	98	3386	30.2	13.9	100	984	28.6	4.0	95	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	2572	24.6	14.3	110	12016	23.2	66.6	104	2767	24.7	15.3	111	764	22.2	4.2	100	
	RADIO IMPERATIVE	23571	2916	27.9	12.4	96	15641	30.2	66.4	104	3239	28.9	13.7	99	1141	33.1	4.8	114	
	RADIO IMPERATIVE	23278	2896	27.7	12.4	96	14996	29.0	64.4	101	3101	27.6	13.3	96	916	26.6	3.9	93	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	2138	20.5	13.8	107	10652	20.6	68.9	108	2307	20.6	14.9	108	715	20.8	4.6	109	
	TELEVISION IMPERATIVE	25829	3411	32.7	13.2	102	16707	32.3	64.7	101	3710	33.1	14.4	104	1148	33.4	4.4	105	
	TELEVISION IMPERATIVE	26039	3471	33.2	13.3	103	16208	31.3	62.2	97	3673	32.7	14.1	102	997	29.0	3.8	90	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	2140	20.5	12.9	100	10720	20.7	64.6	101	2334	20.8	14.1	101	827	24.0	5.0	117	
	OUTDOOR IMPERATIVE	26834	3281	31.4	12.2	95	17978	34.7	67.0	105	3487	31.1	13.0	94	1364	39.6	5.1	120	
	OUTDOOR IMPERATIVE	23346	3188	30.5	13.7	106	14804	28.6	63.4	99	3456	30.8	14.8	107	800	23.2	3.4	81	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	2135	20.4	12.5	97	11677	22.6	68.2	107	2277	20.3	13.3	96	828	24.1	4.8	114	
	NEWSPAPER IMPERATIVE	25892	3104	29.7	12.0	93	16793	32.5	64.9	102	3377	30.1	13.0	94	1378	40.0	5.3	125	
	RADIO IMPERATIVE	23167	3251	31.1	14.0	109	14813	28.6	63.9	100	3510	31.3	15.2	109	749	21.8	3.2	76	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	2156	20.6	12.6	97	11823	22.9	68.9	108	2291	20.4	13.4	96	815	23.7	4.7	112	
	TELEVISION IMPERATIVE	26214	3208	30.7	12.2	95	16680	32.2	63.6	100	3452	30.8	13.2	95	1363	39.6	5.2		

	TOTAL U.S. '000	PUREX LIQUID				ALL CLOROX				ALL PUREX				ALL SNOWY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	10446	100.0	12.9	100	51736	100.0	63.9	100	11221	100.0	13.9	100	3442	100.0	4.3	100
ATLANTIC MONTHLY	415	**47	0.4	11.3	88	269	0.5	64.8	101	**50	0.4	12.0	87	**19	0.6	4.6	108
BARRON'S	453	**64	0.6	14.1	110	*266	0.5	58.7	92	**79	0.7	17.4	126	**20	0.6	4.4	104
BETTER HOMES & GARDENS	16256	2289	21.9	14.1	109	11121	21.5	68.4	107	2472	22.0	15.2	110	708	20.6	4.4	102
BON APPETIT	2535	414	4.0	16.3	127	1617	3.1	63.8	100	431	3.8	17.0	123	**173	5.0	6.8	161
BUSINESS WEEK	1278	**139	1.3	10.9	84	748	1.4	58.5	92	*154	1.4	12.1	87	**88	2.6	6.9	162
CAR AND DRIVER	378	**29	0.3	7.7	59	*239	0.5	63.2	99	**29	0.3	7.7	55	**13	0.4	3.4	81
CBS MAGAZINE NETWORK (GROSS)	1498	**183	1.8	12.2	95	1018	2.0	68.0	106	*192	1.7	12.8	93	**55	1.6	3.7	86
CHANGING TIMES	1505	*188	1.8	12.5	97	1044	2.0	69.4	109	*188	1.7	12.5	90	*57	1.7	3.8	89
COLONIAL HOMES	1231	*138	1.3	11.2	87	830	1.6	67.4	106	*147	1.3	11.9	86	*54	1.6	4.4	103
CONDE NAST MAG. PKG. (GROSS)	14146	1775	17.0	12.5	97	8917	17.2	63.0	99	1890	16.8	13.4	96	733	21.3	5.2	122
CONSUMERS DIGEST	1323	**114	1.1	8.6	67	977	1.9	73.8	116	*154	1.4	11.6	84	**79	2.3	6.0	140
COSMOPOLITAN	7102	734	7.0	10.3	80	4465	8.6	62.9	98	839	7.5	11.8	85	343	10.0	4.8	114
COUNTRY LIVING	2481	280	2.7	11.3	87	1757	3.4	70.8	111	296	2.6	11.9	86	**108	3.1	4.4	102
CUISINE	1472	*238	2.3	16.2	125	965	1.9	65.6	103	*289	2.6	19.6	142	**80	2.3	5.4	128
CYCLE WORLD	425	**71	0.7	16.7	130	*302	0.6	71.1	111	*71	0.6	16.7	121	*1	0.0	0.2	6
DCI:CREATIVE IDEAS FOR LIV	2510	398	3.8	15.9	123	1619	3.1	64.5	101	430	3.8	17.1	124	**89	2.6	3.5	83
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	970	9.3	14.5	112	4489	8.7	67.1	105	1061	9.5	15.9	114	*182	5.3	2.7	64
DISCOVER	894	**107	1.0	12.0	93	472	0.9	52.8	83	**111	1.0	12.4	90	**30	0.9	3.4	79
EBONY	3507	506	4.8	14.4	112	2120	4.1	60.5	95	*557	5.0	15.9	115	*109	3.2	3.1	73
ESQUIRE	1083	*204	2.0	18.8	146	729	1.4	67.3	105	*218	1.9	20.1	145	**11	0.3	1.0	24
ESSENCE	1830	372	3.6	20.3	158	1120	2.2	61.2	96	401	3.6	21.9	158	*79	2.3	4.3	102
FAMILY CIRCLE	15930	2121	20.3	13.3	103	10917	21.1	68.5	107	2357	21.0	14.8	107	889	25.8	5.6	131
THE FAMILY HANDYMAN	1126	*193	1.8	17.1	133	788	1.5	70.0	110	*200	1.8	17.8	128	**29	0.8	2.6	61
FAMILY WEEKLY	11468	1813	17.4	15.8	123	7744	15.0	67.5	106	1986	17.7	17.3	125	619	18.0	5.4	127
FIELD & STREAM	2234	392	3.8	17.5	136	1501	2.9	67.2	105	408	3.6	18.3	132	**107	3.1	4.8	113
FOOD & WINE	579	**85	0.8	14.7	114	429	0.8	74.1	116	**88	0.8	15.2	110	**17	0.5	2.9	69
FORBES	728	**94	0.9	12.9	100	499	1.0	68.5	107	*97	0.9	13.3	96	**40	1.2	5.5	129
FORTUNE	906	**169	1.6	18.7	145	528	1.0	58.3	91	**172	1.5	19.0	137	**10	0.3	1.1	26
GENTLEMEN'S QUARTERLY	791	**161	1.5	20.4	158	466	0.9	58.9	92	*170	1.5	21.5	155	*22	0.6	2.8	65
GLAMOUR	5265	703	6.7	13.4	104	3348	6.5	63.6	100	757	6.7	14.4	104	*270	7.8	5.1	121
GOLF DIGEST	636	**68	0.7	10.7	83	422	0.8	66.4	104	**68	0.6	10.7	77	**20	0.6	3.1	74
GOLF DIGEST/TENNIS (GROSS)	1186	**108	1.0	9.1	71	844	1.6	71.2	111	**114	1.0	9.6	69	**55	1.6	4.6	109
GOLF MAGAZINE	441	**25	0.2	5.7	44	*289	0.6	65.5	103	*27	0.2	6.1	44	*3	0.1	0.7	16
GOLF MAGAZINE/SKI (GROSS)	922	**117	1.1	12.7	98	576	1.1	62.5	98	*120	1.1	13.0	94	*18	0.5	2.0	46
GOOD HOUSEKEEPING	16487	2390	22.9	14.5	112	11315	21.9	68.6	107	2683	23.9	16.3	117	698	20.3	4.2	100
HARPER'S BAZAAR	2423	353	3.4	14.6	113	1595	3.1	65.8	103	381	3.4	15.7	113	**99	2.9	4.1	96
HEALTH	1994	297	2.8	14.9	115	1358	2.6	68.1	107	369	3.3	18.5	134	**107	3.1	5.4	126
HEARST MAG CORP. BUY (GROSS)	44101	5796	55.5	13.1	102	29588	57.2	67.1	105	6425	57.3	14.6	105	1976	57.4	4.5	105
HEARST MAN POWER (GROSS)	1993	281	2.7	14.1	109	1366	2.6	68.5	107	293	2.6	14.7	106	*127	3.7	6.4	150
HEARST WOMAN POWER (GROSS)	31274	4126	39.5	13.2	102	21002	40.6	67.2	105	4642	41.4	14.8	107	1372	39.9	4.4	103
HOUSE BEAUTIFUL	3623	449	4.3	12.4	96	2409	4.7	66.5	104	495	4.4	13.7	99	*149	4.3	4.1	97
INC.	283	**39	0.4	13.8	107	*198	0.4	70.0	110	**39	0.3	13.8	99	*16	0.5	5.7	133
JET	2928	466	4.5	15.9	123	1845	3.6	63.0	99	507	4.5	17.3	125	**85	2.5	2.9	68
LADIES' HOME JOURNAL	11918	1560	14.9	13.1	101	7924	15.3	66.5	104	1751	15.6	14.7	106	454	13.2	3.8	90
LHJ FAMILY GRP COMBO(GROSS)	16764	2200	21.1	13.1	102	11120	21.5	66.3	104	2509	22.4	15.0	108	673	19.6	4.0	94
LIFE	4254	510	4.9	12.0	93	2692	5.2	63.3	99	570	5.1	13.4	97	*194	5.6	4.6	107
L.A. TIMES HOME MAGAZINE	1145	*159	1.5	13.9	108	657	1.3	57.4	90	*159	1.4	13.9	100	*98	2.8	8.6	201
MADMOISELLE	2884	389	3.7	13.5	105	1807	3.5	62.7	98	416	3.7	14.4	104	*194	5.6	6.7	158
MC CALL'S	13460	1764	16.9	13.1	102	9198	17.8	68.3	107	1949	17.4	14.5	105	580	16.9	4.3	101
MC CALL'S/WRK MOTHER (GROSS)	14606	1942	18.6	13.3	103	10021	19.4	68.6	107	2137	19.0	14.6	106	631	18.3	4.3	102
MECHANIX ILLUSTRATED	772	**172	1.6	22.3	173	553	1.1	71.6	112	*192	1.7	24.9	179	**41	1.2	5.3	125
METROPOLITAN HOME	967	**79	0.8	8.2	63	682	1.3	70.5	110	**84	0.7	8.7	63	*28	0.8	2.9	68
MONEY	1588	*204	2.0	12.8	100	1110	2.1	69.9	109	*205	1.8	12.9	93	*61	1.8	3.8	90
MOTHER EARTH NEWS	1002	*157	1.5	15.7	121	611	1.2	61.0	95	*192	1.7	19.2	138	*52	1.5	5.2	122
MS.	825	**107	1.0	13.0	101	522	1.0	63.3	99	**123	1.1	14.9	108	*31	0.9	3.8	88
NATIONAL ENQUIRER	10336	1609	15.4	15.6	121	7152	13.8	69.2	108	1778	15.8	17.2	124	608	17.7	5.9	138
NATIONAL GEOGRAPHIC	9597	1204	11.5	12.5	97	6278	12.1	65.4	102	1280	11.4	13.3	96	465	13.5	4.8	114
NATIONAL SUNDAY MAGAZINE PKG	49558	6119	58.6	12.3	96	32393	62.6	65.4	102	6610	58.9	13.3	96	2466	71.6	5.0	117
NATURAL HISTORY	573	**111	1.1	19.4	150	346	0.7	60.4	95	*112	1.0	19.5	141	*18	0.5	3.1	74
NEW WOMAN	1699	*171	1.6	10.1	78	1033	2.0	60.8	95	*191	1.7	11.2	81	**40	1.2	2.4	55
NEW YORK INCLUDING CUE	443	**43	0.4	9.7	75	266	0.5	60.0	94	**45	0.4	10.2	73	*35	1.0	7.9	186
THE NEW YORKER	1270	**140	1.3	11.0	85	752	1.5	59.2	93	*145	1.3	11.2	82	*94	2.7	7.4	174
NEWSWEEK	6277	743	7.1	11.8	92	3800	7.3	60.5	95	782	7.0	12.5	90	362	10.5	5.8	136
THE N.Y. TIMES DAILY EDITION	1205	**99	0.9	8.2	64	825	1.6	68.5	107	**99	0.9	8.2	59	*69	2.0	5.7	135
THE N.Y. TIMES MAGAZINE	2081	*152	1.5	7.3	57	1279	2.5	61.5	96	*155	1.4	7.4	54	*125	3.6	6.0	141
OMNI	788	**127	1.2	16.1	125	410	0.8	52.0	81	*142	1.3	18.0	130	*22	0.6	2.8	66
ON CABLE	1158	**145	1.4	12.5	97	730	1.4	63.0	99	*147	1.3	12.7	92	*127	3.7	11.0	258
1001 HOME IDEAS	2852	343	3.3	12.0	93	1838	3.6	64.4	101	390	3.5	13.7	99	*112	3.3	3.9	92
ORGANIC GARDENING	1658	331	3.2	20.0	155	1052	2.0	63.4	99	349	3.1	21.0	152	*56	1.6	3.4	79
OUTDOOR LIFE	896	*141	1.3	15.7	122	657	1.3	73.3	115	*146	1.3	16.3	118	*39	1.1	4.4	102
PARADE MAGAZINE	24275	2516	24.1	10.4	80	15946	30.8	65.7	103	2768	24.7	11.4	82	1232	35.8	5.1	119

	TOTAL U.S. '000	PUREX LIQUID				ALL CLOROX				ALL PUREX				ALL SNOWY			
		A '000	B DOHN	C ACROSS %	D INDX	A '000	B DOHN	C ACROSS %	D INDX	A '000	B DOHN	C ACROSS %	D INDX	A '000	B DOHN	C ACROSS %	D INDX
TOTAL FEMALE HOME MAKERS	80986	10446	100.0	12.9	100	51736	100.0	63.9	100	11221	100.0	13.9	100	3442	100.0	4.3	100
PARENTS	3845	507	4.9	13.2	102	2383	4.6	62.0	97	548	4.9	14.3	103	*191	5.5	5.0	117
PENTHOUSE	831	**174	1.7	20.9	162	505	1.0	60.8	95	*187	1.7	22.5	162	**65	1.9	7.8	184
PEOPLE	11645	1396	13.4	12.0	93	7514	14.5	64.5	101	1550	13.8	13.3	96	647	18.8	5.6	131
PLAYBOY	2006	*300	2.9	15.0	116	1164	2.2	58.0	91	347	3.1	17.3	125	**89	2.6	4.4	104
POPULAR HOT RODDING	297	**29	0.3	9.8	76	*203	0.4	68.4	107	**37	0.3	12.5	90	**13	0.4	4.4	103
POPULAR MECHANICS	1018	**151	1.4	14.8	115	671	1.3	65.9	103	**158	1.4	15.5	112	**48	1.4	4.7	111
POPULAR SCIENCE	878	**132	1.3	15.0	117	591	1.1	67.3	105	*161	1.4	18.3	132	**59	1.7	6.7	158
PREVENTION	3913	484	4.6	12.4	96	2615	5.1	66.8	105	547	4.9	14.0	101	*269	7.8	6.9	162
PSYCHOLOGY TODAY	1710	*138	1.3	8.1	63	1068	2.1	62.5	98	*149	1.3	8.7	63	**44	1.3	2.6	61
READER'S DIGEST	22204	3202	30.7	14.4	112	14974	28.9	67.4	106	3507	31.3	15.8	114	1084	31.5	4.9	115
REDBOOK	7684	1003	9.6	13.1	101	5221	10.1	67.9	106	1120	10.0	14.6	105	331	9.6	4.3	101
ROAD & TRACK	410	**49	0.5	12.0	93	*230	0.4	56.1	88	**58	0.5	14.1	102	**29	0.8	7.1	166
ROLLING STONE	969	*153	1.5	15.8	122	677	1.3	69.9	109	*155	1.4	16.0	115	**43	1.2	4.4	104
RUNNER'S WORLD	298	**49	0.5	16.4	127	*197	0.4	66.1	103	**49	0.4	16.4	119	**18	0.5	6.0	102
SATURDAY EVENING POST	1169	*123	1.2	10.5	82	744	1.4	63.6	100	*123	1.1	10.5	76	**72	2.1	6.2	145
SCIENCE 84	587	**44	0.4	7.5	58	410	0.8	69.8	109	**44	0.4	7.5	54	**24	0.7	4.1	96
SCIENCE DIGEST	482	**61	0.6	12.7	98	348	0.7	72.2	113	**61	0.5	12.7	91	**51	1.5	10.6	249
SCIENTIFIC AMERICAN	594	**80	0.8	13.5	104	279	0.5	47.0	74	**81	0.7	13.6	98	**39	1.1	6.6	154
SELF	2089	*157	1.5	7.5	58	1241	2.4	59.4	93	*174	1.6	8.3	60	**85	2.5	4.1	96
SEVENTEEN	2411	409	3.9	17.0	132	1594	3.1	66.1	103	420	3.7	17.4	126	**116	3.4	4.8	113
SKI	480	**92	0.9	19.2	149	287	0.6	59.8	94	**92	0.8	19.2	138	**15	0.4	3.1	74
SMITHSONIAN	2760	282	2.7	10.2	79	1542	3.0	55.9	87	294	2.6	10.7	77	*140	4.1	5.1	119
SOAP OPERA DIGEST	3013	384	3.7	12.7	99	2186	4.2	72.6	114	419	3.7	13.9	100	*282	8.2	9.4	220
SOUTHERN LIVING	4184	572	5.5	13.7	106	2870	5.5	68.6	107	632	5.6	15.1	109	**94	2.7	2.2	53
SPORT	559	**85	0.8	15.2	118	324	0.6	58.0	91	**85	0.8	15.2	110	**24	0.7	4.3	101
THE SPORTING NEWS	436	**82	0.8	18.8	146	*352	0.7	80.7	126	**82	0.7	18.8	136	**33	1.0	7.6	178
SPORTS AFIELD	493	**68	0.7	13.8	107	348	0.7	70.6	110	**74	0.7	15.0	108	**29	0.8	5.9	138
SPORTS ILLUSTRATED	2758	407	3.9	14.8	114	1725	3.3	62.5	98	434	3.9	15.7	114	*184	5.3	6.7	157
STAR	7456	984	9.4	13.2	102	5307	10.3	71.2	111	1116	9.9	15.0	108	440	12.8	5.9	139
SUNDAY	24936	2800	26.8	11.2	87	15864	30.7	63.6	100	3027	27.0	12.1	88	1354	39.3	5.4	128
SUNSET	2124	513	4.9	24.2	187	1239	2.4	58.3	91	548	4.9	25.8	186	**127	3.7	6.0	141
TV GUIDE	21661	2877	27.5	13.3	103	14396	27.8	66.5	104	3162	28.2	14.6	105	934	27.1	4.3	101
TENNIS	550	**40	0.4	7.3	56	422	0.8	76.7	120	**46	0.4	8.4	60	**35	1.0	6.4	150
TIME	8880	874	8.4	9.8	76	5846	11.3	65.8	103	943	8.4	10.6	77	601	17.5	6.8	159
TOWN & COUNTRY	917	**136	1.3	14.8	115	538	1.0	58.7	92	**137	1.2	14.9	108	**66	1.9	7.2	169
TRAVEL & LEISURE	972	**111	1.1	11.4	89	703	1.4	72.3	113	*119	1.1	12.2	88	**33	1.0	3.4	80
TRUE STORY	3356	636	6.1	19.0	147	2236	4.3	66.6	104	659	5.9	19.6	142	**183	5.3	5.5	128
U.S. NEWS & WORLD REPORT	3410	511	4.9	15.0	116	2170	4.2	63.6	100	526	4.7	15.4	111	*167	4.9	4.9	115
USA TODAY	1759	*199	1.9	11.3	88	1226	2.4	69.7	109	*232	2.1	13.2	95	*172	5.0	9.8	230
US	1873	*160	1.5	8.5	66	1237	2.4	66.0	103	*209	1.9	11.2	81	*155	4.5	8.3	195
VOGUE	3909	526	5.0	13.5	104	2520	4.9	64.5	101	543	4.8	13.9	100	*183	5.3	4.7	110
MALL STREET JOURNAL	1886	*197	1.9	10.4	81	1232	2.4	65.3	102	*213	1.9	11.3	82	**87	2.5	4.6	109
HEIGHT WATCHERS	2120	*231	2.2	10.9	84	1530	3.0	72.2	113	*282	2.5	13.3	96	**81	2.4	3.8	90
WOMAN'S DAY	14172	1835	17.6	12.9	100	9887	19.1	69.8	109	2008	17.9	14.2	102	663	19.3	4.7	110
WORKING WOMAN	1146	*178	1.7	15.5	120	824	1.6	71.9	113	*188	1.7	16.4	118	**50	1.5	4.4	103
WORKING WOMAN	1322	*125	1.2	9.5	73	850	1.6	64.3	101	*131	1.2	9.9	72	**62	1.8	4.7	110
WORLD TENNIS	*163	**21	0.2	12.9	100	*111	0.2	68.1	107	**21	0.2	12.9	93	**21	0.6	12.9	303
ZIFF-DAVIS MAG NETWK (GROSS)	2532	363	3.5	14.3	111	1732	3.3	68.4	107	387	3.4	15.3	110	**97	2.8	3.8	90
BLAIR INSERTS	43657	5027	48.1	11.5	89	28285	54.7	64.8	101	5391	48.0	12.3	89	2162	62.8	5.0	117
DAILY NEWSPAPERS																	
READ ANY	51633	6458	61.8	12.5	97	33999	65.7	65.8	103	6962	62.0	13.5	97	2386	69.3	4.6	109
READ ONE	43463	5689	54.5	13.1	101	28386	54.9	65.3	102	6097	54.3	14.0	101	1870	54.3	4.3	101
READ TWO OR MORE	8170	769	7.4	9.4	73	5613	10.8	68.7	108	865	7.7	10.6	76	516	15.0	6.3	149
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6414	61.4	12.2	94	34390	66.5	65.3	102	6936	61.8	13.2	95	2534	73.6	4.8	113
READ ONE	46126	5856	56.1	12.7	98	29969	57.9	65.0	102	6276	55.9	13.6	98	1947	56.6	4.2	99
READ TWO OR MORE	6552	558	5.3	8.5	66	4422	8.5	67.5	106	660	5.9	10.1	73	587	17.1	9.0	211
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.84				27.96				27.83				27.04			
30 DAY REACH	71455	9247	88.5	12.9	100	45576	88.1	63.8	100	9960	88.8	13.9	101	2962	86.1	4.1	98
50 SHWG - 30 DAY AV FREQ	14.56	14.76				14.68				14.73				15.72			
30 DAY REACH	67742	8766	83.9	12.9	100	43488	84.1	64.2	100	9452	84.2	14.0	101	2850	82.8	4.2	99
25 SHWG - 30 DAY AV FREQ	7.94	7.92				7.95				7.89				8.38			
30 DAY REACH	62117	8159	78.1	13.1	102	40176	77.7	64.7	101	8819	78.6	14.2	102	2668	77.5	4.3	101
CABLE TV: HOME WIRED	32077	4263	40.8	13.3	103	21090	40.8	65.7	103	4594	40.9	14.3	103	1435	41.7	4.5	105
HOME NOT WIRED	48909	6183	59.2	12.6	98	30646	59.2	62.7	98	6627	59.1	13.5	98	2007	58.3	4.1	97
HAVE PAY CABLE	15935	2231	21.4	14.0	109	10597	20.5	66.5	104	2448	21.8	15.4	111	894	26.0	5.6	132

	TOTAL U.S. '000	PUREX LIQUID				ALL CLOROX				ALL PUREX				ALL SNOWY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	10446	100.0	12.9	100	51736	100.0	63.9	100	11221	100.0	13.9	100	3442	100.0	4.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5741	55.0	13.1	101	28505	55.1	64.9	102	6149	54.8	14.0	101	1927	56.0	4.4	103
10:00 AM - 3:00 PM	30659	4022	38.5	13.1	102	20164	39.0	65.8	103	4266	38.0	13.9	100	1282	37.2	4.2	98
3:00 PM - 7:00 PM	31045	3893	37.3	12.5	97	20241	39.1	65.2	102	4138	36.9	13.3	96	1354	39.3	4.4	103
7:00 PM - MIDNIGHT	15767	2107	20.2	13.4	104	9913	19.2	62.9	98	2270	20.2	14.4	104	718	20.9	4.6	107
MIDNIGHT - 6:00 AM	9120	1097	10.5	12.0	93	6054	11.7	66.4	104	1175	10.5	12.9	93	316	9.2	3.5	82
6:00 AM - MIDNIGHT	58527	7613	72.9	13.0	101	37879	73.2	64.7	101	8190	73.0	14.0	101	2607	75.7	4.5	105
ENTIRE DAY	59311	7678	73.5	12.9	100	38397	74.2	64.7	101	8266	73.7	13.9	101	2640	76.7	4.5	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2343	22.4	14.5	112	11140	21.5	68.9	108	2462	21.9	15.2	110	719	20.9	4.4	105
ALL NEWS	2256	*247	2.4	10.9	85	1400	2.7	62.1	97	*312	2.8	13.8	100	*140	4.1	6.2	146
AOR/PROGRESSIVE	3874	425	4.1	11.0	85	2490	4.8	64.3	101	449	4.0	11.6	84	*184	5.3	4.7	112
BEAUTIFUL MUSIC	5660	693	6.6	12.2	95	3789	7.3	66.9	105	723	6.4	12.8	92	*266	7.7	4.7	111
BLACK	2204	373	3.6	16.9	131	1435	2.8	65.1	102	395	3.5	17.9	129	*87	2.5	3.9	93
CLASSICAL	1418	*157	1.5	11.1	86	985	1.9	69.5	109	*173	1.5	12.2	88	*63	1.8	4.4	105
CHR/ROCK	9538	1178	11.3	12.4	96	6105	11.8	64.0	100	1355	12.1	14.2	103	454	13.2	4.8	112
COUNTRY	12648	1746	16.7	13.8	107	8421	16.3	66.6	104	1883	16.8	14.9	107	536	15.6	4.2	100
GOLDEN OLDIES	1191	*137	1.3	11.5	89	681	1.3	57.2	90	*153	1.4	12.8	93	*130	3.8	10.9	257
MOR/NOSTALGIA	4757	753	7.2	15.8	123	2907	5.6	61.1	96	770	6.9	16.2	117	*244	7.1	5.1	121
NEWS/TALK	3863	534	5.1	13.8	107	2237	4.3	57.9	91	557	5.0	14.4	104	*122	3.5	3.2	74
RELIGIOUS	3084	351	3.4	11.4	88	1748	3.4	56.7	89	368	3.3	11.9	86	*124	3.6	4.0	95
SOFT ROCK	521	**80	0.8	15.4	119	295	0.6	56.6	89	*91	0.8	17.5	126	*10	0.3	1.9	45
URBAN CONTEMPORARY	1585	*175	1.7	11.0	86	1036	2.0	65.4	102	*176	1.6	11.1	80	*44	1.3	2.8	65
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	412	3.9	12.6	98	2249	4.3	69.0	108	456	4.1	14.0	101	*148	4.3	4.5	107
ABC DIRECTION	2316	330	3.2	14.2	110	1767	3.4	76.3	119	336	3.0	14.5	105	*118	3.4	5.1	120
ABC ENTERTAINMENT	4834	542	5.2	11.2	87	3260	6.3	67.4	106	577	5.1	11.9	86	*196	5.7	4.1	95
ABC FM	2202	321	3.1	14.6	113	1413	2.7	64.2	100	334	3.0	15.2	109	*95	2.8	4.3	102
ABC INFORMATION	5425	876	8.4	16.1	125	3667	7.1	67.6	106	918	8.2	16.9	122	*243	7.1	4.5	105
ABC ROCK	1677	*222	2.1	13.2	103	1208	2.3	72.0	113	*247	2.2	14.7	106	*40	1.2	2.4	56
CBS	4430	685	6.6	15.5	120	2849	5.5	64.3	101	774	6.9	17.5	126	260	7.6	5.9	138
MUTUAL	4992	718	6.9	14.4	112	3379	6.5	67.7	106	776	6.9	15.5	112	235	6.8	4.7	111
NBC	4679	508	4.9	10.9	84	3066	5.9	65.5	103	527	4.7	11.3	81	*126	3.7	2.7	63
RADIORADIO	1994	*240	2.3	12.0	93	1312	2.5	65.8	103	*261	2.3	13.1	94	*49	1.4	2.5	58
RKO ONE	2298	279	2.7	12.1	94	1384	2.7	60.2	94	387	3.4	16.8	122	*174	5.1	7.6	178
RKO TWO	3311	462	4.4	14.0	108	2187	4.2	66.1	103	509	4.5	15.4	111	*201	5.8	6.1	143
THE SOURCE	2114	*206	2.0	9.7	76	1394	2.7	65.9	103	*223	2.0	10.5	76	*75	2.2	3.5	83
NON-HIRED: BLAIR	8654	1101	10.5	12.7	99	5838	11.3	67.5	106	1148	10.2	13.3	96	410	11.9	4.7	111
INTERNET	12025	1696	16.2	14.1	109	7801	15.1	64.9	102	1799	16.0	15.0	108	658	19.1	5.5	129
KATZ RADIO GROUP	15359	2035	19.5	13.2	103	10130	19.6	66.0	103	2106	18.8	13.7	99	644	18.7	4.2	99
SUPERNET	10628	1439	13.8	13.5	105	6889	13.3	64.8	101	1624	14.5	15.3	110	392	11.4	3.7	87
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1178	11.3	13.6	105	5409	10.5	62.5	98	1244	11.1	14.4	104	368	10.7	4.2	100
WKDAY 9:00 AM - 1:00 PM	12163	1716	16.4	14.1	109	7819	15.1	64.3	101	1858	16.6	15.3	110	481	14.0	4.0	93
WKDAY 1:00 PM - 4:30 PM	16150	2125	20.3	13.2	102	10470	20.2	64.8	101	2262	20.2	14.0	101	661	19.2	4.1	96
WKDAY 4:30 PM - 7:30 PM	22463	2904	27.8	12.9	100	14401	27.8	64.1	100	3096	27.6	13.8	99	948	27.5	4.2	99
WKDAY 7:30 PM - 8:00 PM	31795	4196	40.2	13.2	102	20517	39.7	64.5	101	4471	39.8	14.1	101	1258	36.5	4.0	93
WKDAY 11:00 PM - 11:30 PM	23977	3128	29.9	13.0	101	16016	31.0	66.8	105	3327	29.6	13.9	100	927	26.9	3.9	91
WKDAY 11:30 PM - 1:00 AM	7703	1058	10.1	13.7	106	5083	9.8	66.0	103	1150	10.2	14.9	108	339	9.8	4.4	104
M-SAT 8-11 PM+SUN 7-11 PM	33800	4382	41.9	13.0	101	22067	42.7	65.3	102	4718	42.0	14.0	101	1429	41.5	4.2	99
WKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	945	9.0	14.5	112	4045	7.8	61.9	97	1023	9.1	15.6	113	308	8.9	4.7	111
ANOTHER WORLD	N 4620	572	5.5	12.4	96	3115	6.0	67.4	106	599	5.3	13.0	94	*169	4.9	3.7	86
AS THE WORLD TURNS	C 5614	706	6.8	12.6	97	3611	7.0	64.3	101	735	6.6	13.1	94	249	7.2	4.4	104
CAPITOL	C 3396	353	3.4	10.4	81	2207	4.3	65.0	102	364	3.2	10.7	77	120	3.5	3.5	83
CBS MORN. NEWS 1	C 1446	179	1.7	12.4	96	875	1.7	60.5	95	190	1.7	13.1	95	*75	2.2	5.2	122
CBS MORN. NEWS 2	C 1207	107	1.0	8.9	69	730	1.4	60.5	95	124	1.1	10.3	74	*64	1.9	5.3	125
DAYS OF OUR LIVES	N 5877	864	8.3	14.7	114	4063	7.9	69.1	108	928	8.3	15.8	114	299	8.7	5.1	120
FACTS OF LIFE - DAYTIME	N 2290	333	3.2	14.5	113	1367	2.6	59.7	93	367	3.3	16.0	116	*80	2.3	3.5	82
FAMILY FEUD	A 3023	435	4.2	14.4	112	1846	3.6	61.1	96	464	4.1	15.3	111	*75	2.2	2.5	58
GENERAL HOSPITAL	A 6097	762	7.3	12.5	97	3905	7.5	64.0	100	844	7.5	13.8	100	259	7.5	4.2	100
GOOD MORNING, AMERICA-730 A	A 3515	511	4.9	14.5	113	2238	4.3	63.7	100	530	4.7	15.1	109	175	5.1	5.0	117
GOOD MORNING, AMERICA-830 A	A 2818	425	4.1	15.1	117	1853	3.6	65.8	103	449	4.0	15.9	115	172	5.0	6.1	144
GUIDING LIGHT	C 5339	646	6.2	12.1	94	3399	6.6	63.7	100	669	6.0	12.5	90	223	6.5	4.2	98
ONE LIFE TO LIVE	A 4478	642	6.1	14.3	111	2774	5.4	61.9	97	703	6.3	15.7	113	151	4.4	3.4	79
PRESS YOUR LUCK	C 2244	267	2.6	11.9													

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	10446	100.0	12.9	100	51736	100.0	63.9	100	11221	100.0	13.9	100	3442	100.0	4.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3298	31.6	12.7	98	16668	32.2	64.0	100	3471	30.9	13.3	96	1091	31.7	4.2	98
NETWORK AFFILIATES - LATE	20261	2681	25.7	13.2	103	13506	26.1	66.7	104	2813	25.1	13.9	100	757	22.0	3.7	88
INDEPENDENTS - LATE	2076	270	2.6	13.0	101	1345	2.6	64.8	101	279	2.5	13.4	97	*79	2.3	3.8	90
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1218	11.7	11.7	90	7104	13.7	68.0	106	1335	11.9	12.8	92	374	10.9	3.6	84
ABC MONDAY NIGHT MOVIE	A 6412	761	7.3	11.9	92	4229	8.2	66.0	103	815	7.3	12.7	92	253	7.4	3.9	93
ABC SUNDAY NIGHT MOVIE	A 12407	1586	15.2	12.8	99	8011	15.5	64.6	101	1699	15.1	13.7	99	607	17.6	4.9	115
ABC WORLD NEWS TONIGHT	A 6176	811	7.8	13.1	102	3986	7.7	64.5	101	874	7.8	14.2	102	349	10.1	5.7	133
AFTERMASH	C 5863	710	6.8	12.1	94	3802	7.3	64.8	102	741	6.6	12.6	91	*326	9.5	5.6	131
ALICE	C 9594	1322	12.7	13.8	107	6234	12.0	65.0	102	1395	12.4	14.5	105	421	12.2	4.4	103
AMERICAN PARADE	C 6622	756	7.2	11.4	89	4243	8.2	64.1	100	812	7.2	12.3	89	297	8.6	4.5	106
BENSON	A 10886	1364	13.1	12.5	97	6869	13.3	63.1	99	1471	13.1	13.5	98	529	15.4	4.9	114
BLUE THUNDER	A 5036	796	7.6	15.8	123	3434	6.6	68.2	107	831	7.4	16.5	119	*198	5.8	3.9	93
CAGNEY & LACEY	C 9965	1201	11.5	12.1	93	6560	12.7	65.8	103	1244	11.1	12.5	90	455	13.2	4.6	107
CBS EVENING NEWS-DEAN	C 3491	456	4.4	13.1	101	2146	4.1	61.5	96	496	4.4	14.2	103	*153	4.4	4.4	103
CBS EVENING NEWS-RATHER	C 7123	863	8.3	12.1	94	4660	9.0	65.4	102	898	8.0	12.6	91	338	9.8	4.7	112
CBS SAT. NEWS-SCHIEFFER	C 3621	458	4.4	12.6	98	2433	4.7	67.2	105	482	4.3	13.3	96	120	3.5	3.3	78
CBS SATURDAY NIGHT MOVIE	C 5436	691	6.6	12.7	99	3378	6.5	62.1	97	735	6.6	13.5	98	280	8.1	5.2	121
CBS WEDNESDAY NIGHT MOVIE	C 6100	869	8.3	14.2	110	3911	7.6	64.1	100	897	8.0	14.7	106	276	8.0	4.5	106
CHEERS	N 8889	1054	10.1	11.9	92	5946	11.5	66.9	105	1146	10.2	12.9	93	450	13.1	5.1	119
DALLAS	C 22109	2901	27.8	13.1	102	14524	28.1	65.7	103	3217	28.7	14.6	105	847	24.6	3.8	90
DIFF'RENT STROKES	N 6940	892	8.5	12.9	100	4637	9.0	66.8	105	956	8.5	13.8	99	295	8.6	4.3	100
DOUBLE TROUBLE	N 7223	987	9.4	13.7	106	4844	9.4	67.1	105	1053	9.4	14.6	105	319	9.3	4.4	104
DUCK FACTORY	N 5595	687	6.6	12.3	95	3829	7.4	68.4	107	769	6.9	13.7	99	306	8.9	5.5	129
DUKES OF HAZZARD	C 5768	737	7.1	12.8	99	3822	7.4	66.3	104	759	6.8	13.2	95	*170	4.9	2.9	69
DYNASTY	A 20053	2857	27.4	14.2	110	12817	24.8	63.9	100	3111	27.7	15.5	112	810	23.5	4.0	95
FACTS OF LIFE	N 8087	1051	10.1	13.0	101	5262	10.2	65.1	102	1142	10.2	14.1	102	388	11.3	4.8	113
FALCON CREST	C 20046	2811	26.9	14.0	109	13359	25.8	66.6	104	3079	27.4	15.4	111	656	19.1	3.3	77
FALL GUY	A 9084	1328	12.7	14.6	113	6051	11.7	66.6	104	1395	12.4	15.4	111	343	10.0	3.8	89
FAMILY TIES	N 7964	1109	10.6	13.9	108	5204	10.1	65.3	102	1190	10.6	14.9	108	298	8.7	3.7	88
FANTASY ISLAND	A 7687	1002	9.6	13.0	101	4984	9.6	64.8	101	1104	9.8	14.4	104	255	7.4	3.3	78
FOULUPS, BLEEPERS & BLUNDERS	A 8861	1131	10.8	12.8	99	5700	11.0	64.3	101	1228	10.9	13.9	100	431	12.5	4.9	114
FOUR SEASONS	C 5095	569	5.4	11.2	87	3317	6.4	65.1	102	619	5.5	12.1	88	*372	10.8	7.3	172
GIMME A BREAK	N 8838	1154	11.0	13.1	101	5615	10.9	63.5	99	1269	11.3	14.4	104	372	10.8	4.2	99
HART TO HART	A 8978	1143	10.9	12.7	99	5684	11.0	63.3	99	1226	10.9	13.7	99	354	10.3	3.9	93
HILL STREET BLUES	N 8590	930	8.9	10.8	84	5571	10.8	64.9	102	1032	9.2	12.0	87	435	12.6	5.1	119
HOTEL	A 14085	1961	18.8	13.9	108	9250	17.9	65.7	103	2118	18.9	15.0	109	575	16.7	4.1	96
JEFFERSONS	C 9360	1241	11.9	13.3	103	6126	11.8	65.4	102	1331	11.9	14.2	103	483	14.0	5.2	121
JENNIFER SLEPT HERE	N 5841	808	7.7	13.8	107	3993	7.7	68.4	107	879	7.8	15.0	109	*207	6.0	3.5	83
KATE & ALLIE	C 9206	1100	10.5	11.9	93	6065	11.7	65.9	103	1189	10.6	12.9	93	427	12.4	4.6	109
KNIGHT RIDER	N 7076	951	9.1	13.4	104	4757	9.2	67.2	105	1011	9.0	14.3	103	*180	5.2	2.5	60
LOVE BOAT	A 12219	1611	15.4	13.2	102	8066	15.6	66.0	103	1703	15.2	13.9	101	466	13.5	3.8	90
MAGNUM PI	C 11199	1485	14.2	13.3	103	7467	14.4	66.7	104	1561	13.9	13.9	101	449	13.0	4.0	94
MAMA'S FAMILY	N 6057	858	8.2	14.2	110	3802	7.3	62.8	98	972	8.7	16.0	116	*256	7.4	4.2	99
MASTER, THE	N 3598	413	4.0	11.5	89	2419	4.7	67.2	105	465	4.1	12.9	93	*151	4.4	4.2	99
MATT HOUSTON	A 6344	778	7.4	12.3	95	4275	8.3	67.4	105	823	7.3	13.0	94	*305	8.9	4.8	113
NBC MONDAY NIGHT MOVIE	N 11994	1363	13.0	11.4	88	7906	15.3	65.9	103	1576	14.0	13.1	95	439	12.8	3.7	86
NBC NIGHTLY NEWS	N 5132	601	5.8	11.7	91	3284	6.3	64.0	100	621	5.5	12.1	87	131	3.8	2.6	60
NBC NIGHTLY NEWS-SAT	N 3375	426	4.1	12.6	98	2174	4.2	64.4	101	452	4.0	13.4	97	*81	2.4	2.4	56
NBC NIGHTLY NEWS-SUN	N 3130	416	4.0	13.3	103	1807	3.5	57.7	90	447	4.0	14.3	103	*112	3.3	3.6	84
NBC SUNDAY NIGHT MOVIE	N 8284	967	9.3	11.7	90	5594	10.8	67.5	106	1032	9.2	12.5	90	*348	10.1	4.2	99
NEWMART	C 9240	1185	11.3	12.8	99	6223	12.0	67.3	105	1259	11.2	13.6	98	488	14.2	5.3	124
ONE DAY AT A TIME	C 7288	886	8.5	12.2	94	4431	8.6	60.8	95	963	8.6	13.2	95	261	7.6	3.6	84
PEOPLE ARE FUNNY	N 8855	706	6.8	14.5	113	3138	6.1	64.6	101	792	7.1	16.3	118	*178	5.2	3.7	86
REAL PEOPLE	N 8869	1149	11.0	13.0	100	5818	11.2	65.6	103	1269	11.3	14.3	103	364	10.6	4.1	97
REMINGTON STEELE	N 7743	857	8.2	11.1	86	5343	10.3	69.0	108	970	8.6	12.5	90	290	8.4	3.7	88
RIPLEY'S BELIEVE IT - NOT	A 5345	759	7.3	14.2	110	3684	7.1	68.9	108	832	7.4	15.6	112	*214	6.2	4.0	94
RIPTIDE	N 6988	905	8.7	13.0	100	4846	9.4	69.3	109	950	8.5	13.6	98	305	8.9	4.4	103
SCARECROW & MRS. KING	C 10002	1305	12.5	13.0	101	6322	12.2	63.2	99	1390	12.4	13.9	100	443	12.9	4.4	104
SIMON & SIMON	C 10638	1617	15.5	15.2	118	7134	13.8	67.1	105	1665	14.8	15.7	113	390	11.3	3.7	86
60 MINUTES	C 13293	1706	16.3	12.8	99	8365	16.2	62.9	99	1794	16.0	13.5	97	471	13.7	3.5	83
ST. ELSEWHERE	N 7017	911	8.7	13.0	101	4777	9.2	68.1	107	1005	9.0	14.3	103	315	9.2	4.5	106
THREE'S COMPANY	A 10917	1368	13.1	12.5	97	6997	13.5	64.1	100	1521	13.6	13.9	101	450	13.1	4.1	97
T.J. HOOKER	A 9204	1338	12.8	14.5													

LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-18

		'000	%	UNWEIGHTED											
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?		YES	42027	51.9	4734										
		NO	38959	48.1	4701										
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED					
		'000	%	'000	%	'000	%	'000	%						
IF YES															
1B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?															
LIQUID		17977	22.2	10683	13.2	5834	7.2	1460	1.8	1985					
POWDER		11773	14.5	6162	7.6	4510	5.6	1101	1.4	1382					
SPRAY (PUMP OR AEROSOL)		20308	25.1	12607	15.6	5554	6.9	2148	2.7	2191					
DO NOT KNOW		2992	3.7							371					
1C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?															
ARM & HAMMER SODA		1918	2.4	307	.4	1227	1.5	385	.5	215					
AXION		2343	2.9	465	.6	1272	1.6	606	.7	280					
BIZ		5686	7.0	1246	1.5	3428	4.2	1012	1.2	664					
CLOROX PRE-WASH		9875	12.2	3451	4.3	5200	6.4	1225	1.5	1092					
DYNAMO		1841	2.3	136	.2	1081	1.3	624	.8	213					
ERA		3357	4.1	701	.9	1843	2.3	813	1.0	398					
FRESH START		1295	1.6	244	.3	840	1.0	211	.3	142					
GREASE RELIEF		2794	3.4	183	.2	1577	1.9	1034	1.3	291					
LESTOIL		1617	2.0	190	.2	1085	1.3	342	.4	200					
LYSOL DISINFECTANT		1349	1.7	135	.2	915	1.1	299	.4	144					
MAGIC PRE-WASH		669	.8	86	.1	350	.4	233	.3	98					
MIRACLE WHITE SPRAY		483	.6	57	.1	250	.3	177	.2	67					
MIRACLE WHITE SUPER CLEANER		624	.8	147	.2	305	.4	172	.2	83					
SHOUT AEROSOL		4961	6.1	1203	1.5	2576	3.2	1182	1.5	577					
SHOUT LIQUID		5186	6.4	1540	1.9	2429	3.0	1217	1.5	566					
SPRAY N'WASH AEROSOL		10788	13.3	3753	4.6	5277	6.5	1758	2.2	1197					
SPRAY N'WASH LIQUID		9676	11.9	3448	4.3	4817	5.9	1412	1.7	1039					
WISK		8923	11.0	2799	3.5	4621	5.7	1504	1.9	982					
OTHER BRANDS		4950	6.1	2072	2.6	1990	2.5	888	1.1	550					
DO NOT KNOW		411	.5							44					
		'000	%	UNWEIGHTED											
1D. ABOUT HOW MANY WASHLOADS USING LAUNDRY BOOSTERS, PRE-SOAKS OR PRE-CLEANERS WERE DONE BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?															
EIGHT OR MORE		H	2380	2.9	249										
SIX OR SEVEN		H	1726	2.1	193										
FOUR OR FIVE		H	4627	5.7	486										
THREE		M	6984	8.6	724										
TWO		M	9931	12.3	1124										
ONE		L	11270	13.9	1332										
NONE		L	5109	6.3	626										

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	42027	100.0	51.9	100	8733	100.0	10.8	100	16915	100.0	20.9	100	16379	100.0	20.2	100
18 - 24	9282	3886	9.2	41.9	81	769	8.8	8.3	77	1352	8.0	14.6	70	1765	10.8	19.0	94
25 - 34	19072	10348	24.6	54.3	105	2092	24.0	11.0	102	4317	25.5	22.6	108	3939	24.0	20.7	102
35 - 44	14591	8334	19.8	57.1	110	2140	24.5	14.7	136	3529	20.9	24.2	116	2665	16.3	18.3	90
45 - 54	11345	6562	15.6	57.8	111	1380	15.8	12.2	113	2613	15.4	23.0	110	2570	15.7	22.7	112
55 - 64	11635	6236	14.8	53.6	103	1201	13.8	10.3	96	2539	15.0	21.8	104	2496	15.2	21.5	106
65 OR OLDER	15061	6661	15.8	44.2	85	1151	13.2	7.6	71	2566	15.2	17.0	82	2944	18.0	19.5	97
18 - 34	28354	14234	33.9	50.2	97	2861	32.8	10.1	94	5669	33.5	20.0	96	5704	34.8	20.1	99
18 - 49	48339	25823	61.4	53.4	103	5737	65.7	11.9	110	10417	61.6	21.5	103	9670	59.0	20.0	99
25 - 54	45008	25244	60.1	56.1	108	5611	64.3	12.5	116	10459	61.8	23.2	111	9174	56.0	20.4	101
35 - 49	19985	11589	27.6	58.0	112	2876	32.9	14.4	133	4748	28.1	23.8	114	3966	24.2	19.8	98
50 OR OLDER	32647	16204	38.6	49.6	96	2996	34.3	9.2	85	6499	38.4	19.9	95	6709	41.0	20.6	102
GRADUATED COLLEGE	11155	6136	14.6	55.0	106	1026	11.7	9.2	85	2660	15.7	23.8	114	2450	15.0	22.0	109
ATTENDED COLLEGE	13682	7908	18.8	57.8	111	1793	20.5	13.1	122	2924	17.3	21.4	102	3191	19.5	23.3	115
GRADUATED HIGH SCHOOL	33880	18564	44.2	54.8	106	3830	43.9	11.3	105	7397	43.7	21.8	105	7336	44.8	21.7	107
DID NOT GRADUATE HIGH SCHOOL	22270	9419	22.4	42.3	82	2084	23.9	9.4	87	3934	23.3	17.7	85	3401	20.8	15.3	76
EMPLOYED	40306	22265	53.0	55.2	106	4354	49.9	10.8	100	9143	54.1	22.7	109	8767	53.5	21.8	108
EMPLOYED FULL-TIME	32850	17759	42.3	54.1	104	3280	37.6	10.0	93	7271	43.0	22.1	106	7208	44.0	21.9	108
EMPLOYED PART-TIME	7456	4506	10.7	60.4	116	1074	12.3	14.4	134	1872	11.1	25.1	120	1559	9.5	20.9	103
NOT EMPLOYED	40680	19763	47.0	48.6	94	4379	50.1	10.8	100	7772	45.9	19.1	91	7612	46.5	18.7	93
PROFESSIONAL/MANAGER	10392	5780	13.8	55.6	107	1009	11.6	9.7	90	2424	14.3	23.3	112	2348	14.3	22.6	112
TECH/CLERICAL/SALES	17574	10125	24.1	57.6	111	1950	22.3	11.1	103	4060	24.0	23.1	111	4115	25.1	23.4	116
PRECISION/CRAFT	985	530	1.3	53.8	104	**72	0.8	7.3	68	**262	1.5	26.6	127	**196	1.2	19.9	98
OTHER EMPLOYED	11354	5829	13.9	51.3	99	1323	15.1	11.7	108	2398	14.2	21.1	101	2108	12.9	18.6	92
SINGLE	9863	4087	9.7	41.4	80	733	8.4	7.4	69	1426	8.4	14.5	69	1928	11.8	19.5	97
MARRIED	51375	28797	68.5	56.1	108	6553	75.0	12.8	118	11865	70.1	23.1	111	10379	63.4	20.2	100
DIVORCED/SEPARATED/WIDOWED	19748	9143	21.8	46.3	89	1447	16.6	7.3	68	3624	21.4	18.4	88	4072	24.9	20.6	102
PARENTS	32590	18257	43.4	56.0	108	4466	51.1	13.7	127	7797	46.1	23.9	115	5994	36.6	18.4	91
WHITE	70416	38027	90.5	54.0	104	7843	89.8	11.1	103	15040	88.9	21.4	102	15145	92.5	21.5	106
BLACK	8778	3387	8.1	38.6	74	777	8.9	8.9	82	1640	9.7	18.7	89	971	5.9	11.1	55
OTHER	1791	*613	1.5	34.2	66	**114	1.3	6.4	59	**235	1.4	13.1	63	**263	1.6	14.7	73
NORTHEAST-CENSUS	17786	8361	19.9	47.0	91	1706	19.5	9.6	89	3540	20.9	19.9	95	3115	19.0	17.5	87
NORTH CENTRAL	20741	12612	30.0	60.8	117	3006	34.4	14.5	134	4605	27.2	22.2	106	5001	30.5	24.1	119
SOUTH	27775	12754	30.3	45.9	88	2361	27.0	8.5	79	5507	32.6	19.8	95	4886	29.8	17.6	87
WEST	14683	8299	19.7	56.5	109	1660	19.0	11.3	105	3262	19.3	22.2	106	3377	20.6	23.0	114
NORTHEAST-MKTG.	17961	8239	19.6	45.9	88	1611	18.4	9.0	83	3648	21.6	20.3	97	2980	18.2	16.6	82
EAST CENTRAL	11885	6877	16.4	57.9	112	1759	20.1	14.8	137	2537	15.0	21.3	102	2581	15.8	21.7	107
WEST CENTRAL	14090	8775	20.9	62.3	120	1931	22.1	13.7	127	3257	19.3	23.1	111	3588	21.9	25.5	126
SOUTH	24081	10907	26.0	45.3	87	2016	23.1	8.4	78	4597	27.2	19.1	91	4293	26.2	17.8	88
PACIFIC	12969	7229	17.2	55.7	107	1416	16.2	10.9	101	2877	17.0	22.2	106	2937	17.9	22.6	112
COUNTY SIZE A	32439	16290	38.8	50.2	97	3327	38.1	10.3	95	6777	40.1	20.9	100	6186	37.8	19.1	94
COUNTY SIZE B	24915	12975	30.9	52.1	100	2610	29.9	10.5	97	5130	30.3	20.6	99	5236	32.0	21.0	104
COUNTY SIZE C	12930	6958	16.6	53.8	104	1564	17.9	12.1	112	2599	15.4	20.1	96	2795	17.1	21.6	107
COUNTY SIZE D	10703	5804	13.8	54.2	104	1233	14.1	11.5	107	2410	14.2	22.5	108	2162	13.2	20.2	100
METRO CENTRAL CITY	24518	11056	26.3	45.1	87	2200	25.2	9.0	83	4482	26.5	18.3	88	4375	26.7	17.8	88
METRO SUBURBAN	35919	19922	47.4	55.5	107	4241	48.6	11.8	109	7911	46.8	22.0	105	7770	47.4	21.6	107
NON METRO	20549	11049	26.3	53.8	104	2293	26.3	11.2	103	4522	26.7	22.0	105	4235	25.9	20.6	102
TOP 5 ADI'S	18341	8847	21.1	48.2	93	1780	20.4	9.7	90	3778	22.3	20.6	99	3289	20.1	17.9	89
TOP 10 ADI'S	25378	12444	29.6	49.0	94	2443	28.0	9.6	89	5271	31.2	20.8	99	4730	28.9	18.6	92
TOP 20 ADI'S	36488	18577	44.2	50.9	98	3776	43.2	10.3	96	7576	44.8	20.8	99	7226	44.1	19.8	98
MSHLD INC. \$50,000 OR MORE	6612	4030	9.6	60.9	117	1014	11.6	15.3	142	1579	9.3	23.9	114	1437	8.8	21.7	107
\$40,000 OR MORE	12659	7700	18.3	60.8	117	1735	19.9	13.7	127	3193	18.9	25.2	121	2771	16.9	21.9	108
\$30,000 OR MORE	24698	14966	35.6	60.6	117	3371	38.6	13.6	127	6249	36.9	25.3	121	5346	32.6	21.6	107
\$25,000 OR MORE	32077	19456	46.3	60.7	117	4494	51.5	14.0	130	8014	47.4	25.0	120	6948	42.4	21.7	107
\$20,000 - \$24,999	9144	4878	11.6	53.3	103	1041	11.9	11.4	106	1693	10.0	18.5	89	2144	13.1	23.4	116
\$15,000 - \$19,999	8728	4085	9.7	46.8	90	742	8.5	8.5	79	1648	9.7	18.9	90	1695	10.3	19.4	96
\$10,000 - \$14,999	12562	6342	15.1	50.5	97	1065	12.2	8.5	79	2472	14.6	19.7	94	2805	17.1	22.3	110
UNDER \$10,000	18475	7267	17.3	39.3	76	1392	15.9	7.5	70	3088	18.3	16.7	80	2788	17.0	15.1	75
HOUSEHOLD OF 1 PERSON	11987	4708	11.2	39.3	76	508	5.8	4.2	39	1412	8.3	11.8	56	2788	17.0	23.3	115
2 PEOPLE	26577	13873	33.0	52.2	101	2123	24.3	8.0	74	5715	33.8	21.5	103	6035	36.8	22.7	112
3 OR 4 PEOPLE	30617	17117	40.7	55.9	108	4200	48.1	13.7	127	7136	42.2	23.3	112	5781	35.3	18.9	93
5 OR MORE PEOPLE	11804	6330	15.1	53.6	103	1903	21.8	16.1	150	2652	15.7	22.5	108	1775	10.8	15.0	74
NO CHILD IN HSHLD	46165	22666	53.9	49.1	95	3958	45.3	8.6	80	8724	51.6	18.9	90	9984	61.0	21.6	107
CHILD(REN) UNDER 2 YRS	5325	2692	6.4	50.6	97	665	7.6	12.5	116	1071	6.3	20.1	96	956	5.8	18.0	89
2 - 5 YEARS	14221	7500	17.8	52.7	102	1955	22.4	13.7	127	3141	18.6	22.1	106	2405	14.7	16.9	84
6 - 11 YEARS	15117	8142	19.4	53.9	104	1984	22.7	13.1	122	3641	21.5	24.1	115	2516	15.4	16.6	82
12 - 17 YEARS	16611	9526	22.7	57.3	111	2543	29.1	15.3	142	3898	23.0	23.5	112	3085	18.8	18.6	92
RESIDENCE OWNED	55884	31419	74.8	56.2	108	6511	74.6	11.7	108	12905	76.3	23.1	111	12003	73.3	21.5	106
VALUE: \$50,000 OR MORE	31744	18814	44.8	59.3	114	3938	45.1	12.4	115	7778	46.0	24.5	117	7099	43.3	22.4	111
VALUE: UNDER \$50,000	24140	12605	30.0	52.2	101	2573	29.5	10.7	99	5127	30.3	21.2	102	4905	29.9	20.3	100

LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	42027	100.0	51.9	100	8733	100.0	10.8	100	16915	100.0	20.9	100	16379	100.0	20.2	100
MAGAZINES	QUINTILE 1	15799	9300	22.1	58.9	113	2315	26.5	14.7	136	3679	21.7	23.3	111	3307	20.2	20.9	103
	QUINTILE 2	17259	9953	23.7	57.7	111	2036	23.3	11.8	109	4270	25.2	24.7	118	3648	22.3	21.1	105
	QUINTILE 3	13545	7254	17.3	53.6	103	1414	16.2	10.4	97	2862	16.9	21.1	101	2978	18.2	22.0	109
	QUINTILE 4	15133	7681	18.3	50.8	98	1480	16.9	9.8	91	3143	18.6	20.8	99	3059	18.7	20.2	100
	QUINTILE 5	19250	7838	18.6	40.7	78	1489	17.1	7.7	72	2962	17.5	15.4	74	3388	20.7	17.6	87
NEWSPAPERS	QUINTILE 1	12413	7035	16.7	56.7	109	1441	16.5	11.6	108	3179	18.8	25.6	123	2415	14.7	19.5	96
	QUINTILE 2	24116	13241	31.5	54.9	106	2932	33.6	12.2	113	5219	30.9	21.6	104	5090	31.1	21.1	104
	QUINTILE 3	11261	6014	14.3	53.4	103	1202	13.8	10.7	99	2560	15.1	22.7	109	2252	13.7	20.0	99
	QUINTILE 4	20255	10270	24.4	50.7	98	2144	24.6	10.6	98	3786	22.4	18.7	89	4340	26.5	21.4	106
	QUINTILE 5	12940	5467	13.0	42.2	81	1014	11.6	7.8	73	2172	12.8	16.8	80	2281	13.9	17.6	87
OUTDOOR	QUINTILE 1	14852	7933	18.9	53.4	103	1530	17.5	10.3	96	3149	18.6	21.2	102	3254	19.9	21.9	108
	QUINTILE 2	15725	8330	19.8	53.0	102	1735	19.9	11.0	102	3348	19.8	21.3	102	3247	19.8	20.6	102
	QUINTILE 3	16330	8434	20.1	51.6	100	1678	19.2	10.3	95	3419	20.2	20.9	100	3338	20.4	20.4	101
	QUINTILE 4	16744	8863	21.1	52.9	102	2011	23.0	12.0	111	3665	21.7	21.9	105	3186	19.5	19.0	94
	QUINTILE 5	17334	8467	20.1	48.8	94	1778	20.4	10.3	95	3334	19.7	19.2	92	3355	20.5	19.4	96
RADIO-DRIVE TIME	QUINTILE 1	15911	8939	21.3	56.2	108	2015	23.1	12.7	117	3509	20.7	22.1	106	3415	20.8	21.5	106
	QUINTILE 2	14837	8039	19.1	54.2	104	1814	20.8	12.2	113	3046	18.0	20.5	98	3180	19.4	21.4	106
	QUINTILE 3	15339	7708	18.3	50.3	97	1276	14.6	8.3	77	3504	20.7	22.8	109	2928	17.9	19.1	94
	QUINTILE 4	16723	8605	20.5	51.5	99	1781	20.4	10.7	99	3573	21.1	21.4	102	3251	19.8	19.4	96
	QUINTILE 5	18176	8735	20.8	48.1	93	1846	21.1	10.2	94	3283	19.4	18.1	86	3606	22.0	19.8	98
RADIO-MID- DAY	QUINTILE 1	21020	11101	26.4	52.8	102	2512	28.8	12.0	111	4256	25.2	20.2	97	4333	26.5	20.6	102
	QUINTILE 2	21610	11987	28.5	55.5	107	2541	29.1	11.8	109	5108	30.2	23.6	113	4338	26.5	20.1	99
	QUINTILE 3	38355	18939	45.1	49.4	95	3680	42.1	9.6	89	7551	44.6	19.7	94	7708	47.1	20.1	99
	QUINTILE 4	15988	8799	20.9	55.0	106	1935	22.2	12.1	112	3452	20.4	21.6	103	3413	20.8	21.3	106
	QUINTILE 5	15626	8302	19.8	53.1	102	1912	21.9	12.2	113	3447	20.4	22.1	106	2943	18.0	18.8	93
RADIO-TOTAL	QUINTILE 1	16723	8878	21.1	53.1	102	1695	19.4	10.1	94	3654	21.6	21.9	105	3529	21.5	21.1	104
	QUINTILE 2	16342	8654	20.6	53.0	102	1814	20.8	11.1	103	3475	20.5	21.3	102	3365	20.5	20.6	102
	QUINTILE 3	16306	7394	17.6	45.3	87	1377	15.8	8.4	78	2887	17.1	17.7	85	3130	19.1	19.2	95
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	8397	20.0	52.6	101	1651	18.9	10.3	96	3450	20.4	21.6	104	3295	20.1	20.7	102
	QUINTILE 2	16137	8612	20.5	53.4	103	1710	19.6	10.6	98	3692	21.8	22.9	110	3210	19.6	19.9	98
	QUINTILE 3	16420	8601	20.5	52.4	101	1892	21.7	11.5	107	3390	20.0	20.6	99	3319	20.3	20.2	100
	QUINTILE 4	16687	8542	20.3	51.2	99	1896	21.7	11.4	105	3361	19.9	20.1	96	3285	20.1	19.7	97
	QUINTILE 5	15789	7875	18.7	49.9	96	1583	18.1	10.0	93	3023	17.9	19.1	92	3269	20.0	20.7	102
TV-DAYTIME	QUINTILE 1	27736	13616	32.4	49.1	95	2841	32.5	10.2	95	5843	34.5	21.1	101	4931	30.1	17.8	88
	QUINTILE 2	26489	13898	33.1	52.5	101	2914	33.4	11.0	102	5437	32.1	20.5	98	5547	33.9	20.9	104
	QUINTILE 3	26761	14514	34.5	54.2	105	2978	34.1	11.1	103	5635	33.3	21.1	101	5901	36.0	22.1	109
	QUINTILE 4	16345	7875	18.7	48.2	93	1690	19.4	10.3	96	3256	19.2	19.9	95	2929	17.9	17.9	89
	QUINTILE 5	16447	8383	19.9	51.0	98	1910	21.9	11.6	108	3211	19.0	19.5	93	3262	19.9	19.8	98
TV-TOTAL	QUINTILE 1	15980	9069	21.6	56.8	109	1795	20.6	11.2	104	3791	22.4	23.7	114	3483	21.3	21.8	108
	QUINTILE 2	15887	8264	19.7	52.0	100	1531	17.5	9.6	89	3646	21.6	22.9	110	3088	18.9	19.4	96
	QUINTILE 3	16326	8437	20.1	51.7	100	1807	20.7	11.1	103	3012	17.8	18.4	88	3618	22.1	22.2	110
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	12318	29.3	59.4	115	2863	32.8	13.8	128	5102	30.2	24.6	118	4352	26.6	21.0	104
	NEWSPAPER IMPERATIVE	19186	10639	25.3	55.5	107	2227	25.5	11.6	108	4259	25.2	22.2	106	4153	25.4	21.6	107
	MAGAZINE IMPERATIVE	21899	10949	26.1	50.0	96	2141	24.5	9.8	91	4516	26.7	20.6	99	4292	26.2	19.6	97
	MAGAZINE IMPERATIVE																	
	MAGAZINE IMPERATIVE																	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	9119	21.7	59.0	114	1934	22.1	12.5	116	3731	22.1	24.1	116	3454	21.1	22.4	111
	OUTDOOR IMPERATIVE	25953	14603	34.7	56.3	108	3236	37.1	12.5	116	6129	36.2	23.6	113	5238	32.0	20.2	100
	MAGAZINE IMPERATIVE	24400	11389	27.1	46.7	90	2138	24.5	8.8	81	4397	26.0	18.0	86	4854	29.6	19.9	98
	MAGAZINE IMPERATIVE																	
	MAGAZINE IMPERATIVE																	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	10387	24.7	57.5	111	2430	27.8	13.5	125	4316	25.5	23.9	114	3641	22.2	20.2	100
	RADIO IMPERATIVE	23571	13424	31.9	57.0	110	2729	31.2	11.6	107	5494	32.5	23.3	112	5201	31.8	22.1	109
	MAGAZINE IMPERATIVE	23278	11357	27.0	48.8	94	2244	25.7	9.6	89	4379	25.9	18.8	90	4734	28.9	20.3	101
	MAGAZINE IMPERATIVE																	
	MAGAZINE IMPERATIVE																	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	8563	20.4	55.4	107	1925	22.0	12.5	115	3251	19.2	21.0	101	3388	20.7	21.9	108
	TELEVISION IMPERATIVE	25829	15045	35.8	58.2	112	3310	37.9	12.8	119	6281	37.1	24.3	116	5453	33.3	21.1	104
	MAGAZINE IMPERATIVE	26039	12217	29.1	46.9	90	2457	28.1	9.4	88	4815	28.5	18.5	89	4945	30.2	19.0	94
	MAGAZINE IMPERATIVE																	
	MAGAZINE IMPERATIVE																	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	9154	21.8	55.1	106	1807	20.7	10.9	101	3794	22.4	22.8	109	3554	21.7	21.4	106
	OUTDOOR IMPERATIVE	26834	14737	35.1	54.9	106	3292	37.7	12.3	114	6229	36.8	23.2	111	5215	31.8	19.4	96
	NEWSPAPER IMPERATIVE	23346	11591	27.6	49.6	96	2278	26.1	9.8	90	4484	26.5	19.2	92	4830	29.5	20.7	102
	NEWSPAPER IMPERATIVE																	
	NEWSPAPER IMPERATIVE																	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	9580	22.8	55.9	108	2306	26.4	13.5	125	3993	23.6	23.3	112	3281	20.0	19.2	95
	RADIO IMPERATIVE	25892	14233	33.9	55.0	106	2792	32.0	10.8	100	5838	34.5	22.5	108	5603	34.2	21.6	107</

LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	42027	100.0	51.9	100	8733	100.0	10.8	100	16915	100.0	20.9	100	16379	100.0	20.2	100
ATLANTIC MONTHLY	415	*248	0.6	59.8	115	**24	0.3	5.8	54	**153	0.9	36.9	177	**71	0.4	17.1	85
BARRON'S	453	*244	0.6	53.9	104	**42	0.5	9.3	86	**128	0.8	28.3	135	**74	0.5	16.3	81
BETTER HOMES & GARDENS	16256	9584	22.8	59.0	114	2120	24.3	13.0	121	3972	23.5	24.4	117	3492	21.3	21.5	106
BON APPETIT	2535	1433	3.4	56.5	109	337	3.9	13.3	123	554	3.3	21.9	105	542	3.3	21.4	106
BUSINESS WEEK	1278	786	1.9	61.5	119	*154	1.8	12.1	112	316	1.9	24.7	118	316	1.9	24.7	122
CAR AND DRIVER	378	*186	0.4	49.2	95	**43	0.5	11.4	105	**67	0.4	17.7	85	**76	0.5	20.1	99
CBS MAGAZINE NETWORK (GROSS)	1498	880	2.1	53.7	113	*200	2.3	13.4	124	406	2.4	27.1	130	275	1.7	18.4	91
CHANGING TIMES	1505	897	2.1	59.6	115	*215	2.5	14.3	132	285	1.7	18.9	91	397	2.4	26.4	130
COLONIAL HOMES	1231	734	1.7	59.6	115	*167	1.9	13.6	126	252	1.5	20.5	98	314	1.9	25.5	126
CONDE NAST MAG. PKG. (GROSS)	14146	8157	19.4	57.7	111	2012	23.0	14.2	132	2933	17.3	20.7	99	3213	19.6	22.7	112
CONSUMERS DIGEST	1323	796	1.9	60.2	116	*217	2.5	16.4	152	*251	1.5	19.0	91	328	2.0	24.8	123
COSMOPOLITAN	7102	3829	9.1	53.9	104	867	9.9	12.2	113	1543	9.1	21.7	104	1420	8.7	20.0	99
COUNTRY LIVING	2481	1523	3.6	61.4	118	419	4.8	16.9	157	503	3.0	20.3	97	602	3.7	24.3	120
CUISINE	1472	870	2.1	59.1	114	*192	2.2	13.0	121	312	1.8	21.2	101	365	2.2	24.8	123
CYCLE WORLD	425	*296	0.7	69.6	134	**76	0.9	17.9	166	**143	0.8	33.6	161	**77	0.5	18.1	90
DCI:CREATIVE IDEAS FOR LIV	2510	1395	3.3	55.6	107	348	4.0	13.9	129	491	2.9	19.6	94	556	3.4	22.2	110
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3728	8.9	55.7	107	816	9.3	12.2	113	1484	8.8	22.2	106	1428	8.7	21.3	105
DISCOVER	894	442	1.1	49.4	95	**87	1.0	9.7	90	*186	1.1	20.8	100	*169	1.0	18.9	93
EBONY	3507	1568	3.7	44.7	86	450	5.2	12.8	119	733	4.3	20.9	100	386	2.4	11.0	54
ESQUIRE	1083	526	1.3	48.6	94	*163	1.9	15.1	140	*206	1.2	19.0	91	*156	1.0	14.4	71
ESSENCE	1830	716	1.7	39.1	75	*161	1.8	8.8	82	340	2.0	18.6	89	215	1.3	11.7	58
FAMILY CIRCLE	15930	9285	22.1	58.3	112	2081	23.8	13.1	121	3852	22.8	24.2	116	3353	20.5	21.0	104
THE FAMILY HANDYMAN	1126	757	1.8	67.2	130	*184	2.1	16.3	152	318	1.9	28.2	135	255	1.6	22.6	112
FAMILY WEEKLY	11468	6465	15.4	56.4	109	1397	16.0	12.2	113	2486	14.7	21.7	104	2582	15.8	22.5	111
FIELD & STREAM	2234	1394	3.3	62.4	120	397	4.5	17.8	165	498	2.9	22.3	107	499	3.0	22.3	110
FOOD & WINE	579	305	0.7	52.7	102	**60	0.7	10.4	96	*148	0.9	25.6	122	*97	0.6	16.8	83
FORBES	728	354	0.8	48.6	94	**40	0.5	5.5	51	*176	1.0	24.2	116	*138	0.8	19.0	94
FORTUNE	906	439	1.0	48.5	93	**41	0.5	4.5	42	*247	1.5	27.3	131	*151	0.9	16.7	82
GENTLEMEN'S QUARTERLY	791	391	0.9	49.4	95	**102	1.2	12.9	120	*152	0.9	19.2	92	*137	0.8	17.3	86
GLAMOUR	5265	3106	7.4	59.0	114	752	8.6	14.3	132	1159	6.9	22.0	105	1195	7.3	22.7	112
GOLF DIGEST	636	442	1.1	69.5	134	**150	1.7	23.6	219	*164	1.0	25.8	123	*128	0.8	20.1	100
GOLF DIGEST/TENNIS (GROSS)	1186	743	1.8	62.6	121	*198	2.3	16.7	155	274	1.6	23.1	111	270	1.6	22.8	113
GOLF MAGAZINE	441	*280	0.7	63.5	122	**102	1.2	23.1	214	**96	0.6	21.8	104	**82	0.5	18.6	92
GOLF MAGAZINE/SKI (GROSS)	922	521	1.2	56.5	109	**151	1.7	16.4	152	*184	1.1	20.0	96	*186	1.1	20.2	100
GOOD HOUSEKEEPING	16487	10039	23.9	60.9	117	2361	27.0	14.3	133	3931	23.2	23.8	114	3747	22.9	22.7	112
HARPER'S BAZAAR	2423	1331	3.2	54.9	106	*266	3.0	11.0	102	508	3.0	21.0	100	558	3.4	23.0	114
HEALTH	1994	1120	2.7	56.2	108	*331	3.8	16.6	154	453	2.7	22.7	109	336	2.1	16.9	83
HEARST MAG CORP. BUY (GROSS)	44101	25916	61.7	58.8	113	6083	69.7	13.8	128	10397	61.5	23.6	113	9436	57.6	21.4	106
HEARST MAN POWER (GROSS)	1993	1296	3.1	65.0	125	*252	2.9	12.6	117	622	3.7	31.2	149	422	2.6	21.2	105
HEARST WOMAN POWER (GROSS)	31274	18500	44.0	59.2	114	4446	50.9	14.2	132	7393	43.7	23.6	113	6660	40.7	21.3	105
HOUSE BEAUTIFUL	3623	1950	4.6	53.8	104	*445	5.1	12.3	114	825	4.9	22.8	109	681	4.2	18.8	93
INC.	283	*209	0.5	73.9	142	**56	0.6	19.8	184	**114	0.7	40.3	193	**40	0.2	14.1	70
JET	2928	1290	3.1	44.1	85	332	3.8	11.3	105	681	4.0	23.3	111	278	1.7	9.5	47
LADIES' HOME JOURNAL	11918	7136	17.0	59.9	115	1461	16.7	12.3	114	2987	17.7	25.1	120	2688	16.4	22.6	112
LHJ FAMILY GRP COMBO(GROSS)	16764	9829	23.4	58.6	113	2082	23.8	12.4	115	4131	24.4	24.6	118	3615	22.1	21.6	107
LIFE	4254	2332	5.5	54.8	106	649	7.4	15.3	141	856	5.1	20.1	96	827	5.0	19.4	96
L.A. TIMES HOME MAGAZINE	1145	637	1.5	55.6	107	**105	1.2	9.2	85	389	2.3	34.0	163	*143	0.9	12.5	62
MADMOISELLE	2884	1680	4.0	58.3	112	429	4.9	14.9	138	616	3.6	21.4	102	635	3.9	22.0	109
MC CALL'S	13460	8152	19.4	60.6	117	2031	23.3	15.1	140	3149	18.6	23.4	112	2973	18.2	22.1	109
MC CALL'S/MRK MOTHER (GROSS)	14606	8760	20.8	60.0	116	2166	24.8	14.8	138	3419	20.2	23.4	112	3175	19.4	21.7	107
MECHANIX ILLUSTRATED	772	494	1.2	64.0	123	**118	1.4	15.3	142	*262	1.5	33.9	162	**115	0.7	14.9	74
METROPOLITAN HOME	967	508	1.2	52.5	101	**135	1.5	14.0	129	*157	0.9	16.2	78	*216	1.3	22.3	110
MONEY	1588	946	2.3	59.6	115	*243	2.8	15.3	142	385	2.3	24.2	116	318	1.9	20.0	99
MOTHER EARTH NEWS	1002	644	1.5	64.3	124	**88	1.0	8.8	81	266	1.6	26.5	127	*290	1.8	28.9	143
MS.	825	432	1.0	52.4	101	*100	1.1	12.1	112	*227	1.3	27.5	132	*106	0.6	12.8	64
NATIONAL ENQUIRER	10336	5639	13.4	54.6	105	1231	14.1	11.9	110	2362	14.0	22.9	109	2046	12.5	19.8	98
NATIONAL GEOGRAPHIC	9597	5625	13.4	58.6	113	1182	13.5	12.3	114	2122	12.5	22.1	106	2321	14.2	24.2	120
NATIONAL SUNDAY MAGAZINE PKG	49558	27313	65.0	55.1	106	5706	65.3	11.5	107	11272	66.6	22.7	109	10336	63.1	20.9	103
NATURAL HISTORY	573	304	0.7	53.1	102	*335	0.4	6.1	57	*141	0.8	24.6	118	*128	0.8	22.3	110
NEW WOMAN	1699	880	2.1	51.8	100	*222	2.5	13.1	121	317	1.9	18.7	89	340	2.1	20.0	99
NEW YORK INCLUDING CUE	443	*145	0.3	32.7	63	**40	0.5	9.0	84	**54	0.3	12.2	58	**52	0.3	11.7	58
THE NEW YORKER	1270	664	1.6	52.3	101	*122	1.4	9.6	89	256	1.5	20.2	97	287	1.8	22.6	112
NEWSWEEK	6277	3531	8.4	56.3	108	757	8.7	12.1	112	1386	8.2	22.1	106	1388	8.5	22.1	109
THE N.Y. TIMES DAILY EDITION	1205	600	1.4	49.8	96	*147	1.7	12.2	113	*202	1.2	16.8	80	251	1.5	20.8	103
THE N.Y. TIMES MAGAZINE	2081	913	2.2	43.9	85	*151	1.7	7.3	67	388	2.3	18.6	89	374	2.3	18.0	89
OMNI	788	334	0.8	42.4	82	**62	0.7	7.9	73	*120	0.7	15.2	73	*152	0.9	19.3	95
ON CABLE	1158	618	1.5	53.4	103	*166	1.9	14.3	133	*240	1.4	20.7	99	*212	1.3	18.3	91
1001 HOME IDEAS	2852	1573	3.7	55.2	106	290	3.3	10.2	94	691	4.1	24.2	116	591	3.6	20.7	102
ORGANIC GARDENING	1658	951	2.3	57.4	111	*212	2.4	12.8	119	440	2.6	26.5	127	299	1.8	18.0	89
OUTDOOR LIFE	896	558	1.3	62.3	120	*179	2.0	20.0	185	*163	1.0	18.2	87	*216	1.3	24.1	119
PARADE MAGAZINE	24275	13675	32.5	56.3	109	2822	32.3	11.6	108	5856	34.6	24.1	115	4997	30.5	20.6	102

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% ACROSS	%	INDX	'000	% DOWN	% ACROSS	%	'000	% DOWN	% ACROSS	%	'000	% DOWN	% ACROSS	%
TOTAL FEMALE HOMEOWNERS	80486	42027	100.0	51.9	100	8733	100.0	10.8	100	16915	100.0	20.9	100	16379	100.0	20.2	100
PARENTS	3845	2198	5.2	57.2	110	585	6.7	15.2	141	883	5.2	23.0	110	729	4.5	19.0	94
PENTHOUSE	831	501	1.2	60.3	116	**65	0.7	7.8	73	*254	1.5	30.6	146	*182	1.1	21.9	108
PEOPLE	11645	6747	16.1	57.9	112	1458	16.7	12.5	116	2974	17.6	25.5	122	2316	14.1	19.9	98
PLAYBOY	2006	1057	2.5	52.7	102	*171	2.0	8.5	79	456	2.7	22.7	109	430	2.6	21.4	106
POPULAR HOT RODDING	297	*178	0.4	59.9	115	**48	0.5	16.2	150	**63	0.4	21.2	102	**66	0.4	22.2	110
POPULAR MECHANICS	1018	689	1.6	67.7	130	**104	1.2	10.2	95	*369	2.2	36.2	174	*216	1.3	21.2	105
POPULAR SCIENCE	878	483	1.1	55.0	106	**108	1.2	12.3	114	*199	1.2	22.7	109	*176	1.1	20.0	99
PREVENTION	3913	2446	5.8	62.5	120	661	7.6	16.9	157	954	5.6	24.4	117	831	5.1	21.2	105
PSYCHOLOGY TODAY	1710	955	2.3	55.8	108	*234	2.7	13.7	127	346	2.0	20.2	97	376	2.3	22.0	109
READER'S DIGEST	22204	12841	30.6	57.8	111	2865	32.8	12.9	120	4942	29.2	22.3	107	5033	30.7	22.7	112
REDBOOK	7684	4631	11.0	60.3	116	1219	14.0	15.9	147	1920	11.4	25.0	120	1493	9.1	19.4	96
ROAD & TRACK	410	*209	0.5	51.0	98	**61	0.7	14.9	138	**71	0.4	17.3	83	**77	0.5	18.8	93
ROLLING STONE	969	538	1.3	55.5	107	**114	1.3	11.8	109	*183	1.1	18.9	90	*242	1.5	25.0	123
RUNNER'S WORLD	298	*169	0.4	56.7	109	**43	0.5	14.4	134	**69	0.4	23.2	111	**57	0.3	19.1	95
SATURDAY EVENING POST	1169	751	1.8	64.2	124	*239	2.7	20.4	190	283	1.7	24.2	116	229	1.4	19.6	97
SCIENCE 84	587	366	0.9	62.4	120	**52	0.6	8.9	82	*168	1.0	28.6	137	**146	0.9	24.9	123
SCIENCE DIGEST	482	291	0.7	60.4	116	**54	0.6	11.2	104	*159	0.9	33.0	158	**78	0.5	16.2	80
SCIENTIFIC AMERICAN	594	280	0.7	47.1	91	**76	0.9	12.8	119	**92	0.5	15.5	74	**111	0.7	18.7	92
SELF	2089	1174	2.8	56.2	108	*306	3.5	14.6	136	387	2.3	18.5	89	481	2.9	23.0	114
SEVENTEEN	2411	1250	3.0	51.8	100	*268	3.1	11.1	103	475	2.8	19.7	94	507	3.1	21.0	104
SKI	480	*240	0.6	50.0	96	**49	0.6	10.2	95	**88	0.5	18.3	88	**104	0.6	21.7	107
SMITHSONIAN	2760	1448	3.4	52.5	101	311	3.6	11.3	104	550	3.3	19.9	95	588	3.6	21.3	105
SOAP OPERA DIGEST	3013	1580	3.8	52.4	101	401	4.6	13.3	123	725	4.3	24.1	115	454	2.8	15.1	75
SOUTHERN LIVING	4184	2333	5.6	55.8	107	469	5.4	11.2	104	993	5.9	23.7	114	872	5.3	20.8	103
SPORT	559	350	0.8	62.6	121	**79	0.9	14.1	131	*184	1.1	32.9	158	**87	0.5	15.6	77
THE SPORTING NEWS	436	*282	0.7	64.7	125	**52	0.6	11.9	111	**152	0.9	34.9	167	**78	0.5	17.9	88
SPORTS AFIELD	493	315	0.7	63.9	123	**94	1.1	19.1	177	**94	0.6	19.1	91	**128	0.8	26.0	128
SPORTS ILLUSTRATED	2758	1531	3.6	55.5	107	301	3.4	10.9	101	646	3.8	23.4	112	584	3.6	21.2	105
STAR	7456	4062	9.7	54.5	105	838	9.6	11.2	104	1958	11.6	26.3	126	1265	7.7	17.0	84
SUNDAY	24936	13670	32.5	54.8	106	2943	33.7	11.8	109	5831	34.5	23.4	112	4896	29.9	19.6	97
SUNSET	2124	1432	3.4	67.4	130	*285	3.3	13.4	124	509	3.0	24.0	115	639	3.9	30.1	149
TV GUIDE	21661	12033	28.6	55.6	107	2478	28.4	11.4	106	4743	28.0	21.9	105	4813	29.4	22.2	110
TENNIS	550	301	0.7	54.7	105	**48	0.5	8.7	81	**110	0.7	20.0	96	*142	0.9	25.8	128
TIME	8880	5288	12.6	59.5	115	1148	13.1	12.9	120	2177	12.9	24.5	117	1964	12.0	22.1	109
TOWN & COUNTRY	917	495	1.2	54.0	104	**83	1.0	9.1	84	*225	1.3	24.5	117	*187	1.1	20.4	101
TRAVEL & LEISURE	972	560	1.3	57.6	111	*162	1.9	16.7	155	*227	1.3	23.4	112	*171	1.0	17.6	87
TRUE STORY	3356	1714	4.1	51.1	98	397	4.5	11.8	110	656	3.9	19.5	94	662	4.0	19.7	98
U.S. NEWS & WORLD REPORT	3410	1874	4.5	55.0	106	453	5.2	13.3	123	693	4.1	20.3	97	728	4.4	21.3	106
USA TODAY	1759	1105	2.6	62.8	121	*306	3.5	17.4	161	417	2.5	23.7	114	382	2.3	21.7	107
US	1873	1122	2.7	59.9	115	*268	3.1	14.3	133	439	2.6	23.4	112	415	2.5	22.2	110
VOGUE	3909	2196	5.2	56.2	108	525	6.0	13.4	125	770	4.6	19.7	94	902	5.5	23.1	114
WALL STREET JOURNAL	1886	1108	2.6	58.7	113	*263	3.0	13.9	129	367	2.2	19.5	93	479	2.9	25.4	126
WEIGHT WATCHERS	2120	1185	2.8	55.9	108	*249	2.9	11.7	109	395	2.3	18.6	89	540	3.3	25.5	126
WOMAN'S DAY	14172	8407	20.0	59.3	114	1916	21.9	13.5	125	3656	21.6	25.8	124	2836	17.3	20.0	99
WORKING WOMEN	1146	607	1.4	53.0	102	**136	1.6	11.9	110	270	1.6	23.6	113	*201	1.2	17.5	87
WORKING WOMAN	1322	713	1.7	53.9	104	*163	1.9	12.3	114	319	1.9	24.1	116	230	1.4	17.4	86
WORLD TENNIS	*163	*96	0.2	58.9	113	**16	0.2	9.8	91	**40	0.2	24.5	117	**40	0.2	24.5	121
ZIFF-DAVIS MAG NETHK (GROSS)	2532	1454	3.5	57.4	111	371	4.2	14.7	136	627	3.7	24.8	119	456	2.8	18.0	89
BLAIR INSERTS	43657	23751	56.5	54.4	105	4802	55.0	11.0	102	10029	59.3	23.0	110	8920	54.5	20.4	101
DAILY NEWSPAPERS																	
READ ANY	51633	28152	67.0	54.5	105	6126	70.1	11.9	110	11426	67.5	22.1	106	10600	64.7	20.5	102
READ ONE	43463	23525	56.0	54.1	104	5147	58.9	11.8	110	9375	55.4	21.6	103	9003	55.0	20.7	102
READ TWO OR MORE	8170	4627	11.0	56.6	109	979	11.2	12.0	111	2051	12.1	25.1	120	1597	9.8	19.5	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	28662	68.2	54.4	105	5988	68.6	11.4	105	11810	69.8	22.4	107	10865	66.3	20.6	102
READ ONE	46126	24752	58.9	53.7	103	5227	59.9	11.3	105	10027	59.3	21.7	104	9498	58.0	20.6	102
READ TWO OR MORE	6552	3910	9.3	59.7	115	761	8.7	11.6	108	1783	10.5	27.2	130	1366	8.3	20.8	103
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.00				26.19				28.20				28.74			
30 DAY REACH	71455	37287	88.7	52.2	101	7687	88.0	10.8	100	15081	89.2	21.1	101	14519	88.6	20.3	100
50 SHWG - 30 DAY AV FREQ	14.56	14.75				13.78				14.81				15.19			
30 DAY REACH	67742	35456	84.4	52.3	101	7307	83.7	10.8	100	14387	85.1	21.2	102	13761	84.0	20.3	100
25 SHWG - 30 DAY AV FREQ	7.94	8.01				7.45				8.07				8.24			
30 DAY REACH	62117	32649	77.7	52.6	101	6744	77.2	10.9	101	13209	78.1	21.3	102	12696	77.5	20.4	101
CABLE TV: HOME WIRED	32077	18051	43.0	56.3	108	3677	42.1	11.5	106	7596	44.9	23.7	113	6778	41.4	21.1	104
HOME NOT WIRED	48909	23976	57.0	49.0	94	5056	57.9	10.3	96	9320	55.1	19.1	91	9601	58.6	19.6	97
HAVE PAY CABLE	15935	9383	22.3	58.9	113	2046	23.4	12.8	119	4122	24.4	25.9	124	3215	19.6	20.2	100

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	42027	100.0	51.9	100	8733	100.0	10.8	100	16915	100.0	20.9	100	16379	100.0	20.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	23863	56.8	54.3	105	4778	54.7	10.9	101	9688	57.3	22.1	106	9398	57.4	21.4	106
10:00 AM - 3:00 PM	30659	16635	39.6	54.3	105	3679	42.1	12.0	111	6646	39.3	21.7	104	6310	38.5	20.6	102
3:00 PM - 7:00 PM	31045	16973	40.4	54.7	105	3611	41.3	11.6	108	6705	39.6	21.6	103	6658	40.6	21.4	106
7:00 PM - MIDNIGHT	15767	8571	20.4	54.4	105	1923	22.0	12.2	113	3352	19.8	21.3	102	3296	20.1	20.9	103
MIDNIGHT - 6:00 AM	9120	5103	12.1	56.0	108	1006	11.5	11.0	102	2180	12.9	23.9	114	1918	11.7	21.0	104
6:00 AM - MIDNIGHT	58527	31675	75.4	54.1	104	6634	76.0	11.3	105	12763	75.5	21.8	104	12278	75.0	21.0	104
ENTIRE DAY	59311	32067	76.3	54.1	104	6732	77.1	11.4	105	12929	76.4	21.8	104	12406	75.7	20.9	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	9380	22.3	58.0	112	1759	20.1	10.9	101	3945	23.3	24.4	117	3677	22.4	22.7	112
ALL NEWS	2256	1141	2.7	50.6	97	*168	1.9	7.4	69	536	3.2	23.8	114	437	2.7	19.4	96
AOR/PROGRESSIVE	3874	2072	4.9	53.5	103	329	3.8	8.5	79	776	4.6	20.0	96	967	5.9	25.0	123
BEAUTIFUL MUSIC	5660	3168	7.5	56.0	108	697	8.0	12.3	114	1229	7.3	21.7	104	1242	7.6	21.9	108
BLACK	2204	989	2.4	44.9	86	*219	2.5	9.9	92	468	2.8	21.2	102	302	1.8	13.7	68
CLASSICAL	1418	797	1.9	56.2	108	**160	1.8	11.3	105	356	2.1	25.1	120	281	1.7	19.8	98
CHR/ROCK	9538	5041	12.0	52.9	102	1022	11.7	10.7	99	1974	11.7	20.7	99	2046	12.5	21.5	106
COUNTRY	12648	7006	16.7	55.4	107	1505	17.2	11.9	110	2800	16.6	22.1	106	2700	16.5	21.3	106
GOLDEN OLDIES	1191	510	1.2	42.8	83	**130	1.5	10.9	101	*189	1.1	15.9	76	*191	1.2	16.0	79
MOR/NOSTALGIA	4757	2687	6.4	56.5	109	658	7.5	13.8	128	912	5.4	19.2	92	1116	6.8	23.5	116
NEWS/TALK	3863	2103	5.0	54.4	105	506	5.8	13.1	121	730	4.3	18.9	90	868	5.3	22.5	111
RELIGIOUS	3084	1435	3.4	46.5	90	329	3.8	10.7	99	570	3.4	18.5	88	536	3.3	17.4	86
SOFT ROCK	521	*211	0.5	40.5	78	**49	0.6	9.4	87	**56	0.3	10.7	51	**106	0.6	20.3	101
URBAN CONTEMPORARY	1585	733	1.7	46.2	89	224	2.6	14.1	131	361	2.1	22.8	109	*148	0.9	9.3	46
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1631	3.9	50.0	96	412	4.7	12.6	117	660	3.9	20.2	97	559	3.4	17.1	85
ABC DIRECTION	2316	1401	3.3	60.5	117	265	3.0	11.4	106	462	2.7	19.9	96	673	4.1	29.1	144
ABC ENTERTAINMENT	4834	2545	6.1	52.6	101	559	6.4	11.6	107	1101	6.5	22.8	109	886	5.4	18.3	91
ABC FM	2202	1013	2.4	46.0	89	*252	2.9	11.4	106	310	1.8	14.1	67	451	2.8	20.5	101
ABC INFORMATION	5425	3215	7.6	59.3	114	707	8.1	13.0	121	1199	7.1	22.1	106	1309	8.0	24.1	119
ABC ROCK	1677	921	2.2	54.9	106	*113	1.3	6.7	62	486	2.9	29.0	139	322	2.0	19.2	95
CBS	4430	2449	5.8	55.3	107	380	4.4	8.6	80	1025	6.1	23.1	111	1044	6.4	23.6	117
MUTUAL	4992	2702	6.4	54.1	104	570	6.5	11.4	106	1140	6.7	22.8	109	993	6.1	19.9	98
NBC	4679	2495	5.9	53.3	103	476	5.5	10.2	94	1139	6.7	24.3	117	881	5.4	18.8	93
RADIOARIO	1994	1022	2.4	51.3	99	*112	1.3	5.6	52	468	2.8	23.5	112	443	2.7	22.2	110
RKO ONE	2298	1206	2.9	52.5	101	288	3.3	12.5	116	417	2.5	18.1	87	501	3.1	21.8	108
RKO TWO	3311	1745	4.2	52.7	102	407	4.7	12.3	114	672	4.0	20.3	97	666	4.1	20.1	99
THE SOURCE	2114	1025	2.4	48.5	93	*158	1.8	7.5	69	476	2.8	22.5	108	392	2.4	18.5	92
NON-WIRED : BLAIR	8654	4848	11.5	56.0	108	998	11.4	11.5	107	2056	12.2	23.8	114	1794	11.0	20.7	103
INTERNET	12025	6588	15.7	54.8	106	1377	15.8	11.5	106	2578	15.2	21.4	103	2634	16.1	21.9	108
KATZ RADIO GROUP	15359	8054	19.2	52.4	101	1542	17.7	10.0	93	3026	17.9	19.7	94	3487	21.3	22.7	112
SUPERNET	10628	5948	14.2	56.0	108	1188	13.6	11.2	104	2479	14.7	23.3	112	2281	13.9	21.5	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4165	9.9	48.1	93	862	9.9	10.0	92	1604	9.5	18.5	89	1699	10.4	19.6	97
WKDAY 9:00 AM - 1:00 PM	12163	5990	14.3	49.2	95	1363	15.6	11.2	104	2478	14.6	20.4	98	2149	13.1	17.7	87
WKDAY 1:00 PM - 4:30 PM	16150	7917	18.8	49.0	94	1708	19.6	10.6	98	3373	19.9	20.9	100	2836	17.3	17.6	87
WKDAY 4:30 PM - 7:30 PM	22463	11173	26.6	49.7	96	2434	27.9	10.8	100	4486	26.5	20.0	96	4252	26.0	18.9	94
WKDAY 7:30 PM - 8:00 PM	31795	16019	38.1	50.4	97	3303	37.8	10.4	96	6626	39.2	20.8	100	6090	37.2	19.2	95
WKDAY 11:00 PM - 11:30 PM	23977	12707	30.2	53.0	102	2691	30.8	11.2	104	4894	28.9	20.4	98	5121	31.3	21.4	106
WKDAY 11:30 PM - 1:00 AM	7703	4160	9.9	54.0	104	960	11.0	12.5	116	1535	9.1	19.9	95	1665	10.2	21.6	107
M-SAT 8-11 PM+SUN 7-11 PM	33800	17716	42.2	52.4	101	3638	41.7	10.8	100	7266	43.0	21.5	103	6812	41.6	20.2	100
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3344	8.0	51.1	99	805	9.2	12.3	114	1428	8.4	21.8	105	1151	6.8	17.0	84
ANOTHER WORLD	N 4620	2225	5.3	48.2	93	488	5.6	10.6	98	960	5.7	20.8	99	777	4.7	16.8	83
AS THE WORLD TURNS	C 5614	2573	6.1	45.8	88	583	6.7	10.4	96	997	5.9	17.8	85	993	6.1	17.7	87
CAPITOL	C 3396	1559	3.7	45.9	88	400	4.6	11.8	109	613	3.6	18.1	86	546	3.3	16.1	79
CBS MORN. NEWS 1	C 1446	655	1.6	45.3	87	161	1.8	11.1	103	208	1.2	14.4	69	286	1.7	19.8	98
CBS MORN. NEWS 2	C 1207	515	1.2	42.7	82	99	1.1	8.2	76	196	1.2	16.2	78	220	1.3	18.2	90
DAYS OF OUR LIVES	N 5877	3007	7.2	51.2	99	648	7.4	11.0	102	1229	7.3	20.9	100	1131	6.9	19.2	95
FACTS OF LIFE - DAYTIME	N 2290	1033	2.5	45.1	87	295	3.4	12.9	119	377	2.2	16.5	79	361	2.2	15.8	78
FAMILY FEUD	A 3023	1388	3.3	45.9	88	244	2.8	8.1	75	610	3.6	20.2	97	534	3.3	17.7	87
GENERAL HOSPITAL	A 6097	3055	7.3	50.1	97	513	5.9	8.4	78	1513	8.9	24.8	119	1030	6.3	16.9	84
GOOD MORNING, AMERICA-730	A 3515	1736	4.1	49.4	95	369	4.2	10.5	97	652	3.9	18.5	89	714	4.4	20.3	100
GOOD MORNING, AMERICA-830	A 2818	1483	3.5	52.6	101	318	3.6	11.3	105	645	3.8	22.9	110	520	3.2	18.5	91
GUIDING LIGHT	C 5339	2464	5.9	46.2	89	562	6.4	10.5	98	1007	6.0	18.9	90	894	5.5	16.7	83
ONE LIFE TO LIVE	A 4478	2293	5.5	51.2	99	417	4.8	9.3	86								

	TOTAL U.S. '000	A '000	ALL USERS B DOWN	C ACROSS %	D INDX	A '000	HEAVY USERS B DOWN	C ACROSS %	D INDX	A '000	MEDIUM USERS B DOWN	C ACROSS %	D INDX	A '000	LIGHT USERS B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	42027	100.0	51.9	100	8733	100.0	10.8	100	16915	100.0	20.9	100	16379	100.0	20.2	100
WKDAY LOCAL EVENING TV NEWS	26063	13085	31.1	50.2	97	2665	30.5	10.2	95	5237	31.0	20.1	96	5183	31.6	19.9	98
NETWORK AFFILIATES - EARLY	20261	10719	25.5	52.9	102	2258	25.9	11.1	103	4078	24.1	20.1	96	4383	26.8	21.6	107
NETWORK AFFILIATES - LATE	2076	1081	2.6	52.1	100	227	2.6	10.9	101	432	2.6	20.8	100	422	2.6	20.3	101
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 10453	5278	12.6	50.5	97	1116	12.8	10.7	99	2221	13.1	21.2	102	1942	11.9	18.6	92
ABC MONDAY NIGHT MOVIE	A 6412	3395	8.1	52.9	102	653	7.5	10.2	94	1422	8.4	22.2	106	1321	8.1	20.6	102
ABC SUNDAY NIGHT MOVIE	A 12407	6347	15.1	51.2	99	1239	14.2	10.0	93	2532	15.0	20.4	98	2576	15.7	20.8	103
ABC WORLD NEWS TONIGHT	A 6176	3148	7.5	51.0	98	680	7.8	11.0	102	1289	7.6	20.9	100	1179	7.2	19.1	94
AFTERMASH	C 5863	3020	7.2	51.5	99	703	8.0	12.0	111	1201	7.1	20.5	98	1117	6.8	19.1	94
ALICE	C 9594	4942	11.8	51.5	99	969	11.1	10.1	94	2072	12.2	21.6	103	1900	11.6	19.8	98
AMERICAN PARADE	C 6622	3349	8.0	50.6	97	618	7.1	9.3	87	1560	9.2	23.6	113	1172	7.2	17.7	88
BENSON	A 10886	5555	13.2	51.0	98	1197	13.7	11.0	102	2402	14.2	22.1	106	1956	11.9	18.0	89
BLUE THUNDER	A 5036	2800	6.7	55.6	107	519	5.9	10.3	96	1247	7.4	24.8	119	1034	6.3	20.5	102
CAGNEY & LACEY	C 9965	5370	12.8	53.9	104	1117	12.8	11.2	104	1866	11.0	18.7	90	2387	14.6	24.0	118
CBS EVENING NEWS-DEAN	C 3491	1862	4.4	53.3	103	352	4.0	10.1	94	848	5.0	24.3	116	662	4.0	19.0	94
CBS EVENING NEWS-RATHER	C 7123	3752	8.9	52.7	102	767	8.8	10.8	100	1494	8.8	21.0	100	1491	9.1	20.9	103
CBS SAT. NEWS-SCHIEFFER	C 3621	1937	4.6	53.5	103	443	5.1	12.2	113	817	4.8	22.6	108	678	4.1	18.7	93
CBS SATURDAY NIGHT MOVIE	C 5436	2915	6.9	53.6	103	558	6.4	10.3	95	1329	7.9	24.4	117	1028	6.3	18.9	94
CBS WEDNESDAY NIGHT MOVIE	C 6100	3045	7.2	49.9	96	649	7.4	10.6	99	1185	7.0	19.4	93	1211	7.4	19.9	95
CHEERS	N 8889	4854	11.5	54.6	105	1007	11.5	11.3	105	2146	12.7	24.1	116	1701	10.4	19.1	98
DALLAS	C 22109	11637	27.7	52.6	101	2574	29.5	11.6	108	4543	26.9	20.5	98	4520	27.6	20.4	101
DIFF'RENT STROKES	N 6940	3639	8.7	52.4	101	779	8.9	11.2	104	1515	9.0	21.8	105	1345	8.2	19.4	96
DOUBLE TROUBLE	N 7223	3881	9.2	53.7	104	823	9.4	11.4	106	1612	9.5	22.3	107	1446	8.8	20.0	99
DUCK FACTORY	N 5595	3020	7.2	54.0	104	524	6.0	9.4	87	1470	8.7	26.3	126	1026	6.3	18.3	91
DUKES OF HAZZARD	C 5768	2970	7.1	51.5	99	612	7.0	10.6	98	1307	7.7	22.7	108	1051	6.4	18.2	90
DYNASTY	A 20053	10366	24.7	51.7	100	2093	24.0	10.4	97	4467	26.4	22.3	107	3806	23.2	19.0	94
FACTS OF LIFE	N 8087	4356	10.4	53.9	104	975	11.2	12.1	112	1838	10.9	22.7	109	1543	9.4	19.1	94
FALCON CREST	C 20046	10688	25.4	53.3	103	2275	26.1	11.3	105	4080	24.1	20.4	97	4333	26.5	21.6	107
FALL GUY	A 9084	4665	11.1	51.4	99	893	10.2	9.8	91	2110	12.5	23.2	111	1662	10.1	18.3	90
FAMILY TIES	N 7964	4068	9.7	51.1	98	764	8.7	9.6	89	1733	10.2	21.8	104	1572	9.6	19.7	98
FANTASY ISLAND	A 7687	3942	9.4	51.3	99	800	9.2	10.4	97	1621	9.6	21.1	101	1521	9.3	19.8	98
FOULUPS, BLEEPES & BLUNDERS	A 8861	4833	11.5	54.5	105	1121	12.8	12.7	117	1992	11.8	22.5	108	1720	10.5	19.4	96
FOUR SEASONS	C 5095	2694	6.4	52.9	102	630	7.2	12.4	115	1063	6.3	20.9	100	1001	6.1	19.6	97
GIMME A BREAK	N 8838	4172	9.9	47.2	91	805	9.2	9.1	84	1762	10.4	19.9	95	1605	9.8	18.2	90
HART TO HART	A 8978	4672	11.1	52.0	100	941	10.8	10.5	97	1786	10.6	19.9	95	1945	11.9	21.7	107
HILL STREET BLUES	N 8590	4690	11.2	54.6	105	1064	12.2	12.4	115	1795	10.6	20.9	100	1831	11.2	21.3	105
HOTEL	A 14085	7279	17.3	51.7	100	1596	18.3	11.3	105	2897	17.1	20.6	98	2785	17.0	19.8	98
JEFFERSONS	C 9360	4829	11.5	51.6	99	944	10.8	10.1	94	2063	12.2	22.0	106	1822	11.1	19.5	96
JENNIFER SLEPT HERE	N 5841	3121	7.4	53.4	103	584	6.7	10.0	93	1449	8.6	24.8	119	1088	6.6	18.6	92
KATE & ALLIE	C 9206	5106	12.1	55.5	107	1123	12.9	12.2	113	2133	12.6	23.2	111	1851	11.3	20.1	99
KNIGHT RIDER	N 7076	3944	9.4	55.7	107	743	8.5	10.5	97	1595	9.4	22.5	108	1606	9.8	22.7	112
LOVE BOAT	A 12219	6306	15.0	51.6	99	1313	15.0	10.7	100	2615	15.5	21.4	102	2379	14.5	19.5	96
MAGNUM PI	C 11199	5631	13.4	50.3	97	1143	13.1	10.2	95	2471	14.6	22.1	106	2017	12.3	18.0	89
MAMA'S FAMILY	N 6057	3221	7.7	53.2	102	630	7.2	10.4	96	1367	8.1	22.6	108	1224	7.5	20.2	100
MASTER, THE	N 3598	1788	4.3	49.7	96	316	3.6	8.8	81	747	4.4	20.8	99	725	4.4	20.2	100
MATT HOUSTON	A 6344	3269	7.8	51.5	99	638	7.3	10.1	93	1422	8.4	22.4	107	1210	7.4	19.1	94
NBC MONDAY NIGHT MOVIE	N 11994	6166	14.7	51.4	99	1286	14.7	10.7	99	2618	15.5	21.8	105	2262	13.8	18.9	93
NBC NIGHTLY NEWS	N 5132	2573	6.1	50.1	97	531	6.1	10.3	96	958	5.7	18.7	89	1084	6.6	21.1	104
NBC NIGHTLY NEWS-SAT	N 3375	1749	4.2	51.8	100	486	5.6	14.4	134	617	3.6	18.3	88	646	3.9	19.1	95
NBC NIGHTLY NEWS-SUN	N 3130	1579	3.8	50.4	97	330	3.8	10.5	98	613	3.6	19.6	94	636	3.9	20.3	100
NBC SUNDAY NIGHT MOVIE	N 8284	4287	10.2	51.8	100	796	9.1	9.6	89	1995	11.8	24.1	115	1496	9.1	18.1	89
NEWMART	C 9240	5026	12.0	54.4	105	1050	12.0	11.4	105	2023	12.0	21.9	105	1953	11.9	21.1	105
ONE DAY AT A TIME	C 7288	3442	8.2	47.2	91	645	7.4	8.9	82	1367	8.1	18.8	90	1431	8.7	19.6	97
PEOPLE ARE FUNNY	N 4855	2568	6.1	52.9	102	593	6.8	12.2	113	1007	6.0	20.7	99	968	5.9	19.9	99
REAL PEOPLE	N 8869	4648	11.1	52.4	101	1019	11.7	11.5	107	1916	11.3	21.6	103	1713	10.5	19.3	96
REMINGTON STEELE	N 7743	3996	9.5	51.6	99	743	8.5	9.6	89	1708	10.1	22.1	106	1545	9.4	20.0	99
RIPLEY'S BELIEVE IT - NOT	A 5345	2946	7.0	55.1	106	674	7.7	12.6	117	1222	7.2	22.9	109	1050	6.4	19.6	97
RIPTIDE	N 6988	3763	9.0	53.8	104	783	9.0	11.2	104	1528	9.0	21.9	105	1452	8.9	20.8	103
SCARECROW & MRS. KING	C 10002	5020	11.9	50.2	97	1030	11.8	10.3	95	1885	11.1	18.8	90	2106	12.9	21.1	104
SIMON & SIMON	C 10638	5606	13.3	52.7	102	1129	12.9	10.6	98	2230	13.2	21.0	100	2247	13.7	21.1	104
60 MINUTES	C 13293	6946	16.5	52.3	101	1392	15.9	10.5	97	3052	18.0	23.0	110	2502	15.3	18.8	93
ST. ELSEWHERE	N 7017	3732	8.9	53.2	102	864	9.9	12.3	114	1560	9.2	22.2	106	1308	8.0	18.6	92
THREE'S COMPANY	A 10917	6028	14.3	55.2	106	1370	15.7	12.5	116	2488	14.7	22.8	109	2171	13.3	19.9	98
T.J. HOOKER	A 9204	4619	11.0	50.2	97	964	11.0	10.5	97	1847	10.9	20.1	96	1808	11.0	19.6	97
TONIGHT SHOW	N 2372	1333	3.2	56.2	108	280	3.2	11.8	109	512	3.0	21.6	103	541	3.3	22.8	113
TRAPPER JOHN, M.D.	C 9846	4777	11.4	48.5	93	889	10.2	9.0	84	1989	11.8	20.2	97	1898	11.6	19.3	95
TV BLOOPERS & PRAC. JOKES	N 9105	4838	11.5	53.1	102	939	10.8	10.3	96	2073	12.3	22.8	109	1827	11.2	20.1	99
20/20	A 9387	4743	11.3	50.5	97	933	10.7	9.9	92	2055	12.1	21.9	105	1754	10.7	18.7	92
WEBSTER	A 11067	5637	13.4	50.9	98	1181	13.5	10.7	99	2524	14.9	22.8	109	1932	11.8	17.5	86
WORLD NEWS - SUN	A 3062	1616	3.8	52.8	102	296	3.4	9.7	90	766	4.5	25.0	120	554	3.4	18.1	89
YELLOW ROSE	N 4978	2716	6.5	54.6	105	585	6.7	11.8	109	1053	6.2	21.2	101	1077	6.6	21.6	107
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	5436	12.9	61.2	118	1445	16.5	16.3	151	2237	13.2	25.2	121	1754	10.7	19.8	98
BASKETBALL - COLLEGE GAMES	4080	2514	6.0	61.6	119	764	8.7	18.7	174	917	5.4	22.5	108	833	5.1	20.4	101
BASKETBALL - PRO GAMES	3607	2098	5.0	58.2													

LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS: TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	LIQUID				POWDER				SPRAY(PUMP OR AEROSOL)				A B C D			
		A	B % ACROSS	C	D	A	B % ACROSS	C	D	A	B % ACROSS	C	D	A	B % ACROSS	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	17977	100.0	22.2	100	11773	100.0	14.5	100	20308	100.0	25.1	100				
18 - 24	9282	1787	9.9	19.3	87	843	7.2	9.1	62	1958	9.6	21.1	84				
25 - 34	19072	4698	26.1	24.6	111	2986	25.4	15.7	108	5753	28.3	30.2	120				
35 - 44	14591	3704	20.6	25.4	114	2590	22.0	17.8	122	3753	18.5	25.7	103				
45 - 54	11345	2773	15.4	24.4	110	1678	14.3	14.8	102	3000	14.8	26.4	105				
55 - 64	11635	2520	14.0	21.7	98	1637	13.9	14.1	97	3205	15.8	27.5	110				
65 OR OLDER	15061	2494	13.9	16.6	75	2039	17.3	13.5	93	2639	13.0	17.5	70				
18 - 34	28354	6485	36.1	22.9	103	3830	32.5	13.5	93	7711	38.0	27.2	108				
18 - 49	48339	11571	64.4	23.9	108	7319	62.2	15.1	104	13057	64.3	27.0	108				
25 - 54	45008	11176	62.2	24.8	112	7254	61.6	16.1	111	12506	61.6	27.8	111				
35 - 49	19985	5086	28.3	25.4	115	3490	29.6	17.5	120	5346	26.3	26.8	107				
50 OR OLDER	32647	6405	35.6	19.6	88	4454	37.8	13.6	94	7251	35.7	22.2	89				
GRADUATED COLLEGE	11155	2574	14.3	23.1	104	1619	13.8	14.5	100	3306	16.3	29.6	118				
ATTENDED COLLEGE	13682	3485	19.4	25.5	115	2138	18.2	15.6	107	4096	20.2	29.9	119				
GRADUATED HIGH SCHOOL	33880	7932	44.1	23.4	105	5298	45.0	15.6	108	9210	45.4	27.2	108				
DID NOT GRADUATE HIGH SCHOOL	22270	3987	22.2	17.9	81	2718	23.1	12.2	84	3697	18.2	16.6	66				
EMPLOYED	40306	9793	54.5	24.3	109	5890	50.0	14.6	101	11146	54.9	27.7	110				
EMPLOYED FULL-TIME	32850	7745	43.1	23.6	106	4755	40.4	14.5	100	8822	43.4	26.9	107				
EMPLOYED PART-TIME	7456	2048	11.4	27.5	124	1135	9.6	15.2	105	2324	11.4	31.2	124				
NOT EMPLOYED	40680	8183	45.5	20.1	91	5883	50.0	14.5	99	9162	45.1	22.5	90				
PROFESSIONAL/MANAGER	10392	2425	13.5	23.3	105	1452	12.3	14.0	96	3117	15.3	30.0	120				
TECH/CLERICAL/SALES	17574	4428	24.6	25.2	114	2685	22.8	15.3	105	5149	25.4	29.3	117				
PRECISION/CRAFT	985	**171	1.0	17.4	78	**122	1.0	12.4	85	**244	1.2	24.8	99				
OTHER EMPLOYED	11354	2769	15.4	24.4	110	1631	13.9	14.4	99	2636	13.0	23.2	93				
SINGLE	9863	1941	10.8	19.7	89	1044	8.9	10.6	73	1652	8.1	16.7	67				
MARRIED	51375	12472	69.4	24.3	109	8059	68.5	15.7	108	14728	72.5	28.7	114				
DIVORCED/SEPARATED/WIDOWED	19748	3564	19.8	18.0	81	2671	22.7	13.5	93	3929	19.3	19.9	79				
PARENTS	32590	8158	45.4	25.0	113	5343	45.4	16.4	113	9293	45.8	28.5	114				
WHITE	70416	16032	89.2	22.8	103	10532	89.5	15.0	103	18798	92.6	26.7	106				
BLACK	8778	1590	8.8	18.1	82	1134	9.6	12.9	89	1211	6.0	13.8	55				
OTHER	1791	**355	2.0	19.8	89	**107	0.9	6.0	41	**300	1.5	16.8	67				
NORTHEAST-CENSUS	17786	4037	22.5	22.7	102	1847	15.7	10.4	71	3769	18.6	21.2	85				
NORTH CENTRAL	20741	4861	27.0	23.4	106	4129	35.1	19.9	137	6111	30.1	29.5	117				
SOUTH	27775	5624	31.3	20.2	91	3230	27.4	11.6	80	5950	29.3	21.4	85				
WEST	14683	3455	19.2	23.5	106	2566	21.8	17.5	120	4478	22.1	30.5	122				
NORTHEAST-MKTG.	17961	3959	22.0	22.0	99	1796	15.3	10.0	69	3623	17.8	20.2	80				
EAST CENTRAL	11885	2853	15.9	24.0	108	2219	18.8	18.7	128	2994	14.7	25.2	100				
WEST CENTRAL	14090	3257	18.1	23.1	104	2952	25.1	21.0	144	4462	22.0	31.7	126				
SOUTH	24081	4821	26.8	20.0	90	2605	22.1	10.8	74	5324	26.2	22.1	88				
PACIFIC	12969	3087	17.2	23.8	107	2201	18.7	17.0	117	3905	19.2	30.1	120				
COUNTY SIZE A	32439	6773	37.7	20.9	94	4729	40.2	14.6	100	7693	37.9	23.7	95				
COUNTY SIZE B	24915	5750	32.0	23.1	104	3415	29.0	13.7	94	6566	32.3	26.4	105				
COUNTY SIZE C	12930	3044	16.9	23.5	106	1793	15.2	13.9	95	3374	16.6	26.1	104				
COUNTY SIZE D	10703	2410	13.4	22.5	101	1837	15.6	17.2	118	2675	13.2	25.0	100				
METRO CENTRAL CITY	24518	4544	25.3	18.5	83	3297	28.0	13.4	93	5325	26.2	21.7	87				
METRO SUBURBAN	35919	8760	48.7	24.4	110	5296	45.0	14.7	101	9759	48.1	27.2	108				
NON METRO	20549	4673	26.0	22.7	102	3180	27.0	15.5	106	5225	25.7	25.4	101				
TOP 5 ADI'S	18341	3913	21.8	21.3	96	2303	19.6	12.6	86	4375	21.5	23.9	95				
TOP 10 ADI'S	25378	5353	29.8	21.1	95	3254	27.6	12.8	88	5948	29.3	23.4	93				
TOP 20 ADI'S	36488	7886	43.9	21.6	97	5288	44.9	14.5	100	8883	43.7	24.3	97				
HSGLD INC. \$50,000 OR MORE	6612	1663	9.3	25.2	113	1217	10.3	18.4	127	2135	10.5	32.3	129				
\$40,000 OR MORE	12659	3088	17.2	24.4	110	2250	19.1	17.8	122	3950	19.5	31.2	124				
\$30,000 OR MORE	24698	6321	35.2	25.6	115	4132	35.1	16.7	115	7831	38.6	31.7	126				
\$25,000 OR MORE	32077	8050	44.8	25.1	113	5508	46.8	17.2	118	10333	50.9	32.2	128				
\$20,000 - \$24,999	9144	2252	12.5	24.6	111	1395	11.8	15.3	105	2092	10.3	22.9	91				
\$15,000 - \$19,999	8728	1764	9.8	20.2	91	1120	9.5	12.8	88	2070	10.2	23.7	95				
\$10,000 - \$14,999	12562	2799	15.6	22.3	100	1680	14.3	13.4	92	2760	13.6	22.0	88				
UNDER \$10,000	18475	3112	17.3	16.8	76	2069	17.6	11.2	77	3054	15.0	16.5	66				
HOUSEHOLD OF 1 PERSON	11987	1754	9.8	14.6	66	1255	10.7	10.5	72	1870	9.2	15.6	62				
2 PEOPLE	26577	5741	31.9	21.6	97	3916	33.3	14.7	101	6844	33.7	25.8	103				
3 OR 4 PEOPLE	30617	7944	44.2	25.9	117	4643	39.4	15.2	104	8353	41.1	27.3	109				
5 OR MORE PEOPLE	11804	2538	14.1	21.5	97	1959	16.6	16.6	114	3241	16.0	27.5	109				
NO CHILD IN HSGLD	46165	9435	52.5	20.4	92	6096	51.8	13.2	91	10437	51.4	22.6	90				
CHILD(REN) UNDER 2 YRS	5325	1304	7.3	24.5	110	888	7.5	16.7	115	1390	6.8	26.1	104				
2 - 5 YEARS	14221	3223	17.9	22.7	102	2316	19.7	16.3	112	4116	20.3	28.9	115				
6 - 11 YEARS	15117	3633	20.2	24.0	108	2531	21.5	16.7	115	4441	21.9	29.4	117				
12 - 17 YEARS	16611	4327	24.1	26.0	117	2800	23.8	16.9	116	4507	22.2	27.1	108				
RESIDENCE OWNED	55884	13424	74.7	24.0	108	8871	75.4	15.9	109	15286	75.3	27.4	109				
VALUE: \$50,000 OR MORE	31744	7948	44.2	25.0	113	5507	46.8	17.3	119	9435	46.5	29.7	119				
VALUE: UNDER \$50,000	24140	5475	30.5	22.7	102	3364	28.6	13.9	96	5850	28.8	24.2	97				

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	17977	100.0	22.2	100	11773	100.0	14.5	100	20308	100.0	25.1	100				
MAGAZINES	QUINTILE 1	15799	4011	22.3	25.4	114	2876	24.4	18.2	125	4789	23.6	30.3	121				
	QUINTILE 2	17259	4533	25.2	26.3	118	2577	21.9	14.9	103	4915	24.2	28.5	114				
	QUINTILE 3	13545	2938	16.3	21.7	98	1965	16.7	14.5	100	3717	18.3	27.4	109				
	QUINTILE 4	15133	3102	17.3	20.5	92	2242	19.0	14.8	102	3551	17.5	23.5	94				
	QUINTILE 5	19250	3393	18.9	17.6	79	2113	17.9	11.0	76	3337	16.4	17.3	69				
NEWSPAPERS	QUINTILE 1	12413	3156	17.6	25.4	115	1997	17.0	16.1	111	3438	16.9	27.7	110				
	QUINTILE 2	24116	5459	30.4	22.6	102	3577	30.4	14.8	102	6283	30.9	26.1	104				
	QUINTILE 3	11261	2577	14.3	22.9	103	1807	15.3	16.0	110	3004	14.8	26.7	106				
	QUINTILE 4	20255	4447	24.7	22.0	99	2908	24.7	14.4	99	4960	24.4	24.5	98				
	QUINTILE 5	12940	2338	13.0	18.1	81	1484	12.6	11.5	79	2623	12.9	20.3	81				
OUTDOOR	QUINTILE 1	14852	3487	19.4	23.5	106	2243	19.1	15.1	104	3888	19.1	26.2	104				
	QUINTILE 2	15725	3767	21.0	24.0	108	2425	20.6	15.4	106	4106	20.2	26.1	104				
	QUINTILE 3	16330	3536	19.7	21.7	98	2334	19.8	14.3	98	4233	20.8	25.9	103				
	QUINTILE 4	16744	3889	21.6	23.2	105	2455	20.9	14.7	101	4166	20.5	24.9	99				
	QUINTILE 5	17334	3299	18.4	19.0	86	2316	19.7	13.4	92	3915	19.3	22.6	90				
RADIO-DRIVE TIME	QUINTILE 1	15911	4279	23.8	26.9	121	2619	22.2	16.5	113	4489	22.1	28.2	113				
	QUINTILE 2	14837	3402	18.9	22.9	103	2206	18.7	14.9	102	3775	18.6	25.4	101				
	QUINTILE 3	15339	3431	19.1	22.4	101	1831	15.6	11.9	82	3718	18.3	24.2	97				
	QUINTILE 4	16723	3218	17.9	19.2	87	2628	22.3	15.7	108	4265	21.0	25.5	102				
	QUINTILE 5	18176	3646	20.3	20.1	90	2488	21.1	13.7	94	4062	20.0	22.3	89				
RADIO-MID- DAY	QUINTILE 1	21020	4907	27.3	23.3	105	3203	27.2	15.2	105	5447	26.8	25.9	103				
	QUINTILE 2	21610	5321	29.6	24.6	111	3398	28.9	15.7	108	5655	27.8	26.2	104				
	QUINTILE 3	38355	7748	43.1	20.2	91	5172	43.9	13.5	93	9206	45.3	24.0	96				
	QUINTILE 4	15988	4139	23.0	25.9	117	2617	22.2	16.4	113	4409	21.7	27.6	110				
	QUINTILE 5	15626	3399	18.9	21.8	98	2347	19.9	15.0	103	4151	20.4	26.6	106				
RADIO-TOTAL	QUINTILE 1	16723	4007	22.3	24.0	108	2154	18.3	12.9	89	4188	20.6	25.0	100				
	QUINTILE 2	16342	3571	19.9	21.9	98	2525	21.4	15.5	106	4183	20.6	25.6	102				
	QUINTILE 3	16306	2861	15.9	17.5	79	2130	18.1	13.1	90	3377	16.6	20.7	83				
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	3818	21.2	23.9	108	2188	18.6	13.7	94	4003	19.7	25.1	100				
	QUINTILE 2	16137	3754	20.9	23.3	105	2463	20.9	15.3	105	4091	20.1	25.4	101				
	QUINTILE 3	16420	3726	20.7	22.7	102	2516	21.4	15.3	105	4342	21.4	26.4	105				
	QUINTILE 4	16687	3606	20.1	21.6	97	2438	20.7	14.6	101	3970	19.5	23.8	95				
	QUINTILE 5	15789	3072	17.1	19.5	88	2168	18.4	13.7	94	3902	19.2	24.7	99				
TV-DAYTIME	QUINTILE 1	27736	5861	32.6	21.1	95	4280	36.4	15.4	106	6506	32.0	23.5	94				
	QUINTILE 2	26489	6080	33.8	23.0	103	3680	31.3	13.9	96	6903	34.0	26.1	104				
	QUINTILE 3	26761	6036	33.6	22.6	102	3813	32.4	14.2	98	6899	34.0	25.8	103				
	QUINTILE 4	16345	3492	19.4	21.4	96	2307	19.6	14.1	97	3593	17.7	22.0	88				
	QUINTILE 5	16447	3606	20.1	21.9	99	2358	20.0	14.3	99	3864	19.0	23.5	94				
TV-TOTAL	QUINTILE 1	15980	4046	22.5	25.3	114	2512	21.3	15.7	108	4617	22.7	28.9	115				
	QUINTILE 2	15887	3377	18.8	21.3	96	2398	20.4	15.1	104	4014	19.8	25.3	101				
	QUINTILE 3	16326	3456	19.2	21.2	95	2198	18.7	13.5	93	4221	20.8	25.9	103				
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	5404	30.1	26.1	117	3444	29.3	16.6	114	6114	30.1	29.5	118				
	NEWSPAPER IMPERATIVE	19186	4673	26.0	24.4	110	2993	25.4	15.6	107	5574	27.4	29.1	116				
	NEWSPAPER IMPERATIVE	21899	4534	25.2	20.7	93	3055	25.9	14.0	96	4998	24.6	22.8	91				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	4269	23.7	27.6	124	2669	22.7	17.3	119	4712	23.2	30.5	122				
	OUTDOOR IMPERATIVE	25953	6173	34.3	23.8	107	3966	33.7	15.3	105	7181	35.4	27.7	110				
	OUTDOOR IMPERATIVE	24400	4732	26.3	19.4	87	3271	27.8	13.4	92	5344	26.3	21.9	87				
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	4775	26.6	26.5	119	3052	25.9	16.9	116	5449	26.8	30.2	120				
	RADIO IMPERATIVE	23571	5634	31.3	23.9	108	3616	30.7	15.3	106	6464	31.8	27.4	109				
	RADIO IMPERATIVE	23278	4895	27.2	21.0	95	3172	26.9	13.6	94	5291	26.1	22.7	91				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	3760	20.9	24.3	110	2610	22.2	16.9	116	4223	20.8	27.3	109				
	TELEVISION IMPERATIVE	25829	6504	36.2	25.2	113	4064	34.5	15.7	108	7832	38.6	30.3	121				
	TELEVISION IMPERATIVE	26039	5296	29.5	20.3	92	3336	28.3	12.8	88	5455	26.9	20.9	84				
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	4044	22.5	24.4	110	2433	20.7	14.7	101	4813	23.7	29.0	116				
	OUTDOOR IMPERATIVE	26834	6032	33.6	22.5	101	4151	35.3	15.5	106	6750	33.2	25.2	100				
	OUTDOOR IMPERATIVE	23346	5283	29.4	22.6	102	3453	29.3	14.8	102	5480	27.0	23.5	94				
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	4065	22.6	23.7	107	2659	22.6	15.5	107	4917	24.2	28.7	114				
	RADIO IMPERATIVE	25892	6045	33.6	23.3	105	3891	33.1	15.0	103	6615	32.6	25.5	102				
	RADIO IMPERATIVE	23167	5542	30.8	23.9	108	3392	28.8	14.6	101	5806	28.6	25.1	100				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	4285	23.8	25.0	113	2685	22.8	15.6	108	4279	21.1	24.9	99				
	TELEVISION IMPERATIVE	26214	5983	33.3	22.8	103	3907	33.2	14.9	103	7289	35.9	27.8	111				
	TELEVISION IMPERATIVE	23412	4765	26.5	20.4	92	3203	27.2	13.7	94	5355	26.4	22.9	91				
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	4116	22.9	26.9	121	2571	21.8	16.8	116	4130	20.3	27.0	108				
	RADIO IMPERATIVE	24901	5209	29.0	20.9	94	3435	29.2	13.8	95	6156	30.3	24.7	99				
	RADIO IMPERATIVE	26492	5922	32.9	22.4	101	3854	32.7	14.5	100	6899	34.0	26.0	104				
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	3637	20.2	24.6	111	2091	17.8	14.1	97	3895	19.2	26.3	105				
	TELEVISION IMPERATIVE	25437	5762	32.1	22.7	102	3801	32.3	14.9	103	6996	34.4	27.5	110				
	TELEVISION IMPERATIVE	27877	5917	32.9	21.2	96	4066	34.5	14.6	100	6480	31.9	23.2	93				
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	15996	4032	22.4	25.2	114	2368	20.1	14.8	102	3978	19.6	24.9	99				
	TELEVISION IMPERATIVE	25478	5920	32.9	23.2	105	3834	32.6	15.0	104	7214	35.5	28.3	113				
	TELEVISION IMPERATIVE	26573	5603	31.2	21.1	95	3715	31.6	14.0	96	6171	30.4	23.2	93				

	TOTAL U.S. '000	LIQUID				POWDER				SPRAY(PUMP OR AEROSOL)							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	17977	100.0	22.2	100	11773	100.0	14.5	100	20308	100.0	25.1	100				
ATLANTIC MONTHLY	415	**116	0.6	28.0	126	**34	0.3	8.2	56	**102	0.5	24.6	98				
BARRON'S	453	**157	0.9	34.7	156	**37	0.3	8.2	56	**99	0.5	21.9	87				
BETTER HOMES & GARDENS	16256	4229	23.5	26.0	117	2790	23.7	17.2	118	4741	23.3	29.2	116				
BON APPETIT	2535	628	3.5	24.8	112	361	3.1	14.2	98	704	3.5	27.8	111				
BUSINESS WEEK	1278	341	1.9	26.7	120	*209	1.8	16.4	112	291	1.4	22.8	91				
CAR AND DRIVER	378	**100	0.6	26.5	119	**33	0.3	8.7	60	**75	0.4	19.8	79				
CBS MAGAZINE NETWORK (GROSS)	1498	422	2.3	28.2	127	*307	2.6	20.5	141	289	1.4	19.3	77				
CHANGING TIMES	1505	390	2.2	25.9	117	*215	1.8	14.3	98	450	2.2	29.9	119				
COLONIAL HOMES	1231	361	2.0	29.3	132	267	2.3	21.7	149	418	2.1	34.0	135				
CONDE NAST MAG. PKG. (GROSS)	14146	4084	22.7	28.9	130	2112	17.9	14.9	103	4304	21.2	30.4	121				
CONSUMERS DIGEST	1323	359	2.0	27.1	122	*280	2.4	21.2	146	317	1.6	24.0	96				
COSMOPOLITAN	7102	1668	9.3	23.5	106	1166	9.9	16.4	113	1962	9.7	27.6	110				
COUNTRY LIVING	2481	625	3.5	25.2	113	498	4.2	20.1	138	817	4.0	32.9	131				
CUISINE	1472	356	2.0	24.2	109	284	2.4	19.3	133	435	2.1	29.6	118				
CYCLE WORLD	425	**169	0.9	39.8	179	**44	0.4	10.4	71	**92	0.5	21.6	86				
DCI:CREATIVE IDEAS FOR LIV	2510	560	3.1	22.3	101	506	4.3	20.2	139	697	3.4	27.8	111				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1399	7.8	20.9	94	1179	10.0	17.6	121	1976	9.7	29.5	118				
DISCOVER	894	*159	0.9	17.8	80	*109	0.9	12.2	84	*228	1.1	25.5	102				
EBONY	3507	824	4.6	23.5	106	571	4.9	16.3	112	599	2.9	17.1	68				
ESQUIRE	1083	321	1.8	29.6	134	*140	1.2	12.9	89	*227	1.1	21.0	84				
ESSENCE	1830	405	2.3	22.1	100	260	2.2	14.2	98	315	1.6	17.2	69				
FAMILY CIRCLE	15930	3985	22.2	25.0	113	2901	24.6	18.2	125	4721	23.2	29.6	118				
THE FAMILY HANDYMAN	1126	401	2.2	35.6	160	*248	2.1	22.0	152	409	2.0	36.3	145				
FAMILY WEEKLY	11468	2790	15.5	24.3	110	1767	15.0	15.4	106	3297	16.2	28.7	115				
FIELD & STREAM	2234	633	3.5	28.3	128	379	3.2	17.0	117	712	3.5	31.9	127				
FOOD & WINE	579	*193	1.1	33.3	150	**78	0.7	13.5	93	*112	0.6	19.3	77				
FORBES	728	*194	1.1	26.6	120	**90	0.8	12.4	85	*170	0.8	23.4	93				
FORTUNE	906	*190	1.1	21.0	94	*169	1.4	18.7	128	*222	1.1	24.5	98				
GENTLEMEN'S QUARTERLY	791	*193	1.1	24.4	110	*172	1.5	21.7	150	*159	0.8	20.1	80				
GLAMOUR	5265	1498	8.3	28.5	128	904	7.7	17.2	118	1714	8.4	32.6	130				
GOLF DIGEST	636	**158	0.9	24.8	112	*173	1.5	27.2	187	*248	1.2	39.0	156				
GOLF DIGEST/TENNIS (GROSS)	1186	294	1.6	24.8	112	*239	2.0	20.2	139	413	2.0	34.8	139				
GOLF MAGAZINE	441	**82	0.5	18.6	84	*79	0.7	17.9	123	*193	1.0	43.8	175				
GOLF MAGAZINE/SKI (GROSS)	922	*225	1.3	24.4	110	*145	1.2	15.7	108	279	1.4	30.3	121				
GOOD HOUSEKEEPING	16487	4261	23.7	25.8	116	2892	24.6	17.5	121	5095	25.1	30.9	123				
HARPER'S BAZAAR	2423	710	3.9	29.3	132	315	2.7	13.0	89	694	3.4	28.6	114				
HEALTH	1994	541	3.0	27.1	122	325	2.8	16.3	112	683	3.4	34.3	137				
HEARST MAG CORP. BUY (GROSS)	44101	11174	62.2	25.3	114	7677	65.2	17.4	120	13260	65.3	30.1	120				
HEARST MAN POWER (GROSS)	1993	611	3.4	30.7	138	389	3.3	19.5	134	582	2.9	29.2	116				
HEARST WOMAN POWER (GROSS)	31274	7833	43.6	25.0	113	5431	46.1	17.4	119	9553	47.0	30.5	122				
HOUSE BEAUTIFUL	3623	804	4.5	22.2	100	619	5.3	17.1	118	884	4.4	24.4	97				
INC.	283	**118	0.7	41.7	188	**46	0.4	16.3	112	**113	0.6	39.9	159				
JET	2928	702	3.9	24.0	108	451	3.8	15.4	106	584	2.9	19.9	80				
LADIES' HOME JOURNAL	11918	3092	17.2	25.9	117	2075	17.6	17.4	120	3542	17.4	29.7	119				
LHJ FAMILY GRP COMBO(GROSS)	16764	4322	24.0	25.8	116	2852	24.2	17.0	117	4948	24.4	29.5	118				
LIFE	4254	1138	6.3	26.8	121	664	5.6	15.6	107	1133	5.6	26.6	106				
L.A. TIMES HOME MAGAZINE	1145	*270	1.5	23.6	106	*270	2.3	23.6	162	370	1.8	32.3	129				
MADEMOISELLE	2884	809	4.5	28.1	126	388	3.3	13.5	93	901	4.4	31.2	125				
MC CALL'S	13460	3695	20.6	27.5	124	2303	19.6	17.1	118	3955	19.5	29.4	117				
MC CALL'S/MRK MOTHER (GROSS)	14606	4057	22.6	27.8	125	2467	21.0	16.9	116	4220	20.8	28.9	115				
MECHANIX ILLUSTRATED	772	*285	1.6	36.9	166	**129	1.1	16.7	115	*251	1.2	32.5	130				
METROPOLITAN HOME	967	240	1.3	24.8	112	*186	1.6	19.2	132	*245	1.2	25.3	101				
MONEY	1588	381	2.1	24.0	108	252	2.1	15.9	109	531	2.6	33.4	133				
MOTHER EARTH NEWS	1002	269	1.5	26.8	121	*258	2.2	25.7	177	338	1.7	33.7	135				
MS.	825	*228	1.3	27.6	125	*130	1.1	15.8	108	*217	1.1	26.3	105				
NATIONAL ENQUIRER	10336	2632	14.6	25.5	115	1650	14.0	16.0	110	2620	12.9	25.3	101				
NATIONAL GEOGRAPHIC	9597	2207	12.3	23.0	104	1594	13.5	16.6	114	2959	14.6	30.8	123				
NATIONAL SUNDAY MAGAZINE PKG	49558	11571	64.4	23.3	105	7709	65.5	15.6	107	13208	65.0	26.7	106				
NATURAL HISTORY	573	**117	0.7	20.4	92	*66	0.6	11.5	79	*190	0.9	33.2	132				
NEW WOMAN	1699	382	2.1	22.5	101	283	2.4	16.7	115	391	1.9	23.0	92				
NEW YORK INCLUDING CUE	443	**70	0.4	15.8	71	*22	0.2	5.0	34	*79	0.4	17.8	71				
THE NEW YORKER	1270	378	2.1	29.8	134	*168	1.4	13.2	91	289	1.4	22.8	91				
NEWSWEEK	6277	1578	8.8	25.1	113	889	7.6	14.2	97	1867	9.2	29.7	119				
THE N.Y. TIMES DAILY EDITION	1205	277	1.5	23.0	104	*128	1.1	10.6	73	392	1.9	32.5	130				
THE N.Y. TIMES MAGAZINE	2081	409	2.3	19.7	89	*219	1.9	10.5	72	564	2.8	27.1	108				
OMNI	788	*224	1.2	28.4	128	*112	1.0	14.2	98	*142	0.7	18.0	72				
ON CABLE	1158	*311	1.7	26.9	121	*189	1.6	16.3	112	285	1.4	24.6	98				
1001 HOME IDEAS	2852	689	3.8	24.2	109	452	3.8	15.8	109	724	3.6	25.4	101				
ORGANIC GARDENING	1658	490	2.7	29.6	133	287	2.4	17.3	119	403	2.0	24.3	97				
OUTDOOR LIFE	896	*263	1.5	29.4	132	*236	2.0	26.3	181	*238	1.2	26.6	106				
PARADE MAGAZINE	24275	5913	32.9	24.4	110	3922	33.3	16.2	111	6314	31.1	26.0	104				

	TOTAL U.S. '000	LIQUID				POWDER				SPRAY(PUMP OR AEROSOL)							
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	17977	100.0	22.2	100	11773	100.0	14.5	100	20308	100.0	25.1	100				
PARENTS	3845	1069	5.9	27.8	125	679	5.8	17.7	121	1102	5.4	28.7	114				
PENTHOUSE	831	*271	1.5	32.6	147	**156	1.3	18.8	129	*251	1.2	30.2	120				
PEOPLE	11645	2897	16.1	24.9	112	1865	15.8	16.0	110	3503	17.2	30.1	120				
PLAYBOY	2006	485	2.7	24.2	109	270	2.3	13.5	93	544	2.7	27.1	108				
POPULAR HOT RODDING	297	**101	0.6	34.0	153	**63	0.5	21.2	146	**57	0.3	19.2	77				
POPULAR MECHANICS	1018	*291	1.6	28.6	129	*174	1.5	17.1	118	*298	1.5	29.3	117				
POPULAR SCIENCE	878	*234	1.3	32.6	120	*137	1.2	15.6	107	*194	1.0	22.1	88				
PREVENTION	3913	1033	5.7	26.4	119	868	7.4	22.2	153	992	4.9	25.4	101				
PSYCHOLOGY TODAY	1710	426	2.4	24.9	112	*202	1.7	11.8	81	450	2.2	26.3	105				
READER'S DIGEST	22204	5221	29.0	23.5	106	3656	31.1	16.5	113	6395	31.5	28.0	115				
REDBOOK	7684	1903	10.6	24.8	112	1373	11.7	17.9	123	2495	12.3	32.5	129				
ROAD & TRACK	410	**117	0.7	28.5	129	**83	0.7	20.2	139	**86	0.4	21.0	84				
ROLLING STONE	969	281	1.6	29.0	131	*123	1.0	12.7	87	260	1.3	26.8	107				
RUNNER'S WORLD	298	**49	0.3	16.4	74	**51	0.4	17.1	118	**122	0.6	40.9	163				
SATURDAY EVENING POST	1169	317	1.8	27.1	122	236	2.0	20.2	139	398	2.0	34.0	136				
SCIENCE 84	587	*199	1.1	33.9	153	**52	0.4	8.9	61	*141	0.7	24.0	96				
SCIENCE DIGEST	482	*167	0.9	34.6	156	**98	0.8	20.3	140	*130	0.6	27.0	108				
SCIENTIFIC AMERICAN	594	*150	0.8	25.3	114	**100	0.8	16.8	116	*121	0.6	20.4	81				
SELF	2089	605	3.4	29.0	130	277	2.4	13.3	91	634	3.1	30.3	121				
SEVENTEEN	2411	624	3.5	25.9	117	339	2.9	14.1	97	543	2.7	22.5	90				
SKI	480	**143	0.8	29.8	134	**66	0.6	13.8	95	**85	0.4	17.7	71				
SMITHSONIAN	2760	531	3.0	19.2	87	422	3.6	15.3	105	703	3.5	25.5	102				
SOAP OPERA DIGEST	3013	770	4.3	25.6	115	488	4.1	16.2	111	773	3.8	25.7	102				
SOUTHERN LIVING	4184	839	4.7	20.1	90	672	5.7	16.1	110	1279	6.3	30.6	122				
SPORT	559	*182	1.0	32.6	147	**68	0.6	12.2	84	**170	0.8	30.4	121				
THE SPORTING NEWS	436	**135	0.8	31.0	139	**86	0.7	19.7	136	**119	0.6	27.3	109				
SPORTS AFIELD	493	*154	0.9	31.2	141	**118	1.0	23.9	165	*154	0.8	31.2	125				
SPORTS ILLUSTRATED	2758	752	4.2	27.3	123	387	3.3	14.0	97	761	3.7	27.6	110				
STAR	7456	1853	10.3	24.9	112	1159	9.8	15.5	107	1936	9.5	26.0	104				
SUNDAY	24936	5536	30.8	22.2	100	4132	35.1	16.6	114	6473	31.9	26.0	104				
SUNSET	2124	627	3.5	29.5	133	415	3.5	19.5	134	881	4.3	41.5	165				
TV GUIDE	21661	5449	30.3	25.2	113	3365	28.6	15.5	107	5981	29.5	27.6	110				
TENNIS	550	*136	0.8	24.7	111	**66	0.6	12.0	83	*166	0.8	30.2	120				
TIME	8880	2263	12.6	25.5	115	1560	13.3	17.6	121	2478	12.2	27.9	111				
TOWN & COUNTRY	917	200	1.1	21.8	98	*153	1.3	16.7	115	261	1.3	28.5	114				
TRAVEL & LEISURE	972	318	1.8	32.7	147	*138	1.2	14.2	98	246	1.2	25.3	101				
TRUE STORY	3356	784	4.4	23.4	105	588	5.0	17.5	121	886	4.4	26.4	105				
U.S. NEWS & WORLD REPORT	3410	801	4.5	23.5	106	517	4.4	15.2	104	987	4.9	28.9	115				
USA TODAY	1759	515	2.9	29.3	132	240	2.0	13.6	94	579	2.9	32.9	131				
US	1873	558	3.1	29.8	134	342	2.9	18.3	126	518	2.6	27.7	110				
VOGUE	3909	1172	6.5	30.0	135	543	4.6	13.9	96	1056	5.2	27.0	108				
WALL STREET JOURNAL	1886	467	2.6	24.8	112	380	3.2	20.1	139	533	2.6	28.3	113				
WEIGHT WATCHERS	2120	509	2.8	24.0	108	421	3.6	19.9	137	649	3.2	30.6	122				
WOMAN'S DAY	14172	3585	19.9	25.3	114	2474	21.0	17.5	120	4076	20.1	28.8	115				
WORKING MOTHER	1146	362	2.0	31.6	142	*164	1.4	14.3	98	*265	1.3	23.1	92				
WORKING WOMAN	1322	322	1.8	24.4	110	*220	1.9	16.6	114	357	1.8	27.0	108				
WORLD TENNIS	*163	**30	0.2	18.4	83	**24	0.2	14.7	101	**37	0.2	22.7	91				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	716	4.0	28.3	127	363	3.1	14.3	99	581	2.9	22.9	92				
BLAIR INSERTS	43657	10022	55.7	23.0	103	6745	57.3	15.4	106	11358	55.9	26.0	104				
DAILY NEWSPAPERS																	
READ ANY	51633	12013	66.8	23.3	105	7892	67.0	15.3	105	13523	66.6	26.2	104				
READ ONE	43463	10013	55.7	23.0	104	6552	55.7	15.1	104	11227	55.3	25.8	103				
READ TWO OR MORE	8170	2001	11.1	24.5	110	1340	11.4	16.4	113	2297	11.3	28.1	112				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12212	67.9	23.2	104	8012	68.1	15.2	105	13928	68.6	26.4	105				
READ ONE	46126	10606	59.0	23.0	104	6880	58.4	14.9	103	11935	58.8	25.9	103				
READ TWO OR MORE	6552	1606	8.9	24.5	110	1133	9.6	17.3	119	1992	9.8	30.4	121				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.08				28.69				28.90							
30 DAY REACH	71455	16162	89.9	22.6	102	10535	89.5	14.7	101	18235	89.8	25.5	102				
50 SHWG - 30 DAY AV FREQ	14.56	14.62				15.18				15.28							
30 DAY REACH	67742	15528	86.4	22.9	103	9974	84.7	14.7	101	17278	85.1	25.5	102				
25 SHWG - 30 DAY AV FREQ	7.94	7.97				8.18				8.24							
30 DAY REACH	62117	14269	79.4	23.0	103	9257	78.6	14.9	103	15991	78.7	25.7	103				
CABLE TV: HOME WIRED	32077	7796	43.4	24.3	109	4814	40.9	15.0	103	9142	45.0	28.5	114				
HOME NOT WIRED	48909	10180	56.6	20.8	94	6959	59.1	14.2	98	11166	55.0	22.8	91				
HAVE PAY CABLE	15935	4040	22.5	25.4	114	2676	22.7	16.8	116	4825	23.8	30.3	121				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	17977	100.0	22.2	100	11773	100.0	14.5	100	20308	100.0	25.1	100					
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10372	57.7	23.6	106	6316	53.6	14.4	99	11871	58.5	27.0	108				
10:00 AM - 3:00 PM	30659	7371	41.0	24.0	108	4794	40.7	15.6	108	8017	39.5	26.1	104				
3:00 PM - 7:00 PM	31045	7588	42.2	24.4	110	4545	38.6	14.6	101	8437	41.5	27.2	108				
7:00 PM - MIDNIGHT	15767	4027	22.4	25.5	115	2585	22.0	16.4	113	4166	20.5	26.4	105				
MIDNIGHT - 6:00 AM	9120	2186	12.2	24.0	108	1548	13.1	17.0	117	2436	12.0	26.7	107				
6:00 AM - MIDNIGHT	58527	13765	76.6	23.5	106	8780	74.6	15.0	103	15556	76.6	26.6	106				
ENTIRE DAY	59311	13888	77.3	23.4	105	8937	75.9	15.1	104	15742	77.5	26.5	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4280	23.8	26.5	119	2621	22.3	16.2	111	4555	22.4	28.2	112				
ALL NEWS	2256	426	2.4	18.9	85	217	1.8	9.6	66	610	3.0	27.0	108				
AOR/PROGRESSIVE	3874	979	5.4	25.3	114	623	5.3	16.1	111	1041	5.1	26.9	107				
BEAUTIFUL MUSIC	5660	1171	6.5	20.7	93	811	6.9	14.3	99	1611	7.9	28.5	114				
BLACK	2204	500	2.8	22.7	102	284	2.4	12.9	89	408	2.0	18.5	74				
CLASSICAL	1418	357	2.0	25.2	113	*166	1.4	11.7	81	391	1.9	27.6	110				
CHR/ROCK	9538	2336	13.0	24.5	110	1344	11.4	14.1	97	2708	13.3	28.4	113				
COUNTRY	12648	2964	16.5	23.4	106	1988	16.9	15.7	108	3524	17.4	27.9	111				
GOLDEN OLDIES	1191	*260	1.4	21.8	98	*131	1.1	11.0	76	*231	1.1	19.4	77				
MOR/NOSTALGIA	4757	1209	6.7	25.4	114	744	6.3	15.6	108	1242	6.1	26.1	104				
NEWS/TALK	3863	810	4.5	21.0	94	720	6.1	18.6	128	1109	5.5	28.7	114				
RELIGIOUS	3084	658	3.7	21.3	96	311	2.6	10.1	69	591	2.9	19.2	76				
SOFT ROCK	521	**44	0.2	8.4	38	**30	0.3	5.8	40	**130	0.6	25.0	100				
URBAN CONTEMPORARY	1585	422	2.3	26.6	120	*205	1.7	12.9	89	356	1.8	22.5	90				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	747	4.2	22.9	103	522	4.4	16.0	110	820	4.0	25.1	100				
ABC DIRECTION	2316	646	3.6	27.9	126	353	3.0	15.2	105	722	3.6	31.2	124				
ABC ENTERTAINMENT	4834	1086	6.0	22.5	101	765	6.5	15.8	109	1299	6.4	26.9	107				
ABC FM	2202	471	2.6	21.4	96	301	2.6	13.7	94	610	3.0	27.7	110				
ABC INFORMATION	5425	1403	7.8	25.9	117	1009	8.6	18.6	128	1465	7.2	27.0	108				
ABC ROCK	1677	449	2.5	26.8	121	299	2.5	17.8	123	505	2.5	30.1	120				
CBS	4430	861	4.8	19.4	88	579	4.9	13.1	90	1342	6.6	30.3	121				
MUTUAL	4992	1330	7.4	26.6	120	709	6.0	14.2	98	1226	6.0	24.6	98				
NBC	4679	1160	6.5	24.8	112	589	5.0	12.6	87	1320	6.5	28.2	113				
RADIO/RADIO	1994	429	2.4	21.5	97	*169	1.4	8.5	58	576	2.8	28.9	115				
RKO ONE	2298	568	3.2	24.7	111	325	2.8	14.1	97	596	2.9	25.9	103				
RKO TWO	3311	813	4.5	24.6	111	499	4.2	15.1	104	818	4.0	24.7	99				
THE SOURCE	2114	393	2.2	18.6	84	330	2.8	15.6	107	545	2.7	25.8	103				
NON-WIRED: BLAIR	8654	2043	11.4	23.6	106	1518	12.9	17.5	121	2481	12.2	28.7	114				
INTERNET	12025	2990	16.6	24.9	112	1684	14.3	14.0	96	3476	17.1	28.9	115				
KATZ RADIO GROUP	15359	3560	19.8	23.2	104	2214	18.8	14.4	99	4024	19.8	26.2	104				
SUFFERNET	10628	2667	14.8	25.1	113	1611	13.7	15.2	104	3127	15.4	29.4	117				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1818	10.1	21.0	95	1225	10.4	14.1	97	1870	9.2	21.6	86				
WKDAY 9:00 AM - 1:00 PM	12163	2496	13.9	20.5	92	1808	15.4	14.9	102	2888	14.2	23.7	95				
WKDAY 1:00 PM - 4:30 PM	16150	3409	19.0	21.1	95	2504	21.3	15.5	107	3705	18.2	22.9	91				
WKDAY 4:30 PM - 7:30 PM	22463	4805	26.7	21.4	96	3255	27.6	14.5	100	5092	25.1	22.7	90				
WKDAY 7:30 PM - 8:00 PM	31795	6927	38.5	21.8	98	4646	39.5	14.6	101	7472	36.8	23.5	94				
WKDAY 11:00 PM - 11:30 PM	23977	5506	30.6	23.0	103	3595	30.5	15.0	103	6114	30.1	25.5	102				
WKDAY 11:30 PM - 1:00 AM	7703	1815	10.1	23.6	106	1258	10.7	16.3	112	1903	9.4	24.7	99				
M-SAT 8-11 PM-SUN 7-11 PM	33800	7797	43.4	23.1	104	4953	42.1	14.7	101	8485	41.8	25.1	100				
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1533	8.5	23.4	106	943	8.0	14.4	99	1725	8.5	26.4	105				
ANOTHER WORLD	N 4620	903	5.0	19.5	88	734	6.2	15.9	109	956	4.7	20.7	83				
AS THE WORLD TURNS	C 5614	1108	6.2	19.7	89	936	8.0	16.7	115	1146	5.6	20.4	81				
CAPITOL	C 3396	601	3.3	17.7	80	550	4.7	16.2	111	659	3.2	19.4	77				
CBS MORN. NEWS 1	C 1446	285	1.6	19.7	89	163	1.4	11.3	78	296	1.5	20.5	82				
CBS MORN. NEWS 2	C 1207	259	1.4	21.5	97	131	1.1	10.9	75	219	1.1	18.1	72				
DAYS OF OUR LIVES	N 5877	1311	7.3	22.3	100	884	7.5	15.0	103	1416	7.0	24.1	96				
FACTS OF LIFE - DAYTIME	N 2290	457	2.5	20.0	90	285	2.4	12.4	86	441	2.2	19.3	77				
FAMILY FEUD	A 3023	573	3.2	19.0	85	363	3.1	12.0	83	737	3.6	24.4	97				
GENERAL HOSPITAL	A 6097	1437	8.0	23.6	106	883	7.5	14.5	100	1471	7.2	24.1	96				
GOOD MORNING, AMERICA-730	A 3515	803	4.5	22.8	103	530	4.5	15.1	104	818	4.0	23.3	93				
GOOD MORNING, AMERICA-830	A 2818	597	3.3	21.2	95	438	3.7	15.5	107	696	3.4	24.7	98				
GUIDING LIGHT	C 5339	999	5.6	18.7	84	885	7.5	16.6	114	1166	5.7	21.8	87				
ONE LIFE TO LIVE	A 4478	1085	6.0	24.2	109	696	5.9	15.5	107	1124	5.5	25.1	100				
PRESS YOUR LUCK	C 2244	471	2.6	21.0	95	303	2.6	13.5	93	579	2.9	25.8	103				
PRICE IS RIGHT 1	C 4348	819	4.6	18.8	85	599	5.1	13.8	95	1090	5.4	25.1	100				
PRICE IS RIGHT 2	C 5014	917	5.1	18.3	82	713	6.1	14.2	98	1252	6.2	25.0	100				
RYAN'S HOPE	A 3150	696	3.9	22.1	100	441	3.7	14.0	96	799	3.9	25.4	101				
SALE OF THE CENTURY	N 2695	446	2.5	16.5	75	381	3.2	14.1	97	574	2.8	21.3	85				
SEARCH FOR TOMORROW	N 2319	358	2.0	15.4	70	339	2.9	14.6	101	508	2.5	21.9	87				
TODAY SHOW 1	N 2693	582	3.2	21.6	97	397	3.4	14.7	101	545	2.7	20.2	81				
TODAY SHOW 2	N 2498	506	2.8	20.3	91	309	2.6	12.4	85	430	2.1	17.2	69				
\$25,000 PYRAMID	C 2753	552	3.1	20.1	90	393	3.3	14.3	98	619	3.0	22.5	90				
WHEEL OF FORTUNE	N 4388	881	4.9	20.1	90	586	5.0	13.4	92	1070	5.3	24.4	97				
YOUNG AND THE RESTLESS	C 5695	1205	6.7	21.2	95	871	7.4	15.3	105	1298	6.4	22.8	91				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	408	2.3	23.2	104	327	2.8	18.6	128	412	2.0	23.4	93				
NBA PLAYOFF GAME -1 C	1136	303	1.7	26.7	120	161	1.4	14.2	97	217	1.1	19.1	76				
NBC MAJOR LEAGUE PRE-GAME N	953	*136	0.8	14.3	64	*113	1.0	11.9	82	*204	1.0	21.4	85				
SPORTSWORLD - SUN N	1233	314	1.7	25.5	115	*167	1.4	13.5	93	356	1.8	28.9	115				
SUNDAY MORNING C	1611	342	1.9	21.2	96	171	1.5	10.6	73	368	1.8	22.8	91				

		TOTAL	LIQUID				POWDER				SPRAY(PUMP OR AEROSOL)							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
				DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS	
TOTAL FEMALE HOMEOWNERS																		
80986 17977 100.0 22.2 100 11773 100.0 14.5 100 20308 100.0 25.1 100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTKW 6 PM - 2 AM																		
A TEAM																		
ABC MONDAY NIGHT MOVIE																		
ABC SUNDAY NIGHT MOVIE																		
ABC WORLD NEWS TONIGHT																		
AFTERMASH																		
ALICE																		
AMERICAN PARADE																		
BENSON																		
BLUE THUNDER																		
CAGNEY & LACEY																		
CBS EVENING NEWS-DEAN																		
CBS EVENING NEWS-RATHER																		
CBS SAT. NEWS-SCHIEFFER																		
CBS SATURDAY NIGHT MOVIE																		
CBS WEDNESDAY NIGHT MOVIE																		
CHEERS																		
DALLAS																		
DIFF'RENT STROKES																		
DOUBLE TROUBLE																		
DUCK FACTORY																		
DUKES OF HAZZARD																		
DYNASTY																		
FACTS OF LIFE																		
FALCON CREST																		
FALL GUY																		
FAMILY TIES																		
FANTASY ISLAND																		
FOULUPS,BLEEPES & BLUNDERS																		
FOUR SEASONS																		
GIMME A BREAK																		
HART TO HART																		
HILL STREET BLUES																		
HOTEL																		
JEFFERSONS																		
JENNIFER SLEPT HERE																		
KATE & ALLIE																		
KNIGHT RIDER																		
LOVE BOAT																		
MAGNUM PI																		
MAMA'S FAMILY																		
MASTER, THE																		
MATT HOUSTON																		
NBC MONDAY NIGHT MOVIE																		
NBC NIGHTLY NEWS																		
NBC NIGHTLY NEWS-SAT																		
NBC NIGHTLY NEWS-SUN																		
NBC SUNDAY NIGHT MOVIE																		
NEWHART																		
ONE DAY AT A TIME																		
PEOPLE ARE FUNNY																		
REAL PEOPLE																		
REMINGTON STEELE																		
RIPLEY'S BELIEVE IT - NOT																		
RIP TIDE																		
SCARECROW & MRS. KING																		
SIMON & SIMON																		
60 MINUTES																		
ST. ELSEWHERE																		
THREE'S COMPANY																		
T.J. HOOKER																		
TONIGHT SHOW																		
TRAPPER JOHN, M.D.																		
TV BLOOPERS & PRAC. JOKES																		
20/20																		
WEBSTER																		
WORLD NEWS - SUN																		
YELLOW ROSE																		
TV VIEWING SPORTS EVENTS																		
BASEBALL																		
BASKETBALL - COLLEGE GAMES																		
BASKETBALL - PRO GAMES																		
BOWLING																		
BOXING																		
FOOTBALL - COLLEGE GAMES																		
FOOTBALL - PRO GAMES																		
GOLF																		
POST-SEASON COLL. FOOTBALL																		
POST-SEASON PRO FOOTBALL																		
TENNIS																		
WRESTLING - PROFESSIONAL																		

LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	AXION				BIZ				CLOROX PRE-MASH				ERA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	2343	100.0	2.9	100	5686	100.0	7.0	100	9875	100.0	12.2	100	3357	100.0	4.1	100
18 - 24	9282	**137	5.8	1.5	51	*280	4.9	3.0	43	955	9.7	10.3	84	*329	9.8	3.5	86
25 - 34	19072	*290	12.4	1.5	53	1323	23.3	6.9	99	2972	30.1	15.6	128	972	29.0	5.1	123
35 - 44	14591	*514	21.9	3.5	122	1246	21.9	8.5	122	1985	20.1	13.6	112	701	20.9	4.8	116
45 - 54	11345	*408	17.4	3.6	124	1039	18.3	9.2	130	1389	14.1	12.2	100	*482	14.4	4.2	102
55 - 64	11635	*350	14.9	3.0	104	812	14.3	7.0	99	1292	13.1	11.1	91	*347	10.3	3.0	72
65 OR OLDER	15061	644	27.5	4.3	148	987	17.4	6.6	93	1283	13.0	8.5	70	526	15.7	3.5	84
18 - 34	28354	*427	18.2	1.5	52	1603	28.2	5.7	81	3927	39.8	13.8	114	1301	38.8	4.6	111
18 - 49	48339	1196	51.0	2.5	86	3315	58.3	6.9	98	6533	66.2	13.5	111	2255	67.2	4.7	113
25 - 54	45008	1211	51.7	2.7	93	3608	63.5	8.0	114	6346	64.3	14.1	116	2156	64.2	4.8	116
35 - 49	19985	768	32.8	3.8	133	1712	30.1	8.6	122	2606	26.4	13.0	107	954	28.4	4.8	115
50 OR OLDER	32647	1147	49.0	3.5	121	2371	41.7	7.3	103	3342	33.8	10.2	84	1102	32.8	3.4	81
GRADUATED COLLEGE	11155	*317	13.5	2.8	98	801	14.1	7.2	102	1426	14.4	12.8	105	*359	10.7	3.2	78
ATTENDED COLLEGE	13682	*469	20.0	3.4	118	1193	21.0	8.7	124	1696	17.2	12.4	102	683	20.3	5.0	120
GRADUATED HIGH SCHOOL	33880	1025	43.7	3.0	105	2485	43.7	7.3	104	4581	46.4	13.5	111	1750	52.1	5.2	125
DID NOT GRADUATE HIGH SCHOOL	22270	*532	22.7	2.4	83	1207	21.2	5.4	77	2173	22.0	9.8	80	565	16.8	2.5	61
EMPLOYED	40306	1009	43.1	2.5	87	2536	44.6	6.3	90	5533	56.0	13.7	113	1595	47.5	4.0	95
EMPLOYED FULL-TIME	32850	870	37.1	2.6	92	2101	37.0	6.4	91	4420	44.8	13.5	110	1278	38.1	3.9	94
EMPLOYED PART-TIME	7456	**139	5.9	1.9	64	*435	7.7	5.8	83	1114	11.3	14.9	123	*317	9.4	4.3	103
NOT EMPLOYED	40680	1334	56.9	3.3	113	3150	55.4	7.7	110	4342	44.0	10.7	88	1762	52.5	4.3	104
PROFESSIONAL/MANAGER	10392	*344	14.7	3.3	114	738	13.0	7.1	101	1271	12.9	12.2	100	*400	11.9	3.8	93
TECH/CLERICAL/SALES	17574	*451	19.2	2.6	89	1145	20.1	6.5	93	2517	25.5	14.3	117	832	24.8	4.7	114
PRECISION/CRAFT	985	*14	0.6	1.4	49	**45	0.8	4.6	65	**144	1.5	14.6	120	**40	1.2	4.1	98
OTHER EMPLOYED	11354	**200	8.5	1.8	61	608	10.7	5.4	76	1601	16.2	14.1	116	*323	9.6	2.8	69
SINGLE	9863	**148	6.3	1.5	52	*278	4.9	2.8	40	878	8.9	8.9	73	*315	9.4	3.2	77
MARRIED	51375	1767	75.4	3.4	119	4234	74.5	8.2	117	7052	71.4	13.7	113	2257	67.2	4.4	106
DIVORCED/SEPARATED/WIDOWED	19748	428	18.3	2.2	75	1174	20.6	5.9	85	1945	19.7	9.8	81	786	23.4	4.0	96
PARENTS	32590	901	38.5	2.8	96	2731	48.0	8.4	119	4821	48.8	14.8	121	1611	48.0	4.9	119
WHITE	70416	2068	88.3	2.9	102	5221	91.8	7.4	106	8805	89.2	12.5	103	2871	85.5	4.1	98
BLACK	8778	**246	10.5	2.8	97	405	7.1	4.6	66	918	9.3	10.5	86	458	13.6	5.2	126
OTHER	1791	**29	1.2	1.6	56	**61	1.1	3.4	49	**153	1.5	8.5	70	**29	0.9	1.6	39
NORTHEAST-CENSUS	17786	*408	17.4	2.3	79	621	10.9	3.5	50	2297	23.3	12.9	106	967	28.8	5.4	131
NORTH CENTRAL	20741	1502	64.1	7.2	250	2255	39.7	10.9	155	2881	29.2	13.9	114	1120	33.4	5.4	130
SOUTH	27775	**303	12.9	1.1	38	1437	25.3	5.2	74	2835	28.7	10.2	84	943	28.1	3.4	82
WEST	14683	**130	5.5	0.9	31	1373	24.1	9.4	133	1862	18.9	12.7	104	*328	9.8	2.2	54
NORTHEAST-MKTG.	17961	*302	12.9	1.7	58	*497	8.7	2.8	39	2113	21.4	11.8	96	841	25.1	4.7	113
EAST CENTRAL	11885	728	31.1	6.1	212	1168	20.5	9.8	140	1669	16.9	14.0	115	594	17.7	5.0	121
WEST CENTRAL	14090	980	41.8	7.0	240	1696	29.8	12.0	171	1968	19.9	14.0	115	807	24.0	5.7	138
SOUTH	24081	**245	10.5	1.0	35	1217	21.4	5.1	72	2533	25.7	10.5	86	840	25.0	3.5	84
PACIFIC	12969	**87	3.7	0.7	23	1107	19.5	8.5	122	1592	16.1	12.3	101	**275	8.2	2.1	51
COUNTY SIZE A	32439	893	38.1	2.8	95	2161	38.0	6.7	95	4009	40.6	12.4	101	1346	40.1	4.1	100
COUNTY SIZE B	24915	666	28.4	2.7	92	1783	31.4	7.2	102	2974	30.1	11.9	98	1196	35.6	4.8	116
COUNTY SIZE C	12930	*291	12.4	2.3	78	807	14.2	6.2	89	1738	17.6	13.4	110	*386	11.5	3.0	72
COUNTY SIZE D	10703	*493	21.0	4.6	159	935	16.4	8.7	124	1154	11.7	10.8	88	*429	12.8	4.0	97
METRO CENTRAL CITY	24518	554	23.6	2.3	78	1610	28.3	6.6	94	2667	27.0	10.9	89	1138	33.9	4.6	112
METRO SUBURBAN	35919	1132	48.3	3.2	109	2492	43.8	6.9	99	5057	51.2	14.1	115	1440	42.9	4.0	97
NON METRO	20549	657	28.0	3.2	111	1584	27.9	7.7	110	2151	21.8	10.5	86	779	23.2	3.8	91
TOP 5 ADI'S	18341	*405	17.3	2.2	76	998	17.6	5.4	78	2402	24.3	13.1	107	857	25.5	4.7	113
TOP 10 ADI'S	25378	546	23.3	2.2	74	1281	22.5	5.0	72	3063	31.0	12.1	99	1091	32.5	4.3	104
TOP 20 ADI'S	36488	1056	45.1	2.9	100	2114	37.2	5.8	83	4587	46.5	12.6	103	1513	45.1	4.1	100
HSGLD INC. \$50,000 OR MORE	6612	*332	14.2	5.0	174	*516	9.1	7.8	111	920	9.3	13.9	114	**309	9.2	4.7	113
\$40,000 OR MORE	12659	*511	21.8	4.0	140	1029	18.1	8.1	116	1787	18.1	14.1	116	*585	17.4	4.6	111
\$30,000 OR MORE	24698	963	41.1	3.9	135	2019	35.5	8.2	116	3448	34.9	14.0	114	1174	35.0	4.8	115
\$25,000 OR MORE	32077	1125	48.0	3.5	121	2706	47.6	8.4	120	4742	48.0	14.8	121	1487	44.3	4.6	112
\$20,000 - \$24,999	9144	*238	10.2	2.6	90	705	12.4	7.7	110	1136	11.5	12.4	102	*483	14.4	5.3	127
\$15,000 - \$19,999	8728	**128	5.5	1.5	51	515	9.1	5.9	84	994	10.1	11.4	93	*340	10.1	3.9	94
\$10,000 - \$14,999	12562	*336	14.3	2.7	92	779	13.7	6.2	88	1254	12.7	10.0	82	*461	13.7	3.7	89
UNDER \$10,000	18475	*516	22.0	2.8	97	982	17.3	5.3	76	1750	17.7	9.5	78	586	17.5	3.2	77
HOUSEHOLD OF 1 PERSON	11987	239	10.2	2.0	69	609	10.7	5.1	72	912	9.2	7.6	62	316	9.4	2.6	64
2 PEOPLE	26577	810	34.6	3.0	105	1710	30.1	6.4	92	2953	29.9	11.1	91	1116	33.2	4.2	101
3 OR 4 PEOPLE	30617	842	35.9	2.8	95	2185	38.4	7.1	102	4210	42.6	13.8	113	1239	36.9	4.0	98
5 OR MORE PEOPLE	11804	*452	19.3	3.8	132	1182	20.8	10.0	143	1800	18.2	15.2	125	*687	20.5	5.8	140
NO CHILD IN HSHLD	46165	1371	58.5	3.0	103	2792	49.1	6.0	86	4781	48.4	10.4	85	1621	48.3	3.5	85
CHILD(REN) UNDER 2 YRS	5325	**111	4.7	2.1	72	*450	7.9	8.5	120	765	7.7	14.4	118	**261	7.8	4.9	118
2 - 5 YEARS	14221	*344	14.7	2.4	84	979	17.2	6.9	98	2357	23.9	16.6	136	650	19.4	4.6	110
6 - 11 YEARS	15117	*379	16.2	2.5	87	1257	22.1	8.3	118	2120	21.5	14.0	115	826	24.6	5.5	132
12 - 17 YEARS	16611	537	22.9	3.2	112	1701	29.9	10.2	146	2346	23.8	14.1	116	882	26.3	5.3	128
RESIDENCE OWNED	55884	1950	83.2	3.5	121	4406	77.5	7.9	112	6799	68.9	12.2	100	2521	75.1	4.5	109
VALUE: \$50,000 OR MORE	31744	1076	45.9	3.4	117	2633	46.3	8.3	118	4207	42.6	13.3	109	1525	45.4	4.8	116
VALUE: UNDER \$50,000	24140	874	37.3	3.6	125	1773	31.2	7.3	105	2592	26.2	10.7	88	995	29.6	4.1	99

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	AXION				BIZ				CLOROX PRE-MASH				ERA			
			A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS		80986	2343	100.0	2.9	100	5686	100.0	7.0	100	9875	100.0	12.2	100	3357	100.0	4.1	100
MAGAZINES	QUINTILE 1	15799	628	26.8	4.0	137	1460	25.7	9.2	132	2244	22.7	14.2	116	762	22.7	4.8	116
	QUINTILE 2	17259	515	22.0	3.0	103	1464	25.7	8.5	121	2611	26.4	15.1	124	837	24.9	4.8	117
	QUINTILE 3	13545	*359	15.3	2.7	92	881	15.5	6.5	93	1875	19.0	13.8	114	*352	10.5	2.6	63
	QUINTILE 4	15133	*361	15.4	2.4	82	867	15.2	5.7	82	1552	15.7	10.3	84	616	18.3	4.1	98
	QUINTILE 5	19250	*481	20.5	2.5	86	1013	17.8	5.3	75	1594	16.1	8.3	68	790	23.5	4.1	99
NEWSPAPERS	QUINTILE 1	12413	*469	20.0	3.8	131	1032	18.1	8.3	118	1803	18.3	14.5	119	659	19.6	5.3	128
	QUINTILE 2	24116	830	35.4	3.4	119	1702	29.9	7.1	101	2902	29.4	12.0	99	1045	31.1	4.3	105
	QUINTILE 3	11261	*359	15.3	3.2	110	872	15.3	7.7	110	1444	14.6	12.8	105	*433	12.9	3.8	99
	QUINTILE 4	20255	532	22.7	2.6	91	1339	23.5	6.6	94	2427	24.6	12.0	98	820	24.4	4.0	98
	QUINTILE 5	12940	**153	6.5	1.2	41	742	13.0	5.7	82	1300	13.2	10.0	82	*401	11.9	3.1	75
OUTDOOR	QUINTILE 1	14852	*387	16.5	2.6	90	954	16.8	6.4	91	1814	18.4	12.2	100	614	18.3	4.1	100
	QUINTILE 2	15725	603	25.7	3.8	133	1066	18.7	6.8	97	2056	20.8	13.1	107	836	24.9	5.3	128
	QUINTILE 3	16330	*433	18.5	2.7	92	1114	19.6	6.8	97	2078	21.0	12.7	104	572	17.0	3.5	85
	QUINTILE 4	16744	*453	19.3	2.7	94	1294	22.8	7.7	110	2286	23.1	13.7	112	599	17.8	3.6	86
	QUINTILE 5	17334	*468	20.0	2.7	93	1258	22.1	7.3	103	1642	16.6	9.5	78	736	21.9	4.2	102
RADIO-DRIVE TIME	QUINTILE 1	15911	548	23.4	3.4	119	1249	22.0	7.8	112	2211	22.4	13.9	114	754	22.5	4.7	114
	QUINTILE 2	14837	*308	13.1	2.1	72	999	17.6	6.7	96	2110	21.4	14.2	117	593	17.7	4.0	96
	QUINTILE 3	15339	*333	14.2	2.2	75	962	16.9	6.3	89	1664	16.9	10.8	89	658	19.6	4.3	103
	QUINTILE 4	16723	572	24.4	3.4	118	1211	21.3	7.2	103	1779	18.0	10.6	87	721	21.5	4.3	104
	QUINTILE 5	18176	582	24.8	3.2	111	1266	22.3	7.0	99	2112	21.4	11.6	95	631	18.8	3.5	84
RADIO-MID- DAY	TERCILE 1	21020	605	25.8	2.9	99	1477	26.0	7.0	100	2738	27.7	13.0	107	936	27.9	4.5	107
	TERCILE 2	21610	788	33.6	3.6	126	1720	30.2	8.0	113	2804	28.4	13.0	106	962	28.7	4.5	107
	TERCILE 3	28355	950	40.5	2.5	86	2489	43.8	6.5	92	4334	43.9	11.3	93	1459	43.5	3.8	92
RADIO-TOTAL	QUINTILE 1	15988	444	19.0	2.8	96	1317	23.2	8.2	117	2261	22.9	14.1	116	761	22.7	4.8	115
	QUINTILE 2	15626	*448	19.1	2.9	99	976	17.2	6.2	89	2095	21.2	13.4	110	638	19.0	4.1	98
	QUINTILE 3	16723	*430	18.4	2.6	89	1259	22.1	7.5	107	2067	20.9	12.4	101	806	24.0	4.8	116
	QUINTILE 4	16342	544	23.2	3.3	115	1141	20.1	7.0	99	1786	18.1	10.9	90	627	18.7	3.8	93
	QUINTILE 5	16306	*478	20.4	2.9	101	993	17.5	6.1	87	1665	16.9	10.2	84	524	15.6	3.2	78
TV-PRIME TIME	QUINTILE 1	15953	*382	16.3	2.4	83	1111	19.5	7.0	99	2050	20.8	12.9	105	786	23.4	4.9	119
	QUINTILE 2	16137	*403	17.2	2.5	86	1122	19.7	7.0	99	1963	19.9	12.2	100	687	20.5	4.3	103
	QUINTILE 3	16420	624	26.6	3.8	131	1277	22.5	7.8	111	2086	21.1	12.7	104	668	19.9	4.1	98
	QUINTILE 4	16687	*476	20.3	2.9	99	1143	20.1	6.8	98	1882	19.1	11.3	92	713	21.2	4.3	103
	QUINTILE 5	15789	459	19.6	2.9	100	1034	18.2	6.5	93	1894	19.2	12.0	98	504	15.0	3.2	77
TV-DAYTIME	TERCILE 1	27736	814	34.7	2.9	101	1968	34.6	7.1	101	3312	33.5	11.9	98	1211	36.1	4.4	105
	TERCILE 2	26489	817	34.9	3.1	107	1972	34.7	7.4	106	3305	33.5	12.5	102	1002	29.8	3.8	91
	TERCILE 3	26761	712	30.4	2.7	92	1746	30.7	6.5	93	3258	33.0	12.2	100	1144	34.1	4.3	103
TV-TOTAL	QUINTILE 1	16345	*520	22.2	3.2	110	980	17.2	6.0	85	1750	17.7	10.7	88	756	22.5	4.6	112
	QUINTILE 2	16447	*487	20.8	3.0	102	1271	22.4	7.7	110	2119	21.5	12.9	106	614	18.3	3.7	90
	QUINTILE 3	15780	493	21.0	3.1	107	1168	20.5	7.3	104	2175	22.0	13.6	112	792	23.6	5.0	120
	QUINTILE 4	15887	*402	17.2	2.5	87	1337	23.5	8.4	120	1808	18.3	11.4	93	656	19.5	4.1	100
	QUINTILE 5	16326	*440	18.8	2.7	93	930	16.4	5.7	81	2024	20.5	12.4	102	*540	16.1	3.3	80
MAGAZINES-NEWSPAPERS: DUAL		20721	871	37.2	4.2	145	1761	31.0	8.5	121	3014	30.5	14.5	119	1034	30.8	5.0	120
MAGAZINE IMPERATIVE		19186	*427	18.2	2.2	77	1541	27.1	8.0	114	2848	28.8	14.8	122	732	21.8	3.8	92
NEWSPAPER IMPERATIVE		21899	633	27.0	2.9	100	1338	23.5	6.1	87	2393	24.2	10.9	90	911	27.1	4.2	100
MAGAZINES-OUTDOOR: DUAL		15451	562	24.0	3.6	126	1368	24.1	8.9	126	2283	23.1	14.8	121	759	22.6	4.9	119
MAGAZINE IMPERATIVE		25953	831	35.5	3.2	111	2148	37.8	8.3	118	3758	38.1	14.5	119	1022	30.4	3.9	95
OUTDOOR IMPERATIVE		24400	655	28.0	2.7	93	1264	22.2	5.2	74	2562	25.9	10.5	86	970	28.9	4.0	96
MAGAZINES-RADIO: DUAL		18049	589	25.1	3.3	113	1565	27.5	8.7	123	2671	27.0	14.8	121	924	27.5	5.1	124
MAGAZINE IMPERATIVE		23571	785	33.5	3.3	115	1940	34.1	8.2	117	3200	32.4	13.6	111	909	27.1	3.9	93
RADIO IMPERATIVE		23278	*473	20.2	2.0	70	1339	23.5	5.8	82	2608	26.4	11.2	92	954	28.4	4.1	99
MAGAZINES-TELEVISION: DUAL		15459	555	23.7	3.6	124	1394	24.5	9.0	128	2082	21.1	13.5	110	724	21.6	4.7	113
MAGAZINE IMPERATIVE		25829	786	33.5	3.0	105	2088	36.7	8.1	115	3837	38.9	14.9	122	1066	31.8	4.1	100
TELEVISION IMPERATIVE		26039	707	30.2	2.7	94	1474	25.9	5.7	81	2816	28.5	10.8	89	1046	31.2	4.0	97
NEWSPAPERS-OUTDOOR: DUAL		16605	609	26.0	3.7	127	1089	19.2	6.6	93	2097	21.2	12.6	104	764	22.8	4.6	111
NEWSPAPER IMPERATIVE		26834	937	40.0	3.5	121	2185	38.4	8.1	116	3533	35.8	13.2	108	1179	35.1	4.4	106
OUTDOOR IMPERATIVE		23346	602	25.7	2.6	89	1530	26.9	6.6	93	2820	28.6	12.1	99	982	29.3	4.2	101
NEWSPAPERS-RADIO: DUAL		17133	597	25.5	3.5	120	1241	21.8	7.2	103	2492	25.2	14.5	119	777	23.1	4.5	109
NEWSPAPER IMPERATIVE		25892	885	37.8	3.4	118	1957	34.4	7.6	108	2994	30.3	11.6	95	1149	34.2	4.4	107
RADIO IMPERATIVE		23167	*442	18.9	1.9	66	1615	28.4	7.0	99	2937	29.7	12.7	104	1017	30.3	4.4	106
NEWSPAPERS-TELEVISION: DUAL		17159	604	25.8	3.5	122	1378	24.2	8.0	114	2076	21.0	12.1	99	936	27.9	5.5	132
NEWSPAPER IMPERATIVE		26214	859	36.7	3.3	113	1896	33.3	7.2	103	3359	34.0	12.8	105	1037	30.9	4.0	95
TELEVISION IMPERATIVE		23412	587	25.1	2.5	87	1453	25.6	6.2	88	2837	28.7	12.1	99	867	25.8	3.7	89
OUTDOOR-RADIO: DUAL		15303	*463	19.8	3.0	105	1179	20.7	7.7	110	2164	21.9	14.1	116	892	26.6	5.8	141
OUTDOOR IMPERATIVE		24901	791	33.8	3.2	110	1564	27.5	6.3	89	2920	29.6	11.7	96	880	26.2	3.5	85
RADIO IMPERATIVE		26492	697	29.7	2.6	91	1907	33.5	7.2	103	3496	35.4	13.2	108	1061	31.6	4.0	97
OUTDOOR-TELEVISION: DUAL		14794	*403	17.2	2.7	94	933	16.4	6.3	90	1746	17.7						

LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	A '000	AXION B DOWN	C ACROSS %	D INDX	A '000	BIZ B DOWN	C ACROSS %	D INDX	A '000	CLOXOR B DOWN	PRE-MASH C ACROSS %	D INDX	A '000	ERA B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	2343	100.0	2.9	100	5686	100.0	7.0	100	9875	100.0	12.2	100	3357	100.0	4.1	100
ATLANTIC MONTHLY	415	**14	0.6	3.4	117	**12	0.2	2.9	41	**33	0.3	8.0	65	**25	0.7	6.0	145
BARRON'S	453	**8	0.3	1.8	61	**3	0.1	0.7	9	**25	0.3	5.5	45	**5	0.1	1.1	27
BETTER HOMES & GARDENS	16256	597	25.5	3.7	127	1459	25.7	9.0	128	2397	24.3	14.7	121	852	25.4	5.2	126
BON APPETIT	2535	**68	2.9	2.7	93	**169	3.0	6.7	95	365	3.7	14.4	118	**67	2.0	2.6	64
BUSINESS WEEK	1278	**17	0.7	1.3	46	**69	1.2	5.4	77	**133	1.3	10.4	85	**61	1.8	4.8	115
CAR AND DRIVER	378	**0	0.0	0.0	0	**21	0.4	5.6	79	**31	0.3	8.2	67	**14	0.4	3.7	89
CBS MAGAZINE NETWORK (GROSS)	1498	**98	4.2	6.5	226	**218	3.8	14.6	207	**151	1.5	10.1	83	**58	1.7	3.9	93
CHANGING TIMES	1505	**45	1.9	3.0	103	**116	2.0	7.7	110	**177	1.8	11.8	96	**105	3.1	7.0	168
COLONIAL HOMES	1231	**34	1.5	2.8	95	**144	2.5	11.7	167	**169	1.7	13.7	113	**64	1.9	5.2	125
CONDE NAST MAG. PKG. (GROSS)	14146	397	16.9	2.8	97	1196	21.0	8.5	120	1900	19.2	13.4	110	661	19.7	4.7	113
CONSUMERS DIGEST	1323	**123	5.2	9.3	321	**176	3.1	13.3	189	**94	1.0	7.1	58	**97	2.9	7.3	177
COSMOPOLITAN	7102	**156	6.7	2.2	76	565	9.9	8.0	113	1077	10.9	15.2	124	332	9.9	4.7	113
COUNTRY LIVING	2481	**130	5.5	5.2	181	277	4.9	11.2	159	470	4.8	18.9	155	**106	3.2	4.3	103
CUISINE	1472	**39	1.7	2.6	92	**94	1.7	6.4	91	**227	2.3	15.4	126	**66	2.0	4.5	108
CYCLE WORLD	425	**3	0.1	0.7	24	**49	0.9	11.5	164	**52	0.5	12.2	100	**29	0.9	6.8	165
DCI:CREATIVE IDEAS FOR LIV	2510	**53	2.3	2.1	73	**271	4.8	10.8	154	322	3.3	12.8	105	**98	2.9	3.9	94
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	**176	7.5	2.6	91	593	10.4	8.9	126	831	8.4	12.4	102	**172	5.1	2.6	62
DISCOVER	894	**12	0.5	1.3	46	**70	1.2	7.8	112	**72	0.7	8.1	66	**16	0.5	1.8	43
EBONY	3507	**142	6.1	4.0	140	209	3.7	6.0	85	449	4.5	12.8	105	226	6.7	6.4	155
ESQUIRE	1083	**22	0.9	2.0	70	**28	0.5	2.6	37	**151	1.5	13.9	114	**77	2.3	7.1	172
ESSENCE	1830	**44	1.9	2.4	83	**69	1.2	3.8	54	188	1.9	10.3	84	**101	3.0	5.5	133
FAMILY CIRCLE	15930	639	27.3	4.0	139	1384	24.3	8.7	124	2590	26.2	16.3	133	755	22.5	4.7	114
THE FAMILY HANDYMAN	1126	**45	1.9	4.0	138	**117	2.1	10.4	148	**187	1.9	16.6	136	**106	3.2	9.4	227
FAMILY WEEKLY	11468	352	15.0	3.1	106	812	14.3	7.1	101	1529	15.5	13.3	109	522	15.5	4.6	110
FIELD & STREAM	2234	**107	4.6	4.8	166	**188	3.3	8.4	120	408	4.1	18.3	150	**110	3.3	4.9	119
FOOD & WINE	579	**5	0.2	0.9	30	**15	0.3	2.6	37	**49	0.5	8.5	69	**22	0.7	3.8	92
FORBES	728	**9	0.4	1.2	43	**23	0.4	3.2	45	**63	0.6	8.7	71	**22	0.7	3.0	73
FORTUNE	906	**39	1.7	4.3	149	**43	0.8	4.7	168	**97	1.0	10.7	88	**51	1.5	5.6	136
GENTLEMEN'S QUARTERLY	791	**16	0.7	2.0	70	**66	1.2	8.3	119	**146	1.5	18.5	151	**11	0.3	1.4	34
GLAMOUR	5265	**158	6.7	3.0	104	461	8.1	8.8	125	775	7.8	14.7	121	265	7.9	5.0	121
GOLF DIGEST	636	**26	1.1	4.1	141	**77	1.4	12.1	172	**118	1.2	18.6	152	**42	1.3	6.6	159
GOLF DIGEST/TENNIS (GROSS)	1186	**26	1.1	2.2	76	**113	2.0	9.5	136	**157	1.6	13.2	109	**84	2.5	7.1	171
GOLF MAGAZINE	441	**9	0.4	2.0	71	**18	0.3	4.1	58	**71	0.7	16.1	132	**9	0.3	2.0	49
GOLF MAGAZINE/SKI (GROSS)	922	**23	1.0	2.5	86	**41	0.7	4.4	63	**118	1.2	12.8	105	**19	0.6	2.1	50
GOOD HOUSEKEEPING	16487	673	28.7	4.1	141	1479	26.0	9.0	128	2632	26.7	16.0	131	651	19.4	3.9	95
HARPER'S BAZAAR	2423	**39	1.7	1.6	56	**158	2.8	6.5	93	263	2.7	10.9	89	**101	3.0	4.2	101
HEALTH	1994	**54	2.3	2.7	94	**180	3.2	9.0	129	**330	3.3	16.5	136	**92	2.7	4.6	111
HEARST MAG CORP. BUY (GROSS)	44101	1409	60.1	3.2	110	3831	67.4	8.7	124	6735	68.2	15.3	125	1864	55.5	4.2	102
HEARST MAN POWER (GROSS)	1993	**43	1.8	2.2	75	**187	3.3	9.4	134	361	3.7	18.1	149	**93	2.8	4.7	113
HEARST WOMAN POWER (GROSS)	31274	1050	44.8	3.4	116	2746	48.3	8.8	125	4956	50.2	15.8	130	1302	38.8	4.2	100
HOUSE BEAUTIFUL	3623	**99	4.2	2.7	94	**241	4.2	6.7	95	412	4.2	11.4	93	**158	4.7	4.4	105
INC.	283	**5	0.2	1.8	61	**22	0.4	7.8	111	**53	0.5	18.7	154	**1	0.0	0.4	9
JET	2928	**46	2.0	1.6	54	**130	2.3	4.4	63	358	3.6	12.2	100	**184	5.5	6.3	152
LADIES' HOME JOURNAL	11918	467	19.9	3.9	135	1029	18.1	8.6	123	1775	18.0	14.9	122	549	16.4	4.6	111
LHJ FAMILY GRP COMBO(GROSS)	16764	595	25.4	3.5	123	1472	25.9	8.8	125	2384	24.1	14.2	117	811	24.2	4.8	117
LIFE	4254	**164	7.0	3.9	133	295	5.2	6.9	99	523	5.3	12.3	101	**229	6.8	5.4	130
L.A. TIMES HOME MAGAZINE	1145	**21	0.9	1.8	63	**109	1.0	9.5	136	**184	1.9	16.1	132	**18	0.5	1.6	38
MADEMOISELLE	2884	**101	4.3	3.5	121	**278	4.9	9.6	137	338	3.4	11.7	96	**122	3.6	4.2	102
MC CALL'S	13460	483	20.6	3.6	124	1129	19.9	8.4	119	2047	20.7	15.2	125	708	21.1	5.3	127
MC CALL'S/WRK MOTHER (GROSS)	14606	554	23.6	3.8	131	1226	21.6	8.4	120	2191	22.2	15.0	123	796	23.7	5.4	131
MECHANIX ILLUSTRATED	772	**20	0.9	2.6	90	**31	0.5	4.0	57	**124	1.3	16.1	132	**69	2.1	8.9	216
METROPOLITAN HOME	967	**15	0.6	1.6	54	**82	1.4	8.5	121	**139	1.4	14.4	118	**63	1.9	6.5	157
MONEY	1588	**71	3.0	4.5	155	**137	2.4	8.6	123	**222	2.2	14.0	115	**71	2.1	4.5	108
MOTHER EARTH NEWS	1002	**19	0.8	1.9	66	**107	1.9	10.7	152	**125	1.3	12.5	102	**96	2.9	9.6	231
MS.	825	**22	0.9	2.7	92	**60	1.1	7.3	104	**131	1.3	15.9	130	**37	1.1	4.5	108
NATIONAL ENQUIRER	10336	346	14.8	3.3	116	768	13.5	7.4	106	1480	15.0	14.3	117	449	13.4	4.3	105
NATIONAL GEOGRAPHIC	9597	258	11.0	2.7	93	785	13.8	8.2	117	1388	14.1	14.5	119	377	11.2	3.9	95
NATIONAL SUNDAY MAGAZINE PKG	49558	1652	70.5	3.3	115	3697	65.0	7.5	106	6326	64.1	12.8	105	2262	67.4	4.6	110
NATURAL HISTORY	573	**18	0.8	3.1	109	**50	0.9	8.7	124	**82	0.8	14.3	117	**13	0.4	2.3	55
NEW WOMAN	1699	**34	1.5	2.0	69	**185	3.3	10.9	155	**214	2.2	12.6	103	**49	1.5	2.9	70
NEW YORK INCLUDING CUE	443	**7	0.3	1.6	55	**8	0.1	1.8	26	**48	0.5	10.8	89	**21	0.6	4.7	114
THE NEW YORKER	1270	**75	3.2	5.9	204	**53	0.9	4.2	59	**113	1.1	8.9	73	**47	1.4	3.7	89
NEWSWEEK	6277	**176	7.5	2.8	97	482	8.5	7.7	109	782	7.9	12.5	102	268	8.0	4.3	103
THE N.Y. TIMES DAILY EDITION	1205	**39	1.7	3.2	112	**37	0.7	3.1	44	**174	1.8	14.4	118	**92	2.7	7.6	184
THE N.Y. TIMES MAGAZINE	2081	**52	2.2	2.5	86	**20	0.4	1.0	14	**293	3.0	14.1	115	**140	4.2	6.7	162
OMNI	788	**22	0.9	2.8	97	**60	1.1	7.6	108	**80	0.8	10.2	83	**46	1.4	5.8	141
ON CABLE	1158	**69	2.9	6.0	206	**101	1.8	8.7	124	**160	1.6	13.8	113	**42	1.3	3.6	87
1001 HOME IDEAS	2852	**74	3.2	2.6	90	263	4.6	9.2	131	280	2.8	9.8	81	**170	5.1	6.0	144
ORGANIC GARDENING	1658	**50	2.1	3.0	104	**145	2.6	8.7	125	**189	1.9	11.4	93	**106	3.2	6.4	154
OUTDOOR LIFE	896	**71	3.0	7.9	274	**95	1.7	10.6	151	**144	1.5	16.1	132	**92	2.7	10.3	248
PARADE MAGAZINE	24275	881	37.6	3.6	125	1780	31.3	7.3	104	3071	31.1	12.7	104	1236	36.8	5.1	123

	TOTAL U.S. '000	A '000	AXION B % DOWN	C ACROSS %	D INDX	A '000	BIZ B % DOWN	C ACROSS %	D INDX	A '000	CLOROX B % DOWN	PRE-MASH C ACROSS %	D INDX	A '000	ERA B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	2343	100.0	2.9	100	5686	100.0	7.0	100	9875	100.0	12.2	100	3357	100.0	4.1	100
PARENTS	3845	**132	5.6	3.4	119	*230	4.0	6.0	85	621	6.3	16.2	132	*187	5.6	4.9	117
PENTHOUSE	831	**5	0.2	0.6	21	**34	0.6	4.1	58	**82	0.8	9.9	81	**38	1.1	4.6	110
PEOPLE	11645	356	15.2	3.1	106	1000	17.6	8.6	122	1438	14.6	12.3	101	588	17.5	5.0	122
PLAYBOY	2006	**35	1.5	1.7	60	*169	3.0	8.4	120	*235	2.4	11.7	96	*104	3.1	5.2	125
POPULAR HOT RODDING	297	**12	0.5	4.0	140	**29	0.5	9.8	139	**22	0.2	7.4	61	**9	0.3	3.0	73
POPULAR MECHANICS	1018	**19	0.8	1.9	65	**78	1.4	7.7	109	**184	1.9	18.1	148	**49	1.5	4.8	116
POPULAR SCIENCE	878	**42	1.8	4.8	165	**68	1.2	7.7	110	**46	0.5	5.2	43	**38	1.3	4.9	118
PREVENTION	3913	*152	6.5	3.9	134	384	6.8	9.8	140	514	5.2	13.1	108	*259	7.7	6.6	160
PSYCHOLOGY TODAY	1710	**9	0.4	0.5	18	*148	2.6	8.7	123	*174	1.8	10.2	83	**43	1.3	2.5	61
READER'S DIGEST	22204	910	38.8	4.1	142	2017	35.5	9.1	129	2841	28.8	12.8	105	940	28.0	4.2	102
REDBOOK	7684	222	9.5	2.9	100	702	12.3	9.1	130	1247	12.6	16.2	133	319	9.5	4.2	100
ROAD & TRACK	410	**0	0.0	0.0	0	*34	0.6	8.3	118	**58	0.6	14.1	116	**4	0.1	1.0	24
ROLLING STONE	969	**10	0.4	1.0	36	**66	1.2	6.8	97	**85	0.9	8.8	72	**64	1.9	6.6	159
RUNNER'S WORLD	298	**7	0.3	2.3	81	**9	0.2	3.0	43	**46	0.5	15.4	127	**4	0.1	1.3	32
SATURDAY EVENING POST	1169	**52	2.2	4.4	154	**92	1.6	7.9	112	*127	1.3	10.9	89	**74	2.2	6.3	153
SCIENCE 84	587	**11	0.5	1.9	65	**29	0.5	4.9	70	**90	0.9	15.3	126	**31	0.9	5.3	127
SCIENCE DIGEST	482	**15	0.6	3.1	108	**70	1.2	14.5	207	**83	0.8	17.2	141	**14	0.4	2.9	70
SCIENTIFIC AMERICAN	594	**34	1.5	5.7	198	*23	0.4	3.9	55	**49	0.5	8.2	68	**8	0.2	1.3	32
SELF	2089	**36	1.5	1.7	60	*179	3.1	8.6	122	324	3.3	15.5	127	*106	3.2	5.1	122
SEVENTEEN	2411	**94	4.0	3.9	135	*235	4.1	9.7	139	305	3.1	12.7	104	*122	3.6	5.1	122
SKI	480	**14	0.6	2.9	101	**23	0.4	4.8	68	**48	0.5	10.0	82	**9	0.3	1.9	45
SMITHSONIAN	2760	**55	2.3	2.0	69	*211	3.7	7.6	109	256	2.6	9.3	76	*126	3.8	4.6	110
SOAP OPERA DIGEST	3013	**136	5.8	4.5	156	*260	4.6	8.6	123	533	5.4	17.7	145	*175	5.2	5.8	140
SOUTHERN LIVING	4184	*123	5.2	2.9	102	322	5.7	7.7	110	509	5.2	12.2	100	*43	2.2	1.8	43
SPORT	559	**14	0.6	2.5	87	**43	0.8	7.7	110	**70	0.7	12.5	103	**28	0.8	5.0	121
THE SPORTING NEWS	436	**18	0.8	4.1	143	**89	1.6	20.4	291	**66	0.7	15.1	124	**24	0.7	5.5	133
SPORTS AFIELD	493	**9	0.4	1.8	63	**39	0.7	7.9	113	**94	1.0	19.1	156	**29	0.9	5.9	142
SPORTS ILLUSTRATED	2758	**51	2.2	1.8	64	*253	4.4	9.2	131	370	3.7	13.4	110	*227	6.8	8.2	199
STAR	7456	*281	12.0	3.8	130	548	9.6	7.3	105	1002	10.1	13.4	110	371	11.1	5.0	120
SUNDAY	24936	905	38.6	3.6	125	1968	34.6	7.9	112	3175	32.2	12.7	104	1152	34.3	4.6	111
SUNSET	2124	**68	2.9	3.2	111	*184	3.2	8.7	123	*316	3.2	14.9	122	*660	1.8	2.8	68
TV GUIDE	21661	642	27.4	3.0	102	1691	29.7	7.8	111	3040	30.8	14.0	115	936	27.9	4.3	104
TENNIS	550	**0	0.0	0.0	0	*36	0.6	6.5	93	*40	0.4	7.3	60	*42	1.3	7.6	184
TIME	8880	291	12.4	3.3	113	874	15.4	9.8	140	1299	13.2	14.6	120	434	12.9	4.9	118
TOWN & COUNTRY	917	**13	0.6	1.4	49	*77	1.4	8.4	120	*104	1.1	11.3	93	*40	1.2	4.4	105
TRAVEL & LEISURE	972	**9	0.4	0.9	32	*96	1.7	9.9	141	*158	1.6	16.3	133	*55	1.6	5.7	137
TRUE STORY	3356	*107	4.6	3.2	110	*225	4.0	6.7	95	449	4.5	13.4	110	*161	4.8	4.8	116
U.S. NEWS & WORLD REPORT	3410	*165	7.0	4.8	167	293	5.2	8.6	122	282	2.9	8.3	68	*161	4.8	4.7	114
USA TODAY	1759	*43	1.8	2.4	84	*124	2.2	7.0	100	329	3.3	18.7	153	*73	2.2	4.2	100
US	1873	*101	4.3	5.4	186	*128	2.3	6.8	97	323	3.3	17.2	141	*132	3.9	7.0	170
VOGUE	3909	*102	4.4	2.6	90	*278	4.9	7.1	101	463	4.7	11.8	97	*168	5.0	4.3	104
WALL STREET JOURNAL	1886	**98	4.2	5.2	180	*164	2.9	8.7	124	*280	2.8	14.8	122	*63	1.9	3.3	81
WEIGHT WATCHERS	2120	**57	2.4	2.7	93	*273	4.8	12.9	183	290	2.9	13.7	112	*113	3.4	5.3	129
WOMAN'S DAY	14172	554	23.6	3.9	135	1254	22.1	8.8	126	2292	23.2	16.2	133	780	23.2	5.5	133
WORKING MOTHER	1146	**72	3.1	6.3	217	*97	1.7	8.5	121	*144	1.5	12.6	103	*87	2.6	7.6	183
WORKING WOMAN	1322	*37	1.6	2.8	97	*102	1.8	7.7	110	*218	2.2	16.5	135	*55	1.6	4.2	100
WORLD TENNIS	*163	*5	0.2	3.1	106	*8	0.1	4.9	70	*15	0.2	9.2	75	*9	0.3	5.5	133
ZIFF-DAVIS MAG NETHK (GROSS)	2532	*19	0.8	0.8	26	*164	2.9	6.5	92	311	3.1	12.3	101	*105	3.1	4.1	100
BLAIR INSERTS	43657	1449	61.8	3.3	115	3253	57.2	7.5	106	5488	55.6	12.6	103	2035	60.6	4.7	112
DAILY NEWSPAPERS																	
READ ANY	51633	1694	72.3	3.3	113	3868	68.0	7.5	107	6642	67.3	12.9	105	2185	65.1	4.2	102
READ ONE	43463	1382	59.0	3.2	110	3186	56.0	7.3	104	5434	55.0	12.5	103	1771	52.8	4.1	98
READ TWO OR MORE	8170	312	13.3	3.8	132	682	12.0	8.3	119	1208	12.2	14.8	121	413	12.3	5.1	122
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1778	75.9	3.4	117	3863	67.9	7.3	104	6655	67.4	12.6	104	2416	72.0	4.6	111
READ ONE	46126	1521	64.9	3.3	114	3335	58.7	7.2	103	5570	56.4	12.1	99	2040	60.8	4.4	107
READ TWO OR MORE	6552	257	11.0	3.9	136	528	9.3	8.1	115	1085	11.0	16.6	136	376	11.2	5.7	138
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.12				26.59				26.71				30.96			
30 DAY REACH	71455	2077	88.6	2.9	100	4970	87.4	7.0	99	8956	90.7	12.5	103	2978	88.7	4.2	101
50 SHWG - 30 DAY AV FREQ	14.56	14.64				13.96				13.96				16.73			
30 DAY REACH	67742	1995	85.1	2.9	102	4723	83.1	7.0	99	8534	86.4	12.6	103	2762	82.3	4.1	98
25 SHWG - 30 DAY AV FREQ	7.94	7.88				7.64				7.46				9.02			
30 DAY REACH	62117	1848	78.9	3.0	103	4314	75.9	6.9	99	7966	80.7	12.8	105	2569	76.5	4.1	100
CABLE TV: HOME WIRED	32077	691	29.5	2.2	74	2344	41.2	7.3	104	4190	42.4	13.1	107	1603	47.8	5.0	121
HOME NOT WIRED	48909	1652	70.5	3.4	117	3342	58.8	6.8	97	5685	57.6	11.6	95	1754	52.2	3.6	87
HAVE PAY CABLE	15935	*411	17.5	2.6	89	1309	23.0	8.2	117	2384	24.1	15.0	123	922	27.5	5.8	140

	TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D	A	B % DOWN	C % ACROSS	D
		'000		%	INDX	'000		%	INDX	'000		%	INDX	'000		%	INDX
TOTAL FEMALE HOMEOWNERS	80986	2343	100.0	2.9	100	5686	100.0	7.0	100	9875	100.0	12.2	100	3357	100.0	4.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1286	54.9	2.9	101	3008	52.9	6.8	98	5630	57.0	12.8	105	1903	56.7	4.3	105
10:00 AM - 3:00 PM	30659	960	41.0	3.1	108	2374	41.8	7.7	110	4049	41.0	13.2	108	1388	41.3	4.5	109
3:00 PM - 7:00 PM	31045	796	34.0	2.6	89	2203	38.7	7.1	101	4133	41.9	13.3	109	1482	44.1	4.8	115
7:00 PM - MIDNIGHT	15767	494	21.1	3.1	108	1311	23.1	8.3	118	2340	23.7	14.8	122	832	24.8	5.3	127
MIDNIGHT - 6:00 AM	9120	349	14.9	3.8	132	751	13.2	8.2	117	1448	14.7	15.9	130	350	10.4	3.8	93
6:00 AM - MIDNIGHT	58527	1680	71.7	2.9	99	4299	75.6	7.3	105	7602	77.0	13.0	107	2562	76.3	4.4	106
ENTIRE DAY	59311	1728	73.8	2.9	101	4374	76.9	7.4	105	7711	78.1	13.0	107	2595	77.3	4.4	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	609	26.0	3.8	130	1309	23.0	8.1	115	2214	22.4	13.7	112	873	26.0	5.4	130
ALL NEWS	2256	**34	1.5	1.5	52	**43	0.8	1.9	27	308	3.1	13.7	112	**109	3.2	4.8	117
AOR/PROGRESSIVE	3874	**38	1.6	1.0	34	297	5.2	7.7	109	683	6.9	17.6	145	**170	5.1	4.4	106
BEAUTIFUL MUSIC	5660	**28	9.7	4.0	139	377	6.6	6.7	95	690	7.0	12.2	100	**172	5.1	3.0	73
BLACK	2204	**58	2.5	2.6	91	**99	1.7	4.5	64	314	3.2	14.2	117	**134	4.0	6.1	147
CLASSICAL	1418	**57	2.4	4.0	139	**107	1.9	7.5	107	**144	1.5	10.2	83	**60	1.8	4.2	102
CHR/ROCK	9538	**189	8.1	2.0	68	619	10.9	6.5	92	1461	14.8	15.3	126	**40	12.0	4.2	102
COUNTRY	12648	292	12.5	2.3	80	1044	18.4	8.3	118	1757	17.8	13.9	114	564	16.8	4.5	108
GOLDEN OLDIES	1191	**16	0.7	1.3	46	**60	1.1	5.0	72	**97	1.0	8.1	67	**35	1.0	2.9	71
MOR/NEOSTALGIA	4757	**110	4.7	2.3	80	443	7.8	9.3	133	470	4.8	9.9	81	**236	7.0	5.0	120
NEWS/TALK	3863	**150	6.4	3.9	134	302	5.3	7.8	111	527	5.3	13.6	112	**190	5.7	4.9	119
RELIGIOUS	3084	**132	5.6	4.3	148	**213	3.7	6.9	98	293	3.0	9.5	78	**133	4.0	4.3	104
SOFT ROCK	521	**44	0.2	0.8	27	**18	0.3	3.5	49	**64	0.6	12.3	101	**11	0.3	2.1	51
URBAN CONTEMPORARY	1585	**29	1.2	1.8	63	**77	1.4	4.9	69	285	2.9	18.0	147	**115	3.4	7.3	175
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**89	3.8	2.7	94	**252	4.4	7.7	110	458	4.6	14.0	115	**193	5.7	5.9	143
ABC DIRECTION	2316	**58	2.5	2.5	87	**186	3.3	8.0	114	391	4.0	16.9	138	**80	2.4	3.5	83
ABC ENTERTAINMENT	4834	*185	7.9	3.8	132	392	6.9	8.1	116	673	6.8	13.9	114	*296	8.8	6.1	148
ABC FM	2202	**28	1.2	1.3	44	*141	2.5	6.4	91	333	3.4	15.1	124	*121	3.6	5.5	133
ABC INFORMATION	5425	*196	8.4	3.6	125	503	8.8	9.3	132	725	7.3	13.4	110	240	7.1	4.4	107
ABC ROCK	1677	**16	0.7	1.0	33	**102	1.8	6.1	87	382	3.9	22.8	187	**61	1.8	3.6	88
CBS	4430	*111	4.7	2.5	87	211	3.7	4.8	68	569	5.8	12.8	105	*241	7.2	5.4	131
MUTUAL	4992	*210	9.0	4.2	145	527	9.3	10.6	150	675	6.8	13.5	111	*277	8.3	5.5	134
NBC	4679	*114	4.9	2.4	84	338	5.9	7.2	103	638	6.5	13.6	112	*185	5.5	4.0	95
RADIORADIO	1994	**36	1.5	1.8	62	**86	1.5	4.3	61	229	2.3	11.5	94	**95	2.8	4.8	115
RKO ONE	2298	**49	2.1	2.1	74	*114	2.0	5.0	71	387	3.9	16.8	138	**96	2.9	4.2	101
RKO TWO	3311	**86	3.7	2.6	90	*201	3.5	6.1	86	603	6.1	18.2	149	*175	5.2	5.3	128
THE SOURCE	2114	**24	1.0	1.1	39	**129	2.3	6.1	87	*297	3.0	14.0	115	**104	3.1	4.9	119
NON-WIRED : BLAIR	8654	315	13.4	3.6	126	694	12.2	8.0	114	1223	12.4	14.1	116	350	10.4	4.0	98
INTERNET	12025	228	9.7	1.9	66	808	14.2	6.7	96	1713	17.3	14.2	117	572	17.0	4.8	115
KATZ RADIO GROUP	15359	458	19.5	3.0	103	1158	20.4	7.5	107	1948	19.7	12.7	104	686	20.4	4.5	108
SUPERNET	10628	254	10.8	2.4	83	725	12.8	6.8	97	1605	16.3	15.1	124	530	15.8	5.0	120
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	234	10.0	2.7	93	566	10.0	6.5	93	880	8.9	10.2	83	299	8.9	3.5	83
WKDAY 9:00 AM - 1:00 PM	12163	347	14.8	2.9	99	775	13.6	6.4	91	1538	15.6	12.6	104	507	15.1	4.2	101
WKDAY 1:00 PM - 4:30 PM	16150	537	22.9	3.3	115	1115	19.6	6.9	98	1930	19.5	12.0	98	731	21.8	4.5	109
WKDAY 4:30 PM - 7:30 PM	22463	686	29.3	3.1	106	1547	27.2	6.9	98	2539	25.7	11.3	93	927	27.6	4.1	100
WKDAY 7:30 PM - 8:00 PM	31795	975	41.6	3.1	106	2243	39.4	7.1	100	3794	38.4	11.9	98	1423	42.4	4.5	108
WKDAY 11:00 PM - 11:30 PM	23977	794	33.9	3.3	114	1750	30.8	7.3	104	2912	29.5	12.1	100	1142	34.0	4.8	115
WKDAY 11:30 PM - 1:00 AM	7703	328	14.0	4.3	147	619	10.9	8.0	114	937	9.5	12.2	100	461	13.7	6.0	144
M-SAT 8-11 PM+SUN 7-11 PM	33800	938	40.0	2.8	96	2409	42.4	7.1	102	4189	42.4	12.4	102	1503	44.8	4.4	107
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	166	7.1	2.5	88	425	7.5	6.5	93	801	8.1	12.3	100	228	6.8	3.5	84
ANOTHER WORLD	N 4620	*144	6.1	3.1	108	310	5.5	6.7	96	628	6.4	13.6	111	244	7.3	5.3	127
AS THE WORLD TURNS	C 5614	263	11.2	4.7	162	373	6.0	5.6	95	551	5.6	9.8	80	236	7.0	4.2	101
CAPITOL	C 3396	173	7.4	5.1	176	241	4.2	7.1	101	355	3.6	10.5	86	144	4.3	4.2	102
CBS MORN. NEWS 1	C 1446	**36	1.5	2.5	86	*92	1.6	6.4	91	139	1.4	9.6	79	*53	1.6	3.7	88
CBS MORN. NEWS 2	C 1207	**39	1.7	3.2	112	*79	1.4	6.5	93	131	1.3	10.9	89	**37	1.1	3.1	74
DAYS OF OUR LIVES	N 5877	188	8.0	3.2	111	367	6.5	6.2	89	779	7.9	13.3	109	379	11.3	6.4	156
FACTS OF LIFE - DAYTIME	N 2290	*66	2.8	2.9	100	123	2.2	5.4	77	265	2.7	11.6	95	129	3.8	5.6	136
FAMILY FEUD	A 3023	*49	2.1	1.6	56	152	2.7	5.0	72	375	3.8	12.4	102	*70	2.1	2.3	56
GENERAL HOSPITAL	A 6097	145	6.2	2.4	82	478	8.4	7.8	112	638	6.5	10.5	86	253	7.5	4.1	100
GOOD MORNING, AMERICA-730	A 3515	*104	4.4	3.0	102	254	4.5	7.2	103	386	3.9	11.0	90	116	3.5	3.3	80
GOOD MORNING, AMERICA-830	A 2818	*76	3.2	2.7	93	229	4.0	8.1	116	293	3.0	10.4	85	85	2.5	3.0	73
GUIDING LIGHT	C 5339	259	11.1	4.9	168	354	6.2	6.6	94	577	5.8	10.8	89	193	5.7	3.6	87
ONE LIFE TO LIVE	A 4478	145	6.2	3.2	112	291	5.1	6.5	93	528	5.3	11.8	97	196	5.8	4.4	106
PRESS YOUR LUCK	C 2244	*56	2.4	2.5	86	138	2.4	6.1	88	327	3.3	14.6	120	*75	2.2	3.3	81
PRICE IS RIGHT 1	C 4348	108	4.6	2.5	86	251	4.4	5.8	82	512	5.2	11.8	97	194	5.8	4.5	108
PRICE IS RIGHT 2	C 5014	158	6.7	3.2	109	293	5.2	5.8	83	595	6.0	11.9	97	199	5.9	4.0	96
RYAN'S HOPE	A 3150	*93	4.0	3.0	102	160	2.8	5.1	72	421	4.3	13.4	110	108	3.2	3.4	83
SALE OF THE CENTURY	N 2695	*89	3.8	3.3	114	153	2.7	5.7	81	336	3.4	12.5	102	*152	4.5	5.6	136
SEARCH FOR TOMORROW	N 2319	**37	1.6	1.6	55	*88	1.5	3.8	54	297	3.0	12.8	105	*117	3.5	5.0	122
TODAY SHOW 1	N 2693	*90	3.8	3.3	115	188	3.3	7.0	99	243	2.5	9.0	74	103	3.1	3.8	92
TODAY SHOW 2	N 2498	*94	4.0	3.8	130	140	2.5	5.6	80	237	2.4	9.5	78	117	3.5	4.7	113
\$25,000 PYRAMID	C 2753	*101	4.3	3.7	127	135	2.4	4.9	70	350	3.5	12.7	104	*87	2.6	3.2	76
WHEEL OF FORTUNE	N 4388	112	4.8	2.6	88	262	4.6	6.0	85	608	6.2	13.9	114	201	6.0	4.6	111
YOUNG AND THE RESTLESS	C 5695	202	8.6	3.5	123	392	6.9	6.9	98	701	7.1	12.3	101	272	8.1	4.8	115
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	**61	2.6	3.5	120	*125	2.2	7.1	101	186	1.9	10.6	87	*70	2.1	4.0	96
NBA PLAYOFF GAME -1	C 1136	**35	1.5	3.1	106	*105	1.8	9.2	132	*100	1.0	8.8	72	**51	1.5	4.5	108
NBC MAJOR LEAGUE PRE-GAME	N 953	**17	0.7	1.8	62	**69	1.2	7.2	103	**97	1.0	10.2	83	**46	1.4	4.8	116
SPORTSWORLD - SUN	N 1233	**36	1.5	2.9	101	**58	1.0	4.7	67	*158	1.6	12.					

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	2343	100.0	2.9	100	5686	100.0	7.0	100	9875	100.0	12.2	100	3357	100.0	4.1	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	837	35.7	3.2	111	1877	33.0	7.2	103	2863	29.0	11.0	90	992	29.6	3.8	92
NETWORK AFFILIATES - LATE	20261	661	28.2	3.3	113	1496	26.3	7.4	105	2463	24.9	12.2	100	954	28.4	4.7	114
INDEPENDENTS - LATE	2076	*70	3.0	3.4	117	111	2.0	5.3	76	234	2.4	11.3	92	*94	2.8	4.5	109
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	*235	10.0	2.2	78	752	13.2	7.2	102	1330	13.5	12.7	104	511	15.2	4.9	118
ABC MONDAY NIGHT MOVIE	A 6412	*135	5.8	2.1	73	415	7.3	6.5	92	747	7.6	11.7	96	289	8.6	4.5	109
ABC SUNDAY NIGHT MOVIE	A 12407	336	14.3	2.7	94	883	15.5	7.1	101	1565	15.8	12.6	103	528	15.7	4.3	103
ABC WORLD NEWS TONIGHT	A 6176	211	9.0	3.4	118	405	7.1	6.6	93	667	6.8	10.8	89	217	6.5	3.5	85
AFTERMASH	C 5863	**157	6.7	2.7	93	397	7.0	6.8	96	813	8.2	13.9	114	*309	9.2	5.3	122
ALICE	C 9594	301	12.8	3.1	108	689	12.1	7.2	102	1173	11.9	12.2	100	399	11.9	4.2	100
AMERICAN PARADE	C 6622	203	8.7	3.1	106	576	10.1	8.7	124	671	6.8	10.1	83	265	7.9	4.0	97
BENSON	A 10886	328	14.0	3.0	104	746	13.1	6.9	98	1161	11.8	10.7	87	424	12.6	3.9	94
BLUE THUNDER	A 5036	*140	6.0	2.8	96	447	7.9	8.9	126	699	7.1	13.9	114	*234	7.0	4.6	112
CAGNEY & LACEY	C 9965	401	17.1	4.0	139	765	13.5	7.7	109	1356	13.7	13.6	112	387	11.5	3.9	94
CBS EVENING NEWS-DEAN	C 3491	*180	7.7	5.2	178	293	5.2	8.4	120	446	4.5	12.8	105	*187	5.6	5.4	129
CBS EVENING NEWS-RATHER	C 7123	269	11.5	3.8	131	534	9.4	7.5	107	830	8.4	11.7	96	234	7.0	3.3	79
CBS SAT. NEWS-SCHIEFFER	C 3621	149	6.4	4.1	142	256	4.5	7.1	101	472	4.8	13.0	107	145	4.3	4.0	97
CBS SATURDAY NIGHT MOVIE	C 5436	213	9.1	3.9	135	473	8.3	8.7	124	667	6.8	12.3	101	233	6.9	4.3	103
CBS WEDNESDAY NIGHT MOVIE	C 6100	191	8.2	3.1	108	440	7.7	7.2	103	712	7.2	11.7	96	228	6.8	3.7	90
CHEERS	N 8889	238	10.2	2.7	93	659	11.6	7.4	106	1256	12.7	14.1	116	419	12.5	4.7	114
DALLAS	C 22109	543	23.2	2.5	85	1587	27.9	7.2	102	2826	28.6	12.8	105	901	26.8	4.1	98
DIFF'RENT STROKES	N 6940	*194	8.3	2.8	97	473	8.3	6.8	97	971	9.8	14.0	115	283	8.4	4.1	98
DOUBLE TROUBLE	N 7223	*213	9.1	2.9	102	572	10.1	7.9	113	860	8.7	11.9	98	351	10.5	4.9	117
DUCK FACTORY	N 5595	*148	6.3	2.6	91	446	7.8	8.0	114	814	8.2	14.5	119	311	9.3	5.6	134
DUKES OF HAZZARD	C 5768	*195	8.3	3.4	117	441	7.8	7.6	109	737	7.5	12.8	105	248	7.4	4.3	104
DYNASTY	A 20053	539	23.0	2.7	93	1397	24.6	7.0	99	2417	24.5	12.1	99	859	25.6	4.3	103
FACTS OF LIFE	N 8087	307	13.1	3.8	131	612	10.8	7.6	108	1122	11.4	13.9	114	411	12.2	5.1	123
FALCON CREST	C 20046	540	23.0	2.7	93	1375	24.2	6.9	98	2544	25.8	12.7	104	874	26.0	4.4	105
FALL GUY	A 9084	289	12.3	3.2	110	623	11.0	6.9	98	1154	11.7	12.7	104	509	15.2	5.6	135
FAMILY TIES	N 7964	*198	8.5	2.5	86	552	9.7	6.9	99	1005	10.2	12.6	103	339	10.1	4.3	103
FANTASY ISLAND	A 7687	212	9.0	2.8	95	529	9.3	6.9	98	944	9.6	12.3	101	332	9.9	4.3	104
FOULUPS,BLEEPS & BLUNDERS	A 8861	294	12.5	3.3	115	561	9.9	6.3	90	1074	10.9	12.1	99	373	11.1	4.2	102
FOUR SEASONS	C 5095	**132	5.6	2.6	90	368	6.5	7.2	103	733	7.4	14.4	118	*282	8.4	5.5	134
GIMME A BREAK	N 8838	*227	9.7	2.6	89	569	10.0	6.4	92	1000	10.1	11.3	93	338	10.1	3.8	92
HART TO HART	A 8978	254	10.8	2.8	98	529	9.3	5.9	84	972	9.8	10.8	89	395	11.8	4.4	106
HILL STREET BLUES	N 8590	*203	8.7	2.4	82	612	10.8	7.1	101	1167	11.8	13.6	111	339	10.1	3.9	95
HOTEL	A 14085	376	16.0	2.7	92	1039	18.3	7.4	105	1658	16.8	11.8	97	643	19.2	4.6	110
JEFFERSONS	C 9360	282	12.0	3.0	104	705	12.4	7.5	107	1239	12.5	13.2	109	434	12.9	4.6	112
JENNIFER SLEPT HERE	N 5841	*163	7.0	2.8	96	325	5.7	5.6	79	845	8.6	14.5	119	*256	7.6	4.4	106
KATE & ALLIE	C 9206	356	15.2	3.9	134	791	13.9	8.6	122	1288	13.0	14.0	115	395	11.8	4.3	104
KNIGHT RIDER	N 7076	*174	7.4	2.5	85	466	8.2	6.6	94	1051	10.6	14.9	122	264	7.9	3.7	90
LOVE BOAT	A 12219	298	12.7	2.4	84	827	14.5	6.8	96	1461	14.8	12.0	98	434	12.9	3.6	86
MAGNUM PI	C 11199	266	11.4	2.4	82	763	13.4	6.8	97	1312	13.3	11.7	96	513	15.3	4.6	111
MAMA'S FAMILY	N 6057	*194	8.3	3.2	111	372	6.5	6.1	87	764	7.7	12.6	103	*231	6.9	3.8	92
MASTER, THE	N 3598	*77	3.3	2.1	74	283	5.0	7.9	112	511	5.2	14.2	116	*148	4.4	4.1	99
MATT HOUSTON	A 6344	*119	5.1	1.9	65	461	8.1	7.3	104	812	8.2	12.8	105	215	6.4	3.4	82
NBC MONDAY NIGHT MOVIE	N 11994	307	13.1	2.6	88	748	13.2	6.2	89	1542	15.6	12.9	105	503	15.0	4.2	101
NBC NIGHTLY NEWS	N 5132	*107	4.6	2.1	72	373	6.6	7.3	104	592	6.0	11.5	95	205	6.1	4.0	96
NBC NIGHTLY NEWS-SAT	N 3375	*96	4.1	2.8	98	*215	3.8	6.4	91	332	3.4	9.8	81	*202	2.7	2.7	66
NBC NIGHTLY NEWS-SUN	N 3130	*77	3.3	2.5	85	*180	3.2	5.8	82	325	3.3	10.4	85	*169	5.0	5.4	130
NBC SUNDAY NIGHT MOVIE	N 8284	*222	9.5	2.7	93	676	11.9	8.2	116	1012	10.2	12.2	100	369	11.0	4.5	107
NEWHART	C 9240	346	14.8	3.7	129	796	14.0	8.6	123	1288	13.0	13.9	114	372	11.1	4.0	97
ONE DAY AT A TIME	C 7288	*170	7.3	2.3	81	510	9.0	7.0	100	822	8.3	11.3	92	312	9.3	4.3	103
PEOPLE ARE FUNNY	N 4855	*156	6.7	3.2	111	270	4.7	5.6	79	604	6.1	12.4	102	*227	6.8	4.7	123
REAL PEOPLE	N 8869	305	13.0	3.4	119	527	9.3	5.9	85	1076	10.9	12.1	99	332	9.9	3.7	90
REMINGTON STEELE	N 7743	*183	7.8	2.4	82	510	9.0	6.6	94	997	10.1	12.9	106	279	8.3	3.6	87
RIPLEY'S BELIEVE IT - NOT	A 5345	*208	8.9	3.9	135	462	8.1	8.6	123	791	8.0	14.8	121	286	8.5	5.4	129
RIPTIDE	N 6988	*175	7.5	2.5	87	515	9.1	7.4	105	1108	11.2	15.9	130	366	10.9	5.2	126
SCARECROW & MRS. KING	C 10002	346	14.8	3.5	120	686	12.1	6.9	98	1126	11.4	11.3	92	367	10.9	3.7	89
SIMON & SIMON	C 10638	278	11.9	2.6	90	877	15.4	8.2	117	1274	12.9	12.0	98	490	14.6	4.6	111
60 MINUTES	C 13293	424	18.1	3.2	110	978	17.2	7.4	105	1506	15.3	11.3	93	607	18.1	4.6	110
ST. ELSEWHERE	N 7017	*156	6.7	2.2	77	556	9.8	7.9	113	905	9.2	12.9	106	260	7.7	3.7	89
THREE'S COMPANY	A 10917	396	16.9	3.6	125	738	13.0	6.8	96	1386	14.0	12.7	104	453	13.5	4.1	100
T.J. HOOKER	A 9204	262	11.2	2.8	98	506	8.9	5.5	78	1025	10.4	11.1	91	389	11.6	4.2	102
TONIGHT SHOW	N 2372	137	5.8	5.8	200	222	3.9	9.4	133	281	2.8	11.8	97	125	3.7	5.3	

	TOTAL U.S. '000	SHOUT AEROSOL				SHOUT LIQUID				SPRAY N' WASH AEROSOL				SPRAY N' WASH LIQUID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	4961	100.0	6.1	100	5186	100.0	6.4	100	10788	100.0	13.3	100	9676	100.0	11.9	100
18 - 24	9282	*447	9.0	4.8	79	542	10.5	5.8	91	910	8.4	9.8	74	1089	11.3	11.7	98
25 - 34	19072	1166	23.5	6.1	100	1348	26.0	7.1	110	2619	24.3	13.7	103	2312	23.9	12.1	101
35 - 44	14591	935	18.8	6.4	105	1195	23.0	8.2	128	2142	19.9	14.7	110	1744	18.0	12.0	100
45 - 54	11345	754	15.2	6.6	108	670	12.9	5.9	92	1668	15.5	14.7	110	1467	15.2	12.9	100
55 - 64	11635	956	19.3	8.2	134	841	16.2	7.2	113	1924	17.8	16.5	124	1609	16.6	13.8	111
65 OR OLDER	15061	703	14.2	4.7	76	589	11.4	3.9	61	1526	14.1	10.1	76	1455	15.0	9.7	81
18 - 34	28354	1613	32.5	5.7	93	1890	36.4	6.7	104	3528	32.7	12.4	93	3401	35.1	12.0	100
18 - 49	48339	2961	59.7	6.1	100	3394	65.4	7.0	110	6508	60.3	13.5	101	5832	60.3	12.1	101
25 - 54	45008	2855	57.5	6.3	104	3213	62.0	7.1	111	6429	59.6	14.3	107	5523	57.1	12.3	103
35 - 49	19985	1348	27.2	6.7	110	1504	29.0	7.5	118	2980	27.6	14.9	112	2431	25.1	12.2	102
50 OR OLDER	32647	2000	40.3	6.1	100	1792	34.6	5.5	86	4280	39.7	13.1	98	3844	39.7	11.8	99
GRADUATED COLLEGE	11155	839	16.9	7.5	123	866	16.7	7.8	121	1824	16.9	16.4	123	1397	14.4	12.5	105
ATTENDED COLLEGE	13682	1028	20.7	7.5	123	1012	19.5	7.4	116	2237	20.7	16.3	123	1956	20.2	14.3	120
GRADUATED HIGH SCHOOL	33880	2229	44.9	6.6	107	2289	44.1	6.8	106	4646	43.1	13.7	103	4202	43.4	12.4	104
DID NOT GRADUATE HIGH SCHOOL	22270	866	17.5	3.9	63	1019	19.6	4.6	71	2081	19.3	9.3	70	2122	21.9	9.5	80
EMPLOYED	40306	2603	52.5	6.5	105	2787	53.7	6.9	108	5944	55.1	14.7	111	5038	52.1	12.5	105
EMPLOYED FULL-TIME	32450	2136	43.1	6.5	106	2162	41.7	6.6	103	4946	45.8	15.1	113	3843	39.7	11.7	98
EMPLOYED PART-TIME	7456	*466	9.4	6.3	102	625	12.1	8.4	131	998	9.3	13.4	100	1194	12.3	16.0	134
NOT EMPLOYED	40680	2359	47.6	5.8	95	2399	46.3	5.9	92	4844	44.9	11.9	89	4639	47.9	11.4	95
PROFESSIONAL/MANAGER	10392	919	18.5	8.8	144	849	16.4	8.2	128	1629	15.1	15.7	118	1288	13.3	12.4	104
TECH/CLERICAL/Sales	17574	1087	21.9	6.2	101	1134	21.9	6.5	101	2886	26.8	16.4	123	2391	24.7	13.6	114
PRECISION/CRAFT	985	*71	1.4	7.2	118	*42	0.8	4.3	67	*110	1.0	11.2	84	*126	1.3	12.8	107
OTHER EMPLOYED	11354	525	10.6	4.6	75	762	14.7	6.7	105	1318	12.2	11.6	87	1233	12.7	10.9	91
SINGLE	9863	*400	8.1	4.1	66	538	10.4	5.5	85	830	7.7	8.4	63	1243	12.8	12.6	105
MARRIED	51375	3620	73.0	7.0	115	3709	71.5	7.2	113	7680	71.2	14.9	112	6475	66.9	12.6	105
DIVORCED/SEPARATED/WIDOWED	19748	941	19.0	4.8	78	939	18.1	4.8	74	2278	21.1	11.5	87	1958	20.2	9.9	83
PARENTS	32590	1927	38.8	5.9	97	2523	48.7	7.7	121	4461	41.4	13.7	103	4041	41.8	12.4	104
WHITE	70416	4684	94.4	6.7	109	4749	91.6	6.7	105	10030	93.0	14.2	107	8919	92.2	12.7	106
BLACK	8778	*233	4.7	2.7	43	*304	5.9	3.5	54	625	5.8	7.1	53	668	6.9	7.6	64
OTHER	1791	*445	0.9	2.5	41	*133	2.6	7.4	116	*133	1.2	7.4	56	*90	0.9	5.0	42
NORTHEAST-CENSUS	17786	1287	25.9	7.2	118	1321	25.5	7.4	116	1741	16.1	9.8	73	1799	18.6	10.1	85
NORTH CENTRAL	20741	1625	32.8	7.8	128	1585	30.6	7.6	119	3248	30.1	15.7	118	2738	28.3	13.2	110
SOUTH	27775	1196	24.1	4.3	70	1327	25.6	4.8	75	3369	31.2	12.1	91	2943	30.4	10.6	89
WEST	14683	853	17.2	5.8	95	952	18.4	6.5	101	2431	22.5	16.6	124	2196	22.7	15.0	125
NORTHEAST-MKTG.	17961	1182	23.8	6.6	107	1115	21.5	6.2	97	1710	15.9	9.5	71	1644	17.0	9.2	77
EAST CENTRAL	11885	899	18.1	7.6	123	985	19.0	8.3	129	1661	15.4	14.0	105	1344	13.9	11.3	95
WEST CENTRAL	14090	1149	23.2	8.2	133	1063	20.5	7.5	118	2295	21.3	16.3	122	2102	21.7	14.9	125
SOUTH	24081	1028	20.7	4.3	70	1197	23.1	5.0	78	3037	28.2	12.6	95	2685	27.7	11.1	93
PACIFIC	12969	*703	14.2	5.4	88	826	15.9	6.4	99	2085	19.3	16.1	121	1902	19.7	14.7	123
COUNTY SIZE A	32439	2087	42.1	6.4	105	1908	36.8	5.9	92	4060	37.6	12.5	94	3628	37.5	11.2	94
COUNTY SIZE B	24915	1499	30.2	6.0	98	1663	32.1	6.7	104	3566	33.1	14.3	107	2994	30.9	12.0	101
COUNTY SIZE C	12930	734	14.8	5.7	93	816	15.7	6.3	99	1702	15.8	13.2	99	1739	18.0	13.4	113
COUNTY SIZE D	10703	642	12.9	6.0	98	798	15.4	7.5	116	1460	13.5	13.6	102	1315	13.6	12.3	103
METRO CENTRAL CITY	24518	1337	27.0	5.5	89	1346	26.0	5.5	86	2836	26.3	11.6	87	2851	29.5	11.6	97
METRO SUBURBAN	35919	2381	48.0	6.6	108	2361	45.5	6.6	103	5235	48.5	14.6	109	4119	42.6	11.5	96
NON METRO	20549	1244	25.1	6.1	99	1479	28.5	7.2	112	2717	25.2	13.2	99	2706	28.0	13.2	110
TOP 5 ADI'S	18341	1240	25.0	6.8	110	948	18.3	5.2	81	2221	20.6	12.1	91	1729	17.9	9.4	79
TOP 10 ADI'S	25378	1623	32.7	6.4	104	1336	25.8	5.3	82	3055	28.3	12.0	90	2667	27.6	10.5	88
TOP 20 ADI'S	36488	2399	48.4	6.6	107	2205	42.5	6.0	94	4717	43.7	12.9	97	4005	41.4	11.0	92
HSMD INC. \$50,000 OR MORE	6612	*567	11.4	8.6	140	*466	9.0	7.0	110	1246	11.5	18.8	141	875	9.0	13.2	111
\$40,000 OR MORE	12659	1078	21.7	8.5	139	885	17.1	7.0	109	2395	22.2	18.9	142	1683	17.4	13.3	111
\$30,000 OR MORE	24698	2008	40.5	8.1	133	2008	38.7	8.1	127	4432	41.1	17.9	135	3464	35.8	14.0	117
\$25,000 OR MORE	32077	2648	53.4	8.3	135	2540	49.0	7.9	124	5520	51.2	17.2	129	4634	47.9	14.4	121
\$20,000 - \$24,999	9144	*521	10.5	5.7	93	718	13.8	7.9	123	1127	10.4	12.3	93	1078	11.1	11.8	99
\$15,000 - \$19,999	8728	*390	7.9	4.5	73	537	10.4	6.2	96	1119	10.4	12.8	96	803	8.3	9.2	77
\$10,000 - \$14,999	12562	798	16.1	6.4	104	748	14.4	6.0	93	1478	13.7	11.8	88	1292	13.4	10.3	86
UNDER \$10,000	18475	604	12.2	3.3	53	642	12.4	3.5	54	1544	14.3	8.4	63	1870	19.3	10.1	85
HOUSEHOLD OF 1 PERSON	11987	404	8.1	3.4	55	365	7.0	3.0	48	1243	11.5	10.4	78	1093	11.3	9.1	76
2 PEOPLE	26577	1950	39.3	7.3	120	1599	30.8	6.0	94	3863	35.8	14.5	109	3110	32.1	11.7	98
3 OR 4 PEOPLE	30617	1960	39.5	6.4	105	2535	48.9	8.3	129	4143	38.4	13.5	102	4249	43.9	13.9	116
5 OR MORE PEOPLE	11804	*648	13.1	5.5	90	687	13.2	5.8	91	1539	14.3	13.0	98	1225	12.7	10.4	87
NO CHILD IN HSMD	46165	2908	58.6	6.3	103	2517	48.5	5.5	85	6070	56.3	13.1	99	5377	55.6	11.6	97
CHILD(REN) UNDER 2 YRS	5325	*220	4.4	4.1	67	*436	8.4	8.2	128	*544	5.0	10.2	77	639	6.6	12.0	100
2 - 5 YEARS	14221	650	13.1	4.6	75	965	18.6	6.8	106	1805	16.7	12.7	95	1741	18.0	12.2	102
6 - 11 YEARS	15117	925	18.6	6.1	100	1108	21.4	7.3	114	2073	19.2	13.7	103	1716	17.7	11.4	95
12 - 17 YEARS	16611	1180	23.8	7.1	116	1244	24.0	7.5	117	2340	21.7	14.1	106	1964	20.3	11.8	99
RESIDENCE OWNED	55884	3742	75.4	6.7	109	3993	77.0	7.1	112	8358	77.5	15.0	112	7181	74.2	12.8	108
VALUE: \$50,000 OR MORE	31744	2290	46.2	7.2	118	2209	42.6	7.0	109	5212	48.3	16.4	123	4207	43.5	13.3	111
VALUE: UNDER \$50,000	24140	1452	29.3	6.0	98	1785	34.4	7.4	115	3146	29.2	13.0	98	2974	30.7	12.3	103

LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	SHOUT AEROSOL				SHOUT LIQUID				SPRAY N' WASH AEROSOL				SPRAY N' WASH LIQUID			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	4961	100.0	6.1	100	5186	100.0	6.4	100	10788	100.0	13.3	100	9676	100.0	11.9	100
MAGAZINES	QUINTILE 1	15799	1220	24.6	7.7	126	1257	24.2	8.0	124	2655	24.6	16.8	126	2195	22.7	13.9	116
	QUINTILE 2	17259	1114	22.5	6.5	105	1253	24.2	7.3	113	2504	23.2	14.5	109	2614	27.0	15.1	127
	QUINTILE 3	13545	789	15.9	5.8	95	961	18.5	7.1	111	1879	17.4	13.9	104	1633	16.9	12.1	101
	QUINTILE 4	15133	875	17.6	5.8	94	816	15.7	5.4	84	1991	18.5	13.2	99	1522	15.7	10.1	84
	QUINTILE 5	19250	963	19.4	5.0	82	899	17.3	4.7	73	1760	16.3	9.1	69	1712	17.7	8.9	74
NEWSPAPERS	QUINTILE 1	12413	903	18.2	7.3	119	951	18.3	7.7	120	1939	18.0	15.6	117	1620	16.7	13.1	109
	QUINTILE 2	24116	1688	34.0	7.0	114	1515	29.2	6.3	98	3364	31.2	13.9	105	3006	31.1	12.5	104
	QUINTILE 3	11261	722	14.6	6.4	105	731	14.1	6.5	101	1649	15.3	14.6	110	1355	14.0	12.0	101
	QUINTILE 4	20255	1174	23.7	5.8	95	1454	28.0	7.2	112	2614	24.2	12.9	97	2469	25.5	12.2	102
	QUINTILE 5	12940	*474	9.6	3.7	60	*534	10.3	4.1	64	1221	11.3	9.4	71	1226	12.7	9.5	79
OUTDOOR	QUINTILE 1	14852	1130	22.8	7.6	124	1047	20.2	7.0	110	1948	18.1	13.1	98	1843	19.0	12.4	104
	QUINTILE 2	15725	1031	20.8	6.6	107	984	19.0	6.3	98	2220	20.6	14.1	106	2014	20.8	12.8	107
	QUINTILE 3	16330	960	19.4	5.9	96	1230	23.7	7.5	118	2176	20.2	13.3	100	2004	20.7	12.3	103
	QUINTILE 4	16744	964	19.4	5.8	94	1030	19.9	6.2	96	2254	20.9	13.5	101	1911	19.7	11.4	96
	QUINTILE 5	17334	877	17.7	5.1	83	895	17.3	5.2	81	2191	20.3	12.6	95	1904	19.7	11.0	92
RADIO-DRIVE TIME	QUINTILE 1	15911	1108	22.3	7.0	114	1330	25.6	8.4	131	2274	21.1	14.3	107	2023	20.9	12.7	106
	QUINTILE 2	14837	930	18.7	6.3	102	982	18.9	6.6	103	2154	20.0	14.5	109	1735	17.9	11.7	98
	QUINTILE 3	15339	910	18.3	5.9	97	878	16.9	5.7	89	1881	17.4	12.3	92	1852	19.1	12.1	101
	QUINTILE 4	16723	914	18.4	5.5	89	1037	20.0	6.2	97	2220	20.6	13.3	100	2089	21.6	12.5	105
	QUINTILE 5	18176	1100	22.2	6.1	99	959	18.5	5.3	82	2259	20.9	12.4	93	1977	20.4	10.9	91
RADIO-MID- DAY	TERCILE 1	21020	1238	25.0	5.9	96	1523	29.4	7.2	113	2739	25.4	13.0	98	2600	26.9	12.4	104
	TERCILE 2	21610	1358	27.4	6.3	103	1361	26.2	6.3	98	2923	27.1	13.5	102	2782	28.8	12.9	108
	TERCILE 3	38355	2366	47.7	6.2	101	2302	44.4	6.0	94	5126	47.5	13.4	100	4295	44.4	11.2	94
RADIO-TOTAL	QUINTILE 1	15988	952	19.2	6.0	97	1283	24.7	8.0	125	2242	20.8	14.0	105	2038	21.1	12.7	107
	QUINTILE 2	15626	1047	21.1	6.7	109	1031	19.9	6.6	103	2045	19.0	13.1	98	1899	19.6	12.2	102
	QUINTILE 3	16723	1053	21.2	6.3	103	1160	22.4	6.9	108	2365	21.9	14.1	106	1929	19.9	11.5	97
	QUINTILE 4	16342	1115	22.5	6.8	111	944	18.2	5.8	90	2219	20.6	13.6	102	2154	22.3	13.2	110
	QUINTILE 5	16306	795	16.0	4.9	80	768	14.8	4.7	74	1917	17.8	11.8	88	1656	17.1	10.2	85
TV-PRIME TIME	QUINTILE 1	15953	963	19.4	6.0	99	946	18.2	5.9	93	2340	21.7	14.7	110	2056	21.2	12.9	108
	QUINTILE 2	16137	1278	25.8	7.9	129	1046	20.2	6.5	101	2143	19.9	13.3	100	1907	19.7	11.8	99
	QUINTILE 3	16420	874	17.6	5.3	87	1111	21.4	6.8	106	2205	20.4	13.4	101	2062	21.3	12.6	105
	QUINTILE 4	16687	1003	20.2	6.0	98	1098	21.2	6.6	103	2198	20.4	13.2	99	1780	18.4	10.7	89
	QUINTILE 5	15789	843	17.0	5.3	87	985	19.0	6.2	97	1902	17.6	12.0	90	1872	19.3	11.9	99
TV-DAYTIME	TERCILE 1	27736	1607	32.4	5.8	95	1650	31.8	5.9	93	3340	31.0	12.0	90	3216	33.2	11.6	97
	TERCILE 2	26489	1771	35.7	6.7	109	1646	31.7	6.2	97	3527	32.7	13.3	100	3142	32.5	11.9	99
	TERCILE 3	26761	1584	31.9	5.9	97	1890	36.4	7.1	110	3921	36.3	14.7	110	3319	34.3	12.4	104
TV-TOTAL	QUINTILE 1	16345	1044	21.0	6.4	104	978	18.9	6.0	93	2029	18.8	12.4	93	1883	19.5	11.5	96
	QUINTILE 2	16447	996	20.1	6.1	99	918	17.7	5.6	87	2141	19.8	13.0	98	2058	21.3	12.5	105
	QUINTILE 3	15980	1110	22.4	6.9	113	955	18.4	6.0	93	2369	22.0	14.8	111	1962	20.3	12.3	103
	QUINTILE 4	15887	985	19.9	6.2	101	1146	22.1	7.2	113	2145	19.9	13.5	101	1827	18.9	11.5	96
	QUINTILE 5	16326	827	16.7	5.1	83	1187	22.9	7.3	114	2104	19.5	12.9	97	1946	20.1	11.9	100
MAGAZINES-NEWSPAPERS: DUAL		20721	1522	30.7	7.3	120	1480	28.5	7.1	112	3306	30.6	16.0	120	3127	32.3	15.1	126
MAGAZINE IMPERATIVE		19186	1175	23.7	6.1	100	1489	28.7	7.8	121	2758	25.6	14.4	108	2597	26.8	13.5	113
NEWSPAPER IMPERATIVE		21899	1414	28.5	6.5	105	1349	26.0	6.2	96	2811	26.1	12.8	96	2163	22.4	9.9	83
MAGAZINES-OUTDOOR: DUAL		15451	1181	23.8	7.6	125	1349	26.0	8.7	136	2118	19.6	13.7	103	2366	24.5	15.3	128
MAGAZINE IMPERATIVE		25953	1571	31.7	6.1	99	1849	35.7	7.1	111	3975	36.8	15.3	115	3475	35.9	13.4	112
OUTDOOR IMPERATIVE		24400	1471	29.7	6.0	98	1301	25.1	5.3	83	3001	27.8	12.3	92	2451	25.3	10.0	84
MAGAZINES-RADIO: DUAL		18049	1309	26.4	7.3	118	1495	28.8	8.3	129	3017	28.0	16.7	125	2418	25.0	13.4	112
MAGAZINE IMPERATIVE		23571	1558	31.4	6.6	108	1584	30.5	6.7	105	3376	31.3	14.3	108	3357	34.7	14.2	119
RADIO IMPERATIVE		23278	1266	25.5	5.4	89	1440	27.8	6.2	97	2544	23.6	10.9	82	2547	26.3	10.9	92
MAGAZINES-TELEVISION: DUAL		15459	1113	22.4	7.2	118	1151	22.2	7.4	116	2344	21.7	15.2	114	2144	22.2	13.9	116
MAGAZINE IMPERATIVE		25829	1704	34.3	6.6	108	1917	37.0	7.4	116	3918	36.3	15.2	114	3586	37.1	13.9	116
TELEVISION IMPERATIVE		26039	1441	29.0	5.5	90	1251	24.1	4.8	75	2940	27.3	11.3	85	2666	27.6	10.2	86
NEWSPAPERS-OUTDOOR: DUAL		16605	1192	24.0	7.2	117	1074	20.7	6.5	101	2515	23.3	15.1	114	2240	23.2	13.5	113
NEWSPAPER IMPERATIVE		26834	1822	36.7	6.8	111	1825	35.2	6.8	106	3839	35.6	14.3	107	3240	33.5	12.1	101
OUTDOOR IMPERATIVE		23346	1367	27.6	5.9	96	1602	30.9	6.9	107	2857	26.5	12.2	92	2836	29.3	12.1	102
NEWSPAPERS-RADIO: DUAL		17133	1379	27.8	8.0	131	1174	22.6	6.9	107	2582	23.9	15.1	113	2275	23.5	13.3	111
NEWSPAPER IMPERATIVE		25892	1668	33.6	6.4	105	1741	33.6	6.7	105	3737	34.6	14.4	108	3192	33.0	12.3	103
RADIO IMPERATIVE		23167	1207	24.3	5.2	85	1575	30.4	6.8	106	2832	26.3	12.2	92	2706	28.0	11.7	98
NEWSPAPERS-TELEVISION: DUAL		17159	1371	27.6	8.0	130	1104	21.3	6.4	100	2366	21.9	13.8	104	2281	23.6	13.3	111
NEWSPAPER IMPERATIVE		26214	1637	33.0	6.2	102	1824	35.2	7.0	109	3911	36.3	14.9	112	3186	32.9	12.2	102
TELEVISION IMPERATIVE		23412	1183	23.8	5.1	82	1227	23.7	5.2	82	2793	25.9	11.9	90	2583	26.7	11.0	92
OUTDOOR-RADIO: DUAL		15303	1050	21.2	6.9	112	1272	24.5	8.3	130	2117	19.6	13.8	104	2223	23.0	14.5	122
OUTDOOR IMPERATIVE		24901	1668	33.6	6.7	109	1380	26.6	5.5	87	3325	30.8	13.4	100	2831	29.3	11.4	95
RADIO IMPERATIVE		26492	1625	32.8	6.1													

LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	SHOUT AEROSOL				SHOUT LIQUID				SPRAY N' MASH AEROSOL				SPRAY N' MASH LIQUID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	4961	100.0	6.1	100	5186	100.0	6.4	100	10788	100.0	13.3	100	9676	100.0	11.9	100
ATLANTIC MONTHLY	415	**32	0.6	7.7	126	**48	0.9	11.6	181	**67	0.6	16.1	121	**81	0.8	19.5	163
BARRON'S	453	**72	1.5	15.9	259	**40	0.8	8.8	138	**97	0.9	21.4	161	**50	0.5	11.0	92
BETTER HOMES & GARDENS	16256	1299	26.2	8.0	130	1386	26.7	8.5	133	2722	25.2	16.7	126	2175	22.5	13.4	112
BON APPETIT	2535	*206	4.2	8.1	133	*147	2.8	5.8	91	402	3.7	15.9	119	397	4.1	15.7	131
BUSINESS WEEK	1278	**85	1.7	6.7	109	**44	0.8	3.4	54	*220	2.0	17.2	129	*121	1.3	9.5	79
CAR AND DRIVER	378	**17	0.3	4.5	73	**16	0.3	4.2	66	**36	0.3	9.5	71	**0	0.0	0.0	0
CBS MAGAZINE NETWORK (GROSS)	1498	**83	1.7	5.5	90	**89	1.7	5.9	93	*173	1.6	11.5	87	*253	2.6	16.9	141
CHANGING TIMES	1505	*151	3.0	10.0	164	**123	2.4	8.2	128	*259	2.4	17.2	129	*243	2.5	16.1	135
COLONIAL HOMES	1231	*109	2.2	8.9	145	**71	1.4	5.8	90	*174	1.6	14.1	106	*212	2.2	17.2	144
CONDE NAST MAG. PKG. (GROSS)	14146	1110	22.4	7.8	128	1204	23.2	8.5	133	2620	24.3	18.5	139	1675	17.3	11.8	99
CONSUMERS DIGEST	1323	**89	1.8	6.7	110	**128	2.5	9.7	151	*135	1.3	10.2	77	*179	1.8	13.5	113
COSMOPOLITAN	7102	525	10.6	7.4	121	543	10.5	7.6	119	988	9.2	13.9	104	1045	10.8	14.7	123
COUNTRY LIVING	2481	*192	3.9	7.7	126	*177	3.4	7.1	111	479	4.4	19.3	145	277	2.9	11.2	93
CUISINE	1472	**100	2.0	6.8	111	**157	3.0	10.7	167	277	2.6	18.8	141	*155	1.6	10.5	88
CYCLE WORLD	425	**30	0.6	7.1	115	**13	0.3	3.1	48	**69	0.6	16.2	122	**98	1.0	23.1	193
DCI:CREATIVE IDEAS FOR LIV	2510	*153	3.1	6.1	100	*252	4.9	10.0	157	397	3.7	15.8	119	403	4.2	16.1	134
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	440	8.9	6.6	107	447	8.6	6.7	104	1174	10.9	17.5	132	1027	10.6	15.3	128
DISCOVER	894	**65	1.3	7.3	119	**51	1.0	5.7	89	**95	0.9	10.6	80	*106	1.1	11.9	99
EBONY	3507	*122	2.5	3.5	57	*141	2.7	4.0	63	322	3.0	9.2	69	258	2.7	7.4	62
ESQUIRE	1083	**88	1.8	8.1	133	**26	0.5	2.4	37	*122	1.1	11.3	85	**63	0.7	5.8	49
ESSENCE	1830	**65	1.3	3.6	58	**77	1.5	4.2	66	*177	1.6	9.7	73	*107	1.1	5.8	49
FAMILY CIRCLE	15930	1028	20.7	6.5	105	1465	28.2	9.2	144	2569	23.8	16.1	121	2162	22.3	13.6	114
THE FAMILY HANDYMAN	1126	*145	2.9	12.9	210	**140	2.7	12.4	194	*236	2.2	21.0	157	*212	2.2	18.8	158
FAMILY WEEKLY	11468	880	17.7	7.7	125	837	16.1	7.3	114	1919	17.8	16.7	126	1405	14.5	12.3	103
FIELD & STREAM	2234	**145	2.9	6.5	106	**89	1.7	4.0	62	372	3.4	16.7	125	*354	3.7	15.8	133
FOOD & WINE	579	**31	0.6	5.4	87	**46	0.9	7.9	124	**77	0.7	13.3	100	**80	0.8	13.8	116
FORBES	728	**84	1.7	11.5	188	**47	0.9	6.5	101	*138	1.3	19.0	142	**46	0.5	6.3	53
FORTUNE	906	**111	2.2	12.3	200	**22	0.4	2.4	38	**165	1.5	18.2	137	**62	0.6	6.8	57
GENTLEMEN'S QUARTERLY	791	**83	1.7	10.5	171	**48	0.9	6.1	95	*104	1.0	13.1	99	*41	0.4	5.2	43
GLAMOUR	5265	396	8.0	7.5	123	471	9.1	8.9	140	1021	9.5	19.4	146	582	6.0	11.1	93
GOLF DIGEST	636	**89	1.8	14.0	228	**32	0.6	5.0	79	*171	1.6	26.9	202	**76	0.8	11.9	100
GOLF DIGEST/TENNIS (GROSS)	1186	*174	3.5	14.7	239	**86	1.7	7.3	113	*257	2.4	21.7	163	*122	1.3	10.3	86
GOLF MAGAZINE	441	**69	1.4	15.6	255	**18	0.3	4.1	64	*119	1.1	27.0	203	**62	0.6	14.1	118
GOLF MAGAZINE/SKI (GROSS)	922	**95	1.9	10.3	168	**40	0.8	4.3	68	*161	1.5	17.5	131	*110	1.1	11.9	100
GOOD HOUSEKEEPING	16487	1221	24.6	7.4	121	1353	26.1	8.2	128	2785	25.8	16.9	127	2404	24.8	14.6	122
HARPER'S BAZAAR	2423	*231	4.7	9.5	156	*188	3.6	7.8	121	443	4.1	18.3	137	298	3.1	12.3	103
HEALTH	1994	**178	3.6	8.9	146	*199	3.8	10.0	156	422	3.9	21.2	159	*257	2.7	12.9	108
HEARST MAG CORP. BUY (GROSS)	44101	3379	68.1	7.7	125	3518	67.8	8.0	125	7421	68.8	16.8	126	6229	64.4	14.1	118
HEARST MAN POWER (GROSS)	1993	*157	3.2	7.9	129	*247	4.8	12.4	194	410	3.8	20.6	154	386	4.0	19.4	162
HEARST WOMAN POWER (GROSS)	31274	2370	47.8	7.6	124	2506	48.3	8.0	125	5134	47.6	16.4	123	4462	46.1	14.3	119
HOUSE BEAUTIFUL	3623	256	5.2	7.1	115	247	4.8	6.8	106	560	5.2	15.5	116	466	4.8	12.9	108
INC.	283	**48	1.0	17.0	277	*20	0.4	7.1	110	**83	0.8	29.3	220	*28	0.3	9.9	83
JET	2928	*97	2.0	3.3	54	*84	1.6	2.9	45	273	2.5	9.3	70	249	2.6	8.5	71
LADIES' HOME JOURNAL	11918	785	15.8	6.6	108	1074	20.7	9.0	141	1829	17.0	15.3	115	1542	15.9	12.9	108
LHJ FAMILY GRP COMBO(GROSS)	16764	1178	23.7	7.0	115	1539	29.7	9.2	143	2654	24.6	15.8	119	2088	21.6	12.5	104
LIFE	4254	269	5.4	6.3	103	278	5.4	6.5	102	642	6.0	15.1	113	501	5.2	11.8	99
L.A. TIMES HOME MAGAZINE	1145	**98	2.0	8.6	140	*70	1.3	6.1	95	*185	1.7	16.2	121	*140	1.4	12.2	102
MADEMOISELLE	2884	*232	4.7	8.0	131	*274	5.3	9.5	148	502	4.7	17.4	131	345	3.6	12.0	100
MC CALL'S	13460	1048	21.1	7.8	127	998	19.2	7.4	116	2101	19.5	15.6	117	1949	20.1	14.5	121
MC CALL'S/MRK MOTHER (GROSS)	14606	1118	22.5	7.7	125	1131	21.8	7.7	121	2216	20.5	15.2	114	2069	21.4	14.2	119
MECHANIX ILLUSTRATED	772	**37	0.7	4.8	78	**98	1.9	12.7	198	*155	1.4	20.1	151	*160	1.7	20.7	173
METROPOLITAN HOME	967	*132	2.7	13.7	223	*77	1.5	8.0	124	*174	1.6	18.0	135	*131	1.4	13.5	113
MONEY	1588	*207	4.2	13.0	213	*84	1.6	5.3	83	*263	2.4	16.6	124	*203	2.1	12.8	107
MOTHER EARTH NEWS	1002	**83	1.7	8.3	135	*86	1.7	8.6	134	*188	1.7	18.8	141	*126	1.3	12.6	105
MS.	825	**54	1.1	6.5	107	*53	1.0	6.4	100	*99	0.9	12.0	90	*112	1.2	13.6	114
NATIONAL ENQUIRER	10336	606	12.2	5.9	96	787	15.2	7.6	119	1358	12.6	13.1	99	1372	14.2	13.3	111
NATIONAL GEOGRAPHIC	9597	851	17.2	8.9	145	687	13.2	7.2	112	1494	13.8	15.6	117	1284	13.3	13.4	112
NATIONAL SUNDAY MAGAZINE PKG	49558	3336	67.2	6.7	110	3363	64.8	6.8	106	7322	67.9	14.8	111	6223	64.3	12.6	105
NATURAL HISTORY	573	*22	0.4	3.8	63	*23	0.4	4.0	63	*51	0.5	8.9	67	*99	1.0	17.3	145
NEW WOMAN	1699	*132	2.7	7.8	127	*89	1.7	5.2	82	252	2.3	14.8	111	*146	1.5	8.6	72
NEW YORK INCLUDING CUE	443	**13	0.3	2.9	48	**0	0.0	0.0	0	*32	0.3	7.2	54	*23	0.2	5.2	43
THE NEW YORKER	1270	*103	2.1	8.1	132	*108	2.1	8.5	133	*172	1.6	13.5	102	*149	1.5	11.7	98
NEWSWEEK	6277	462	9.3	7.4	120	513	9.9	8.2	128	978	9.1	15.6	117	778	8.0	12.4	104
THE N.Y. TIMES DAILY EDITION	1205	*165	3.3	13.7	224	*87	1.7	7.2	113	*211	2.0	17.5	131	*124	1.3	10.3	86
THE N.Y. TIMES MAGAZINE	2081	*185	3.7	8.9	145	*149	2.9	7.2	112	280	2.6	13.5	101	*227	2.3	10.9	91
OMNI	788	**46	0.9	5.8	95	**55	1.1	7.0	109	*127	1.2	16.1	121	*31	0.3	3.9	33
ON CABLE	1158	**65	1.3	5.6	92	*76	1.5	6.6	102	*142	1.3	12.3	92	*108	1.1	9.3	78
1001 HOME IDEAS	2852	*215	4.3	7.5	123	*265	5.1	9.3	145	403	3.7	14.1	106	289	3.0	10.1	85
ORGANIC GARDENING	1658	**48	1.0	2.9	47	*121	2.3	7.3	114	*271	2.5	16.3	123	*306	3.2	18.5	154
OUTDOOR LIFE	896	**96	1.9	10.7	175	*56	1.1	6.3	98	*149	1.4	16.6	125	*123	1.3	13.7	115
PARADE MAGAZINE	24275	1550	31.2	6.4	104	1618	31.2	6.7	104	3447	32.0	14.2	107	3423	35.4	14.1	118

	TOTAL U.S. '000	SHOUT AEROSOL				SHOUT LIQUID				SPRAY N' MASH AEROSOL				SPRAY N' MASH LIQUID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	4961	100.0	6.1	100	5186	100.0	6.4	100	10788	100.0	13.3	100	9676	100.0	11.9	100
FAMENTS	3845	*157	3.2	4.1	67	360	6.9	9.4	146	569	5.3	14.8	111	486	5.0	12.6	106
PENTHOUSE	831	**72	1.5	8.7	141	**92	1.8	11.1	173	**84	0.8	10.1	76	**126	1.3	15.2	127
PEOPLE	11645	871	17.6	7.5	122	791	15.3	6.8	106	1773	16.4	15.2	114	1655	17.1	14.2	119
PLAYBOY	2006	*138	2.8	6.9	112	*133	2.6	6.6	104	272	2.5	13.6	102	271	2.8	13.5	113
POPULAR HOT RODDING	297	**14	0.3	4.7	77	**35	0.7	11.8	184	**33	0.3	11.1	83	**78	0.8	26.3	220
POPULAR MECHANICS	1018	**93	1.9	9.1	149	**150	2.9	14.7	230	*200	1.9	19.6	147	**259	2.7	25.4	213
POPULAR SCIENCE	878	**65	1.3	7.4	121	**59	1.1	6.7	105	**141	1.3	16.1	121	**125	1.3	14.2	119
PREVENTION	3913	360	7.3	9.2	150	*243	4.7	6.2	97	492	4.6	12.6	94	542	5.6	13.9	116
PSYCHOLOGY TODAY	1710	**95	1.9	5.6	91	*151	2.9	8.8	138	254	2.4	14.9	112	*202	2.1	11.8	99
READER'S DIGEST	22204	1530	30.8	6.9	112	1564	30.2	7.0	110	3462	32.1	15.6	117	2958	30.6	13.3	112
REDBOOK	7684	624	12.6	8.1	133	611	11.8	8.0	124	1361	12.6	17.7	133	1013	10.5	13.2	110
ROAD & TRACK	410	**10	0.2	2.4	40	*47	0.9	11.5	179	**55	0.5	13.4	101	**68	0.7	16.6	139
ROLLING STONE	969	**88	1.8	9.1	148	**89	1.7	9.2	143	*145	1.3	15.0	112	*175	1.8	18.1	151
RUNNER'S WORLD	298	**42	0.8	14.1	230	**19	0.4	6.4	100	**30	0.3	10.1	76	**48	0.5	16.1	135
SATURDAY EVENING POST	1169	**54	1.1	4.6	75	**122	2.4	10.4	163	*223	2.1	19.1	143	*169	1.7	14.5	121
SCIENCE 84	587	**15	0.3	2.6	42	**63	1.2	10.7	168	**62	0.6	10.6	79	**140	1.4	23.9	200
SCIENCE DIGEST	482	**26	0.5	5.4	88	**58	1.1	12.0	188	**64	0.6	13.3	100	**57	0.6	11.8	99
SCIENTIFIC AMERICAN	594	**59	1.2	9.9	162	*37	0.7	6.2	97	**78	0.7	13.1	99	**54	0.6	9.1	76
SELF	2089	*150	3.0	7.2	117	*181	3.5	8.7	135	325	3.0	15.6	117	*307	3.2	14.7	123
SEVENTEEN	2411	*161	3.2	6.7	109	*165	3.2	6.8	107	341	3.2	14.1	106	*248	2.6	10.3	86
SKI	480	**25	0.5	5.2	85	**22	0.4	4.6	72	**43	0.4	9.0	67	**48	0.5	10.0	84
SMITHSONIAN	2760	*127	2.6	4.6	75	*111	2.1	4.0	63	429	4.0	15.5	117	312	3.2	11.3	95
SOAP OPERA DIGEST	3013	*204	4.1	6.8	111	*201	3.9	6.7	104	298	2.8	9.9	74	386	4.0	12.8	107
SOUTHERN LIVING	4184	287	5.8	6.9	112	*194	3.7	4.6	72	778	7.2	18.6	140	624	6.4	14.9	125
SPORT	559	**43	0.9	7.7	126	*113	0.3	2.3	36	**126	1.2	22.5	169	**73	0.8	13.1	109
THE SPORTING NEWS	436	**41	0.8	9.4	154	**44	0.8	10.1	158	**82	0.8	18.8	141	**67	0.7	15.4	129
SPORTS AFIELD	493	**38	0.8	7.7	126	**38	0.7	7.7	120	**147	1.4	29.8	224	**70	0.7	14.2	119
SPORTS ILLUSTRATED	2758	*190	3.8	6.9	112	*166	3.2	6.0	94	438	4.1	15.9	119	*287	3.0	10.4	87
STAR	7456	520	10.5	7.0	114	498	9.6	6.7	104	870	8.1	11.7	88	879	9.1	11.8	99
SUNDAY	24936	1820	36.7	7.3	119	1737	33.5	7.0	109	3502	32.5	14.0	105	3050	31.5	12.2	102
SUNSET	2124	*143	2.9	6.7	110	**136	2.6	6.4	100	501	4.6	23.6	177	394	4.1	18.5	155
TV GUIDE	21661	1478	29.8	6.8	111	1406	27.1	6.5	101	3202	29.7	14.8	111	2514	26.0	11.6	97
TENNIS	550	**85	1.7	15.5	252	**54	1.0	9.8	153	*86	0.8	15.6	117	**46	0.5	8.4	70
TIME	8880	831	16.8	9.4	153	623	12.0	7.0	110	1606	14.9	18.1	136	991	10.2	11.2	93
TOWN & COUNTRY	917	**57	1.1	6.2	101	*59	1.1	6.4	100	*173	1.6	18.9	142	**101	1.0	11.0	92
TRAVEL & LEISURE	972	**55	1.1	5.7	92	**58	1.1	6.0	93	**81	0.8	8.3	63	*164	1.7	16.9	141
TRUE STORY	3356	*210	4.2	6.3	102	*212	4.1	6.3	99	272	2.5	8.1	61	398	4.1	11.9	99
U.S. NEWS & WORLD REPORT	3410	*134	2.7	3.9	64	*272	5.2	8.0	125	555	5.1	16.3	122	527	5.4	15.5	129
USA TODAY	1759	*162	3.3	9.2	150	*153	3.0	8.7	136	371	3.4	21.1	158	*269	2.8	15.3	128
US	1873	*113	2.3	6.0	98	*159	3.1	8.5	133	273	2.5	14.6	109	*235	2.4	12.5	105
VOGUE	3909	332	6.7	8.5	139	278	5.4	7.1	111	772	7.2	19.7	148	441	4.6	11.3	94
WALL STREET JOURNAL	1886	*180	3.6	9.5	156	*82	1.6	4.3	68	374	3.5	19.8	149	263	2.7	13.9	117
WEIGHT WATCHERS	2120	*171	3.4	8.1	132	*187	3.6	8.8	138	*308	2.9	14.5	109	235	2.4	11.1	93
WOMAN'S DAY	14172	1021	20.6	7.2	118	1245	24.0	8.8	137	2225	20.6	15.7	118	2093	21.6	14.8	124
WORKING WOMAN	1146	**70	1.4	6.1	100	*132	2.5	11.5	180	*115	1.1	10.0	75	**120	1.2	10.5	88
WORKING WOMAN	1322	**78	1.6	5.9	96	**91	1.8	6.9	107	*186	1.7	14.1	106	*146	1.5	11.0	92
WORLD TENNIS	*163	**4	0.1	2.5	40	*11	0.2	6.7	105	*16	0.1	9.8	74	*28	0.3	17.2	144
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*159	3.2	6.3	103	*146	2.8	5.8	90	287	2.7	11.3	85	286	3.0	11.3	95
BLAIR INSERTS	43657	2902	58.5	6.6	109	2992	57.7	6.9	107	6241	57.9	14.3	107	5451	56.3	12.5	105
DAILY NEWSPAPERS																	
READ ANY	51633	3493	70.4	6.8	110	3497	67.4	6.8	106	7299	67.7	14.1	106	6440	66.6	12.5	104
READ ONE	43463	2909	58.6	6.7	109	2847	54.9	6.6	102	5917	54.8	13.6	102	5425	56.1	12.5	104
READ TWO OR MORE	8170	584	11.8	7.1	117	650	12.5	8.0	124	1383	12.8	16.9	127	1015	10.5	12.4	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3591	72.4	6.8	111	3570	68.8	6.8	106	7680	71.2	14.6	109	6523	67.4	12.4	104
READ ONE	46126	3079	62.1	6.7	109	3014	58.1	6.5	102	6641	61.6	14.4	108	5526	57.1	12.0	100
READ TWO OR MORE	6552	512	10.3	7.8	128	557	10.7	8.5	133	1039	9.6	15.9	119	996	10.3	15.2	127
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.60				27.84				26.20				28.92			
30 DAY REACH	71455	4526	91.2	6.3	103	4701	90.6	6.6	103	9713	90.0	13.6	102	8624	89.1	12.1	101
50 SHWG - 30 DAY AV FREQ	14.56	16.61				14.72				13.93				15.16			
30 DAY REACH	67742	4324	87.2	6.4	104	4446	85.7	6.6	102	9120	84.5	13.5	101	8228	85.0	12.1	102
25 SHWG - 30 DAY AV FREQ	7.94	8.98				7.85				7.45				8.17			
30 DAY REACH	62117	4005	80.7	6.4	105	4189	80.8	6.7	105	8504	77.9	13.5	102	7635	78.9	12.3	103
CABLE TV: HOME WIRED	32077	2459	49.6	7.7	125	2370	45.7	7.4	115	4659	43.2	14.5	109	4378	45.2	13.6	114
HOME NOT WIRED	48909	2503	50.5	5.1	84	2816	54.3	5.8	90	6129	56.8	12.5	94	5299	54.8	10.8	91
HAVE PAY CABLE	15935	1328	26.8	8.3	136	1314	25.3	8.2	129	2533	23.5	15.9	119	2261	23.4	14.2	119

	TOTAL U.S. '000	SHOUT AEROSOL				SHOUT LIQUID				SPRAY N' MASH AEROSOL				SPRAY N' MASH LIQUID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4961	100.0	6.1	100	5186	100.0	6.4	100	10788	100.0	13.3	100	9676	100.0	11.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2808	56.6	6.4	104	3158	60.9	7.2	112	6306	58.5	14.4	108	5572	57.6	12.7	106
10:00 AM - 3:00 PM	30659	1913	38.6	6.2	102	2124	41.0	6.9	108	4035	37.4	13.2	99	3843	39.7	12.5	105
3:00 PM - 7:00 PM	31045	2123	42.8	6.8	112	2239	43.2	7.2	113	4381	40.6	14.1	106	3867	40.0	12.5	104
7:00 PM - MIDNIGHT	15767	966	19.5	6.1	100	1017	19.6	6.5	101	2176	20.2	13.8	104	1828	18.9	11.6	97
MIDNIGHT - 6:00 AM	9120	648	13.1	7.1	116	651	12.6	7.1	111	1302	12.1	14.3	107	1173	12.1	12.9	108
6:00 AM - MIDNIGHT	58527	3727	75.1	6.4	104	4045	78.0	6.9	108	8081	74.9	13.8	104	7324	75.7	12.5	105
ENTIRE DAY	59311	3792	76.4	6.4	104	4123	79.5	7.0	109	8194	76.0	13.8	104	7421	76.7	12.5	105
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:	16172	1095	22.1	6.8	111	1272	24.5	7.9	123	2263	21.0	14.0	105	2303	23.8	14.2	119
ALL NEWS	2256	*166	3.3	7.4	120	*130	2.5	5.8	90	286	2.7	12.7	95	*260	2.7	11.5	96
AOR/PROGRESSIVE	3874	*244	4.9	6.3	103	*265	5.1	6.8	107	479	4.4	12.4	93	*438	4.5	11.3	95
BEAUTIFUL MUSIC	5660	314	6.3	5.5	91	462	8.9	8.2	127	828	7.7	14.6	110	844	8.7	14.9	125
BLACK	2204	*145	2.9	6.6	107	*246	4.7	11.2	174	*235	2.2	10.7	80	*287	3.0	13.0	109
CLASSICAL	1418	**114	2.3	8.0	131	**38	0.7	2.7	42	*216	2.0	15.2	114	*244	2.5	17.2	144
CHR/ROCK	9538	799	16.1	8.4	137	803	15.5	8.4	131	1310	12.1	13.7	103	1033	10.7	10.8	91
COUNTRY	12648	874	17.6	6.9	113	751	14.5	5.9	93	1984	18.4	15.7	118	1554	16.1	12.3	103
GOLDEN OLDIES	1191	**47	0.9	3.9	64	**36	0.7	3.0	47	**140	1.3	11.8	88	**113	1.2	9.5	79
MOR/NOSTALGIA	4757	379	7.6	8.0	130	391	7.5	8.2	128	760	7.0	16.0	120	633	6.5	13.3	111
NEWS/TALK	3863	251	5.1	6.5	106	245	4.7	6.3	99	591	5.5	15.3	115	417	4.3	10.8	90
RELIGIOUS	3084	*147	3.0	4.8	78	*131	2.5	4.2	66	256	2.4	8.3	62	345	3.6	11.2	94
SOFT ROCK	521	**20	0.4	3.8	63	**9	0.2	1.7	27	**66	0.6	12.7	95	**32	0.3	6.1	51
URBAN CONTEMPORARY	1585	**85	1.7	5.4	88	**96	1.9	6.1	95	*96	0.9	6.1	45	**115	1.2	7.3	61
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	283	5.7	8.7	142	*256	4.9	7.9	123	358	3.3	11.0	82	389	4.0	11.9	100
ABC DIRECTION	2316	*211	4.3	9.1	149	*193	3.7	8.3	130	329	3.0	14.2	107	*276	2.9	11.9	100
ABC ENTERTAINMENT	4834	357	7.2	7.4	121	254	4.9	5.3	82	628	5.8	13.0	98	529	5.5	10.9	92
ABC FM	2202	*192	3.9	8.7	142	*153	3.0	6.9	109	277	2.6	12.6	94	*149	1.5	6.8	57
ABC INFORMATION	5425	398	8.0	7.3	120	339	6.5	6.2	98	908	8.4	16.7	126	740	7.6	13.6	114
ABC ROCK	1677	*194	3.9	11.6	189	*141	2.7	8.4	131	*193	1.8	11.5	86	*174	1.8	10.4	87
CBS	4430	343	6.9	7.7	126	333	6.4	7.5	117	673	6.2	15.2	114	592	6.1	13.4	112
MUTUAL	4992	343	6.9	6.9	112	390	7.5	7.8	122	619	5.7	12.4	93	688	7.1	13.8	115
NBC	4679	*270	5.4	5.8	94	343	6.6	7.3	114	649	6.0	13.9	104	615	6.4	13.1	110
RADIO 1040	1994	*162	3.3	8.1	133	**100	1.9	5.0	78	370	3.4	18.6	139	*261	2.7	13.1	110
RKO ONE	2298	*216	4.4	9.4	153	*201	3.9	8.7	137	337	3.1	14.7	110	*224	2.3	9.7	82
RKO TWO	3311	*148	3.0	4.5	73	*246	4.7	7.4	116	421	3.9	12.7	95	360	3.7	10.9	91
THE SOURCE	2114	**141	2.8	6.7	109	**98	1.9	4.6	72	*243	2.3	11.5	86	*207	2.1	9.8	82
NON-HIRED : BLAIR	8654	570	11.5	6.6	108	583	11.2	6.7	105	1238	11.5	14.3	107	1258	13.0	14.5	122
INTERNET	12025	877	17.7	7.3	119	847	16.3	7.0	110	1831	17.0	15.2	114	1303	13.5	10.8	91
KATZ RADIO GROUP	15359	899	18.1	5.9	96	1013	19.5	6.6	103	2112	19.6	13.8	103	1915	19.8	12.5	104
SUPERNET	10628	721	14.5	6.8	111	898	17.3	8.4	132	1735	16.1	16.3	123	1294	13.4	12.2	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	501	10.1	5.8	94	506	9.8	5.8	91	1154	10.7	13.3	100	942	9.7	10.9	91
WKDAY 9:00 AM - 1:00 PM	12163	741	14.9	6.1	99	709	13.7	5.8	91	1476	13.7	12.1	91	1301	13.4	10.7	90
WKDAY 1:00 PM - 4:30 PM	16150	967	19.5	6.0	98	950	18.3	5.9	92	1915	17.8	11.9	89	1799	18.6	11.1	93
WKDAY 4:30 PM - 7:30 PM	22463	1473	29.7	6.6	107	1358	26.2	6.0	94	2777	25.7	12.4	93	2563	26.5	11.4	95
WKDAY 7:30 PM - 8:00 PM	31795	2008	40.5	6.3	103	1919	37.0	6.0	94	4181	38.8	13.1	99	3835	39.6	12.1	101
WKDAY 11:00 PM - 11:30 PM	23977	1652	33.3	6.9	112	1532	29.5	6.4	100	3516	32.6	14.7	110	2789	28.8	11.6	97
WKDAY 11:30 PM - 1:00 AM	7703	542	10.9	7.0	115	544	10.5	7.1	110	1025	9.5	13.3	100	1001	10.3	13.0	109
M-SAT 8-11 PM-SUN 7-11 PM	33800	2137	43.1	6.3	103	2130	41.1	6.3	98	4663	43.2	13.8	104	4132	42.7	12.2	102
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	507	10.2	7.8	127	429	8.3	6.6	102	953	8.8	14.6	109	581	6.0	8.9	74
ANOTHER WORLD	N 4620	240	4.8	5.2	85	300	5.8	6.5	101	602	5.6	13.0	98	501	5.2	10.8	91
AS THE WORLD TURNS	C 5614	266	5.4	4.7	77	218	4.2	3.9	61	588	5.5	10.5	79	612	6.3	10.9	91
CAPITOL	C 3396	175	3.5	5.2	84	143	2.8	4.2	66	361	3.3	10.6	80	307	3.2	9.0	76
CBS MORN. NEWS 1	C 1446	*93	1.9	6.4	105	*40	0.8	2.8	43	157	1.5	10.9	82	146	1.5	10.1	85
CBS MORN. NEWS 2	C 1207	*75	1.5	6.2	101	*30	0.6	2.5	39	146	1.4	12.1	91	95	1.0	7.9	66
DAYS OF OUR LIVES	N 5877	315	6.3	5.4	87	392	7.6	6.7	104	686	6.4	11.7	88	747	7.7	12.7	106
FACTS OF LIFE - DAYTIME	N 2290	147	3.0	6.4	105	*133	2.6	5.8	91	233	2.2	10.2	76	219	2.3	9.6	80
FAMILY FEUD	A 3023	148	3.0	4.9	80	149	2.9	4.9	77	362	3.4	12.0	90	226	2.3	7.5	63
GENERAL HOSPITAL	A 6097	390	7.9	6.4	104	429	8.3	7.0	110	783	7.3	12.8	96	693	7.2	11.4	95
GOOD MORNING, AMERICA-730	A 3515	247	5.0	7.0	115	224	4.3	6.4	100	498	4.6	14.2	106	355	3.7	10.1	85
GOOD MORNING, AMERICA-830	A 2818	204	4.1	7.2	118	161	3.1	5.7	89	426	3.9	15.1	113	316	3.3	11.2	94
GUIDING LIGHT	C 5339	306	6.2	5.7	94	200	3.9	3.7	58	558	5.2	10.5	78	553	5.7	10.4	87
ONE LIFE TO LIVE	A 4478	205	4.1	4.6	75	298	5.7	6.7	104	544	5.0	12.1	91	502	5.2	11.2	94
PRESS YOUR LUCK	C 2244	124	2.5	5.5	90	111	2.1	4.9	77	298	2.8	13.3	100	194	2.0	8.6	72
PRICE IS RIGHT 1	C 4348	317	6.4	7.3	119	224	4.3	5.2	80	434	4.0	1					

	TOTAL U.S. '000	SHOUT AEROSOL				SHOUT LIQUID				SPRAY N' WASH AEROSOL				SPRAY N' WASH LIQUID			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	4961	100.0	6.1	100	5186	100.0	6.4	100	10788	100.0	13.3	100	9676	100.0	11.9	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1648	33.2	6.3	103	1561	30.1	6.0	94	3217	29.8	12.3	93	3015	31.2	11.6	97
NETWORK AFFILIATES - LATE	20261	1383	27.9	6.8	111	1317	25.4	6.5	102	2964	27.5	14.6	110	2390	24.7	11.8	99
INDEPENDENTS - LATE	2076	102	2.1	4.9	80	159	3.1	7.7	120	324	3.0	15.6	117	244	2.5	11.8	98
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	509	10.3	4.9	79	608	11.7	5.8	91	1268	11.8	12.1	91	1305	13.5	12.5	104
ABC MONDAY NIGHT MOVIE	A 6412	556	11.2	8.7	142	374	7.2	5.8	91	940	8.7	14.7	110	784	8.1	12.2	102
ABC SUNDAY NIGHT MOVIE	A 12407	747	15.1	6.0	98	727	14.0	5.9	92	1627	15.1	13.1	98	1479	15.3	11.9	100
ABC WORLD NEWS TONIGHT	A 6176	394	7.9	6.4	104	415	8.0	6.7	105	730	6.8	11.8	89	759	7.8	12.3	103
AFTERMASH	C 5863	382	7.7	6.5	106	*328	6.3	5.6	87	820	7.6	14.0	105	816	8.4	13.9	116
ALICE	C 9594	518	10.4	5.4	88	540	10.4	5.6	88	1175	10.9	12.2	92	1259	13.0	13.1	110
AMERICAN PARADE	C 6622	520	10.5	7.9	128	368	7.1	5.6	87	884	8.2	13.3	100	776	8.0	11.7	98
BENSON	A 10886	711	14.3	6.5	107	639	12.3	5.9	92	1313	12.2	12.1	91	1368	14.1	12.6	105
BLUE THUNDER	A 5036	270	5.4	5.4	88	261	5.0	5.2	81	564	5.2	11.2	84	700	7.2	13.9	116
CAGNEY & LACEY	C 9965	579	11.7	5.8	95	584	11.3	5.9	92	1134	10.5	11.4	85	1219	12.6	12.2	102
CBS EVENING NEWS-DEAN	C 3491	*210	4.2	6.0	98	*222	4.3	6.4	99	520	4.8	14.9	112	445	4.6	12.7	107
CBS EVENING NEWS-RATHER	C 7123	486	9.8	6.8	111	455	8.8	6.4	100	880	8.2	12.4	93	907	9.4	12.7	107
CBS SAT. NEWS-SCHIEFFER	C 3621	237	4.8	6.5	107	177	3.4	4.9	76	438	4.1	12.1	91	545	5.6	15.1	126
CBS SATURDAY NIGHT MOVIE	C 5436	288	5.8	5.3	86	346	6.7	6.4	99	708	6.6	13.0	98	576	6.0	10.6	89
CBS WEDNESDAY NIGHT MOVIE	C 6100	387	7.8	6.3	104	402	7.8	6.6	103	804	7.5	13.2	99	660	6.8	10.8	91
CHEERS	N 8889	671	13.5	7.5	123	638	12.3	7.2	112	1286	11.9	14.5	109	1164	12.0	13.1	110
DALLAS	C 22109	1517	30.6	6.9	112	1460	28.2	6.6	103	3244	30.1	14.7	110	2771	28.6	12.5	105
DIFF'RENT STROKES	N 6940	465	9.4	6.7	109	556	10.7	8.0	125	829	7.7	11.9	90	999	10.3	14.4	120
DOUBLE TROUBLE	N 7223	591	11.9	8.2	134	358	6.9	5.0	77	1026	9.5	14.2	107	891	9.2	12.3	103
DUCK FACTORY	N 5595	446	9.0	8.0	130	433	8.3	7.7	121	806	7.5	14.4	108	758	7.8	13.5	113
DUKES OF HAZZARD	C 5768	338	6.8	5.9	96	394	7.6	6.8	107	791	7.3	13.7	103	587	6.1	10.2	85
DYNASTY	A 20053	1082	21.8	5.4	88	1263	24.4	6.3	98	2819	26.1	14.1	106	2384	24.6	11.9	100
FACTS OF LIFE	N 8087	668	13.5	8.3	135	458	8.8	5.7	88	1020	9.5	12.6	95	991	10.2	12.3	103
FALCON CREST	C 20046	1411	28.4	7.0	115	1223	23.6	6.1	95	3037	28.2	15.2	114	2385	24.6	11.9	100
FALL GUY	A 9084	530	10.7	5.8	95	537	10.4	5.9	92	1241	11.5	13.7	103	1039	10.7	11.4	96
FAMILY TIES	N 7964	455	9.2	5.7	93	571	11.0	7.2	112	1063	9.9	13.3	100	961	9.9	12.1	101
FANTASY ISLAND	A 7687	514	10.4	6.7	109	368	7.1	4.8	75	1088	10.1	14.2	106	955	9.9	12.4	104
FOULUPS,BLEEPs & BLUNDERS	A 8861	522	10.5	5.9	96	588	11.3	6.6	104	1177	10.9	13.3	100	966	10.0	10.9	91
FOUR SEASONS	C 5095	*312	6.3	6.1	100	*320	6.2	6.3	98	774	7.2	15.2	114	639	6.6	12.5	105
GIMME A BREAK	N 8838	504	10.2	5.7	93	565	10.9	6.4	100	1000	9.3	11.3	85	1023	10.6	11.6	97
HART TO HART	A 8978	627	12.6	7.0	114	509	9.8	5.7	89	1400	13.0	15.6	117	1017	10.5	11.3	95
HILL STREET BLUES	N 8590	647	13.0	7.5	123	610	11.8	7.1	111	1206	11.2	14.0	105	1178	12.2	13.7	115
HOTEL	A 14085	977	19.7	6.9	113	842	16.2	6.0	93	2169	20.1	15.4	116	1522	15.7	10.8	90
JEFFERSONS	C 9360	596	12.0	6.4	104	564	10.9	6.0	94	1188	11.0	12.7	95	1111	11.5	11.9	99
JENNIFER SLEPT HERE	N 5841	367	7.4	6.3	103	425	8.2	7.3	114	677	6.3	11.6	87	899	9.3	15.4	129
KATE & ALLIE	C 9206	588	11.9	6.4	104	634	12.2	6.9	108	1147	10.6	12.5	94	1346	13.9	14.6	122
KNIGHT RIDER	N 7076	328	6.6	4.6	76	450	8.7	6.4	99	943	8.7	13.3	100	876	9.1	12.4	104
LOVE BOAT	A 12219	755	15.2	6.2	101	624	12.0	5.1	80	1530	14.2	12.5	94	1738	18.0	14.2	119
MAGNUM PI	C 11199	740	14.9	6.6	108	624	12.0	5.6	87	1435	13.3	12.8	96	1338	13.8	11.9	100
MAMA'S FAMILY	N 6057	407	8.2	6.7	110	419	8.1	6.9	108	942	8.7	15.6	117	768	7.9	12.7	106
MASTER, THE	N 3598	*219	4.4	6.1	99	*192	3.7	5.3	83	390	3.6	10.8	81	436	4.5	12.1	101
MATT HOUSTON	A 6344	383	7.7	6.0	99	391	7.5	6.2	96	820	7.6	12.9	97	746	7.7	11.8	98
NBC MONDAY NIGHT MOVIE	N 11994	677	13.6	5.6	92	784	15.1	6.5	102	1569	14.5	13.1	98	1285	13.3	10.7	90
NBC NIGHTLY NEWS	N 5132	292	5.9	5.7	93	291	5.6	5.7	89	646	6.0	12.6	94	585	6.0	11.4	95
NBC NIGHTLY NEWS-SAT	N 3375	*182	3.7	5.4	88	*182	3.5	5.4	84	434	4.0	12.9	97	417	4.3	12.4	103
NBC NIGHTLY NEWS-SUN	N 3130	*183	3.7	5.8	95	*191	3.7	6.1	95	324	3.0	10.4	78	*335	3.5	10.7	90
NBC SUNDAY NIGHT MOVIE	N 8284	356	7.2	4.3	70	610	11.8	7.4	115	1108	10.3	13.4	100	1066	11.0	12.9	108
NEWHART	C 9240	538	10.8	5.8	95	648	12.5	7.0	110	1063	9.9	11.5	86	1297	13.4	14.0	117
ONE DAY AT A TIME	C 7288	453	9.1	6.2	101	368	7.1	5.0	79	815	7.6	11.2	84	795	8.2	10.9	91
PEOPLE ARE FUNNY	N 4855	302	6.1	6.2	102	*300	5.8	6.2	96	674	6.2	13.9	104	635	6.6	13.1	109
REAL PEOPLE	N 8869	474	9.6	5.3	87	569	11.0	6.4	100	1058	9.8	11.9	90	1109	11.5	12.5	105
REMINGTON STEELE	N 7743	474	9.6	6.1	100	415	8.0	5.4	84	1021	9.5	13.2	99	818	8.5	10.6	88
RIPLY'S BELIEVE IT - NOT	A 5345	387	7.8	7.2	118	357	6.9	6.7	104	700	6.5	13.1	98	665	6.9	12.4	104
RIPTIDE	N 6988	411	8.3	5.9	96	460	8.9	6.6	103	966	9.0	13.8	104	843	8.7	12.1	101
SCARECROW & MRS. KING	C 10002	566	11.4	5.7	92	586	11.3	5.9	91	1068	9.9	10.7	80	1318	13.6	13.2	110
SIMON & SIMON	C 10638	606	12.2	5.7	93	645	12.4	6.1	95	1419	13.2	13.3	100	1222	12.6	11.5	96
60 MINUTES	C 13293	836	16.9	6.3	103	729	14.1	5.5	86	1877	17.4	14.1	106	1761	18.2	13.2	111
ST. ELSEWHERE	N 7017	535	10.8	7.6	124	497	9.6	7.1	111	1150	10.7	16.4	123	730	7.5	10.4	87
THREE'S COMPANY	A 10917	715	14.4	6.5	107	637	12.3	5.8	91	1686	15.6	15.4	116	1497	15.5	13.7	115
T.J. HOOKER	A 9204	518	10.4	5.6	92	398	7.7	4.3	6								

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	8923	100.0	11.0	100	9395	100.0	11.6	100	19301	100.0	23.8	100				
18 - 24	9282	659	7.4	7.1	64	940	10.0	10.1	87	1861	9.6	20.0	84				
25 - 34	19072	1835	20.6	9.6	87	2296	24.4	12.0	104	4734	24.5	24.8	104				
35 - 44	14591	1607	18.0	11.0	100	1985	21.1	13.6	117	3648	18.9	25.0	105				
45 - 54	11345	1493	16.7	13.2	119	1306	13.9	11.5	99	2938	15.2	25.9	109				
55 - 64	11635	1601	17.9	13.8	125	1631	17.4	14.0	121	3287	17.0	28.3	119				
65 OR OLDER	15061	1729	19.4	11.5	104	1237	13.2	8.2	71	2835	14.7	18.8	79				
18 - 34	28354	2494	28.0	8.8	80	3236	34.4	11.4	98	6595	34.2	23.3	98				
18 - 49	48339	4877	54.7	10.1	92	5877	62.6	12.2	105	11635	60.3	24.1	101				
25 - 54	45008	4935	55.3	11.0	100	5586	59.5	12.4	107	11319	58.6	25.1	106				
35 - 49	19985	2384	26.7	11.9	108	2642	28.1	13.2	114	5041	26.1	25.2	106				
50 OR OLDER	32647	4046	45.3	12.4	112	3517	37.4	10.8	93	7666	39.7	23.5	99				
GRADUATED COLLEGE	11155	1178	13.2	10.6	96	1585	16.9	14.2	122	3045	15.8	27.3	115				
ATTENDED COLLEGE	13682	1463	16.4	10.7	97	1896	20.2	13.9	119	3939	20.4	28.8	121				
GRADUATED HIGH SCHOOL	33880	3890	43.6	11.5	104	4185	44.5	12.4	106	8309	43.0	24.5	103				
DID NOT GRADUATE HIGH SCHOOL	22270	2392	26.8	10.7	97	1729	18.4	7.8	67	4008	20.8	18.0	76				
EMPLOYED	40306	4346	48.7	10.8	98	5053	53.8	12.5	108	10396	53.9	25.8	108				
EMPLOYED FULL-TIME	32850	3613	40.5	11.0	100	4001	42.6	12.2	105	8311	43.1	25.3	106				
EMPLOYED PART-TIME	7456	733	8.2	9.8	89	1052	11.2	14.1	122	2085	10.8	28.0	117				
NOT EMPLOYED	40680	4578	51.3	11.3	102	4342	46.2	10.7	92	8905	46.1	21.9	92				
PROFESSIONAL/MANAGER	10392	1138	12.8	11.0	99	1659	17.7	16.0	138	2753	14.3	26.5	111				
TECH/CLERICAL/SALES	17574	1781	20.0	10.1	92	2114	22.5	12.0	104	4981	25.8	28.3	119				
PRECISION/CRAFT	985	**40	0.4	4.1	37	**100	1.1	10.2	88	**230	1.2	23.4	98				
OTHER EMPLOYED	11354	1387	15.5	12.2	111	1179	12.5	10.4	90	2432	12.6	21.4	90				
SINGLE	9863	768	8.6	7.8	71	864	9.2	8.8	76	1931	10.0	19.6	82				
MARRIED	51375	6011	67.4	11.7	106	6768	72.0	13.2	114	13363	69.2	26.0	109				
DIVORCED/SEPARATED/WIDOWED	19748	2145	24.0	10.9	99	1762	18.8	8.9	77	4007	20.8	20.3	85				
PARENTS	32590	3477	39.0	10.7	97	4169	44.4	12.8	110	7982	41.4	24.5	103				
WHITE	70416	7738	86.7	11.0	100	8719	92.8	12.4	107	17919	92.8	25.4	107				
BLACK	8778	1040	11.7	11.8	108	499	5.3	5.7	49	1159	6.0	13.2	55				
OTHER	1791	**145	1.6	8.1	73	**177	1.9	9.9	85	**223	1.2	12.5	52				
NORTHEAST-CENSUS	17786	2104	23.6	11.8	107	2389	25.4	13.4	116	3327	17.2	18.7	78				
NORTH CENTRAL	20741	2120	23.8	10.2	93	2938	31.3	14.2	122	5572	28.9	26.9	113				
SOUTH	27775	3386	37.9	12.2	111	2412	25.7	8.7	75	5953	30.8	21.4	90				
WEST	14683	1315	14.7	9.0	81	1655	17.6	11.3	97	4450	23.1	30.3	127				
NORTHEAST-MKTG.	17961	2035	22.8	11.3	103	2104	22.4	11.7	101	3164	16.4	17.6	74				
EAST CENTRAL	11885	1401	15.7	11.8	107	1731	18.4	14.6	126	2812	14.6	23.7	99				
WEST CENTRAL	14090	1383	15.5	9.8	89	2044	21.8	14.5	125	4080	21.1	29.0	122				
SOUTH	24081	2906	32.6	12.1	110	2120	22.6	8.8	76	5396	28.0	22.4	94				
PACIFIC	12969	1200	13.4	9.3	84	1396	14.9	10.8	93	3850	19.9	29.7	125				
COUNTY SIZE A	32439	3469	38.9	10.7	97	3626	38.6	11.2	96	7217	37.4	22.2	93				
COUNTY SIZE B	24915	2606	29.2	10.5	95	2986	31.8	12.0	103	6326	32.8	25.4	107				
COUNTY SIZE C	12930	1631	18.3	12.6	114	1428	15.2	11.0	95	3214	16.7	24.9	104				
COUNTY SIZE D	10703	1217	13.6	11.4	103	1355	14.4	12.7	109	2544	13.2	23.8	100				
METRO CENTRAL CITY	24518	2186	24.5	8.9	81	2449	26.1	10.0	86	5372	27.8	21.9	92				
METRO SUBURBAN	35919	4154	46.6	11.6	105	4412	47.0	12.3	106	8889	46.1	24.7	104				
NON METRO	20549	2583	28.9	12.6	114	2534	27.0	12.3	106	5040	26.1	24.5	103				
TOP 5 ADI'S	18341	1957	21.9	10.7	97	1957	20.8	10.7	92	3756	19.5	20.5	86				
TOP 10 ADI'S	25378	2529	28.3	10.0	90	2665	28.4	10.5	91	5364	27.8	21.1	89				
TOP 20 ADI'S	36488	3911	43.8	10.7	97	4219	44.9	11.6	100	8201	42.5	22.5	94				
HSHLD INC. \$50,000 OR MORE	6612	805	9.0	12.2	110	988	10.5	14.9	129	1989	10.3	30.1	126				
\$40,000 OR MORE	12659	1436	16.1	11.3	103	1816	19.3	14.3	124	3860	20.0	30.5	128				
\$30,000 OR MORE	24698	2632	29.5	10.7	97	3656	38.9	14.8	128	7425	38.5	30.1	126				
\$25,000 OR MORE	32077	3391	38.0	10.6	96	4709	50.1	14.7	127	9580	49.6	29.9	125				
\$20,000 - \$24,999	9144	1162	13.0	12.7	115	1178	12.5	12.9	111	2030	10.5	22.2	93				
\$15,000 - \$19,999	8728	881	9.9	10.1	92	907	9.7	10.4	90	1757	9.1	20.1	84				
\$10,000 - \$14,999	12562	1597	17.9	12.7	115	1424	15.2	11.3	98	2698	14.0	21.5	90				
UNDER \$10,000	18475	1892	21.2	10.2	93	1177	12.5	6.4	55	3236	16.8	17.5	73				
HOUSEHOLD OF 1 PERSON	11987	997	11.2	8.3	75	716	7.6	6.0	51	2240	11.6	18.7	78				
2 PEOPLE	26577	3202	35.9	12.0	109	3296	35.1	12.4	107	6565	34.0	24.7	104				
3 OR 4 PEOPLE	30617	3297	36.9	10.8	98	4175	44.4	13.6	118	7906	41.0	25.8	108				
5 OR MORE PEOPLE	11804	1427	16.0	12.1	110	1209	12.9	10.2	88	2589	13.4	21.9	92				
NO CHILD IN HSHLD	46165	5247	58.8	11.4	103	4989	53.1	10.8	93	10817	56.0	23.4	98				
CHILD(REN) UNDER 2 YRS	5325	*537	6.0	10.1	92	621	6.6	11.7	101	1127	5.8	21.2	89				
2 - 5 YEARS	14221	1289	14.4	9.1	82	1507	16.0	10.6	91	3369	17.5	23.7	99				
6 - 11 YEARS	15117	1670	18.7	11.0	100	1891	20.1	12.5	108	3555	18.4	23.5	99				
12 - 17 YEARS	16611	1976	22.1	11.9	108	2235	23.8	13.5	116	3998	20.7	24.1	101				
RESIDENCE OWNED	55884	6755	75.7	12.1	110	7177	76.4	12.8	111	14639	75.8	26.2	110				
VALUE: \$50,000 OR MORE	31744	3758	42.1	11.8	107	4142	44.1	13.0	112	8871	46.0	27.9	117				
VALUE: UNDER \$50,000	24140	2997	33.6	12.4	113	3035	32.3	12.6	108	5768	29.9	23.9	100				

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	8923	100.0	11.0	100	9395	100.0	11.6	100	19301	100.0	23.8	100				
MAGAZINES	QUINTILE 1	15799	2029	22.7	12.8	117	2320	24.7	14.7	127	4500	23.3	28.5	120				
	QUINTILE 2	17259	2055	23.0	11.9	108	2157	23.0	12.5	108	4764	24.7	27.6	116				
	QUINTILE 3	13545	1613	18.1	11.9	108	1653	17.6	12.2	105	3354	17.4	24.8	104				
	QUINTILE 4	15133	1577	17.7	10.4	95	1566	16.7	10.3	89	3364	17.4	22.2	93				
	QUINTILE 5	19250	1650	18.5	8.6	78	1698	18.1	8.8	76	3319	17.2	17.2	72				
NEWSPAPERS	QUINTILE 1	12413	1544	17.3	12.4	113	1692	18.0	13.6	117	3318	17.2	26.7	112				
	QUINTILE 2	24116	2825	31.7	11.7	106	3015	32.1	12.5	108	5891	30.5	24.4	102				
	QUINTILE 3	11261	1439	16.1	12.8	116	1322	14.1	11.7	101	2874	14.9	25.5	107				
	QUINTILE 4	20255	1902	21.3	9.4	85	2414	25.7	11.9	103	4543	25.2	24.0	101				
	QUINTILE 5	12940	1214	13.6	9.4	85	953	10.1	7.4	63	2355	12.2	18.2	76				
OUTDOOR	QUINTILE 1	14852	1604	18.0	10.8	98	1969	21.0	13.3	114	3584	18.6	24.1	101				
	QUINTILE 2	15725	1734	19.4	11.0	100	1883	20.0	12.0	103	4026	20.9	25.6	107				
	QUINTILE 3	16330	1655	18.5	10.1	92	2083	22.2	12.8	110	3997	20.7	24.5	103				
	QUINTILE 4	16744	1986	22.3	11.9	108	1847	19.7	11.0	95	3948	20.5	23.6	99				
	QUINTILE 5	17334	1944	21.8	11.2	102	1613	17.2	9.3	80	3746	19.4	21.6	91				
RADIO-DRIVE TIME	QUINTILE 1	15911	2027	22.7	12.7	116	2232	23.8	14.0	121	4074	21.1	25.6	107				
	QUINTILE 2	14837	1498	16.8	10.1	92	1801	19.2	12.1	105	3677	19.1	24.8	104				
	QUINTILE 3	15339	1880	21.1	12.3	111	1702	18.1	11.1	96	3487	18.1	22.7	95				
	QUINTILE 4	16723	1685	18.9	10.1	91	1799	19.1	10.8	93	4108	21.3	24.6	103				
	QUINTILE 5	18176	1834	20.6	10.1	92	1861	19.8	10.2	88	3955	20.5	21.8	91				
RADIO-MID- DAY	TERCILE 1	21020	2663	29.8	12.7	115	2505	26.7	11.9	103	5086	26.4	24.2	102				
	TERCILE 2	21610	2514	28.2	11.6	106	2531	26.9	11.7	101	5359	27.8	24.8	104				
	TERCILE 3	38355	3747	42.0	9.8	89	4359	46.4	11.4	98	8856	45.9	23.1	97				
RADIO-TOTAL	QUINTILE 1	15988	2058	23.1	12.9	117	2050	21.8	12.8	111	4075	21.1	25.5	107				
	QUINTILE 2	15626	1682	18.9	10.8	98	1909	20.3	12.2	105	3717	19.3	23.8	100				
	QUINTILE 3	16723	1956	21.9	11.7	106	2098	22.3	12.5	108	4009	20.8	24.0	101				
	QUINTILE 4	16342	1754	19.7	10.7	97	1935	20.6	11.8	102	4147	21.5	25.4	106				
	QUINTILE 5	16306	1474	16.5	9.0	82	1403	14.9	8.6	74	3354	17.4	20.6	86				
TV-PRIME TIME	QUINTILE 1	15953	2195	24.6	13.8	125	1737	18.5	10.9	94	4140	21.4	26.0	109				
	QUINTILE 2	16137	1563	17.5	9.7	88	2098	22.3	13.0	112	3781	19.6	23.4	98				
	QUINTILE 3	16420	1820	20.4	11.1	101	1868	19.9	11.4	98	4043	20.9	24.6	103				
	QUINTILE 4	16687	1767	19.8	10.6	96	1948	20.7	11.7	101	3741	19.4	22.4	94				
	QUINTILE 5	15789	1580	17.7	10.0	91	1744	18.6	11.0	95	3596	18.6	22.8	96				
TV-DAYTIME	TERCILE 1	27736	3374	37.8	12.2	110	2972	31.6	10.7	92	6141	31.8	22.1	93				
	TERCILE 2	26489	2929	32.8	11.1	100	3218	34.3	12.1	105	6284	32.6	23.7	100				
	TERCILE 3	26761	2620	29.4	9.8	89	3205	34.1	12.0	103	6877	35.6	25.7	108				
TV-TOTAL	QUINTILE 1	16345	2203	24.7	13.5	122	1819	19.4	11.1	96	3640	18.9	22.3	93				
	QUINTILE 2	16447	1912	21.4	11.6	106	1788	19.0	10.9	94	3949	20.5	24.0	101				
	QUINTILE 3	15980	1742	19.5	10.9	99	1907	20.3	11.9	103	4091	21.2	25.6	107				
	QUINTILE 4	15887	1533	17.2	9.6	88	1951	20.8	12.3	106	3738	19.4	23.5	99				
	QUINTILE 5	16326	1534	17.2	9.4	85	1930	20.5	11.8	102	3884	20.1	23.8	100				
MAGAZINES-NEWSPAPERS: DUAL		20721	2773	31.1	13.4	121	2788	29.7	13.5	116	5897	30.6	28.5	119				
MAGAZINE IMPERATIVE		19186	2181	24.4	11.4	103	2486	26.5	13.0	112	5139	26.6	26.8	112				
NEWSPAPER IMPERATIVE		21899	2405	27.0	11.0	100	2561	27.3	11.7	101	4742	24.6	21.7	91				
MAGAZINES-OUTDOOR: DUAL		15451	1889	21.2	12.2	111	2408	25.6	15.6	134	4243	22.0	27.5	115				
MAGAZINE IMPERATIVE		25953	3186	35.7	12.3	111	3131	33.3	12.1	104	6903	35.8	26.6	112				
OUTDOOR IMPERATIVE		24400	2290	25.7	9.4	85	2533	27.0	10.4	89	5193	26.9	21.3	89				
MAGAZINES-RADIO: DUAL		18049	2233	25.0	12.4	112	2595	27.6	14.4	124	5048	26.2	28.0	117				
MAGAZINE IMPERATIVE		23571	2875	32.2	12.2	111	2940	31.3	12.5	108	6273	32.5	26.6	112				
RADIO IMPERATIVE		23278	2517	28.2	10.8	98	2516	26.8	10.8	93	4918	25.5	21.1	89				
MAGAZINES-TELEVISION: DUAL		15459	2031	22.8	13.1	119	2109	22.4	13.6	118	4221	21.9	27.3	115				
MAGAZINE IMPERATIVE		25029	2879	32.3	11.1	101	3368	35.8	13.0	112	6970	36.1	27.0	113				
TELEVISION IMPERATIVE		26039	2885	32.3	11.1	101	2448	26.1	9.4	81	5311	27.5	20.4	86				
NEWSPAPERS-OUTDOOR: DUAL		16605	1990	22.3	12.0	109	2114	22.5	12.7	110	4447	23.0	26.8	112				
NEWSPAPER IMPERATIVE		24834	3309	37.1	12.3	112	3372	35.9	12.6	108	6565	34.0	24.5	103				
OUTDOOR IMPERATIVE		23346	2257	25.3	9.7	88	2728	29.0	11.7	101	5476	28.4	23.5	98				
NEWSPAPERS-RADIO: DUAL		17133	2206	24.7	12.9	117	2303	24.5	13.4	116	4522	23.4	26.4	111				
NEWSPAPER IMPERATIVE		25892	3080	34.5	11.9	108	3221	34.3	12.4	107	6425	33.3	24.9	104				
RADIO IMPERATIVE		23167	2558	28.7	11.0	100	2612	27.8	11.3	97	5395	27.7	23.1	97				
NEWSPAPERS-TELEVISION: DUAL		17159	2360	26.4	13.8	125	2292	24.4	13.4	115	4390	22.5	25.4	106				
NEWSPAPER IMPERATIVE		26214	2798	31.4	10.7	97	3228	34.4	12.3	106	6605	34.2	25.2	106				
TELEVISION IMPERATIVE		23412	2477	27.8	10.6	96	2206	23.5	9.4	81	5096	26.4	21.8	91				
OUTDOOR-RADIO: DUAL		15303	1831	20.5	12.0	109	2150	22.9	14.0	121	4104	21.3	26.8	113				
OUTDOOR IMPERATIVE		24901	2425	27.2	9.7	88	2820	30.0	11.3	98	5835	30.2	23.4	98				
RADIO IMPERATIVE		26492	3227	36.2	12.2	111	3121	33.2	11.8	102	6164	31.9	23.3	98				
OUTDOOR-TELEVISION: DUAL		14794	1655	18.5	11.2	102	1659	17.7	11.2	97	3918	20.3	26.5	111				
OUTDOOR IMPERATIVE		25437	2635	29.5	10.4	94	3499	37.2	13.8	119	6317	32.7	24.8	104				
TELEVISION IMPERATIVE		27877	3471	38.9	12.5	113	3045	32.4	10.9	94	6230	32.3	22.3	94				
RADIO-TELEVISION: DUAL		15996	2181	24.4	13.6	124	1897	20.2	11.9	102	3757	19.5	23.5	99				
RADIO IMPERATIVE		25478	2616	29.3	10.3	93	3212	34.2	12.6	109	6469	33.5	25.4	107				
TELEVISION IMPERATIVE		26573	3738	34.5	11.6	105	2840	30.2	10.7	92	6352	32.9	23.9	100				

LAUNDRY BOOSTERS, PRE-SOAKS & PRE-CLEANERS: BRANDS
(FEMALE HOMEMAkers)

	TOTAL U.S. '000	WISK				ALL SHOUT				ALL SPRAY N' MASH				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAkers	80986	8923	100.0	11.0	100	9395	100.0	11.6	100	19301	100.0	23.8	100				
ATLANTIC MONTHLY	415	**23	0.3	5.5	50	**76	0.8	18.3	158	**145	0.8	34.9	147				
BARRON'S	453	**70	0.8	15.5	140	**112	1.2	24.7	213	**124	0.6	27.4	115				
BETTER HOMES & GARDENS	16256	2180	24.4	13.4	122	2466	26.2	15.2	131	4493	23.3	27.6	116				
BON APPETIT	2535	*213	2.4	8.4	76	337	3.6	13.3	115	711	3.7	28.0	118				
BUSINESS WEEK	1278	*201	2.3	15.7	143	**122	1.3	9.5	82	294	1.5	23.0	97				
CAR AND DRIVER	378	**68	0.8	18.0	163	**34	0.4	9.0	78	**36	0.2	9.5	40				
CBS MAGAZINE NETWORK (GROSS)	1498	*220	2.5	14.7	133	*159	1.7	10.6	91	407	2.1	27.2	114				
CHANGING TIMES	1505	*214	2.4	14.2	129	*233	2.5	15.5	133	449	2.3	29.8	125				
COLONIAL HOMES	1231	*149	1.7	12.1	110	*162	1.7	13.2	113	371	1.9	30.1	126				
CONDE NAST MAG. PKG. (GROSS)	14146	1577	17.7	11.1	101	2137	22.7	15.1	130	4057	21.0	28.7	120				
CONSUMERS DIGEST	1323	*218	2.4	16.5	150	*201	2.1	15.2	131	289	1.5	21.8	92				
COSMOPOLITAN	7102	577	6.5	8.1	74	967	10.3	13.6	117	1890	9.8	26.6	112				
COUNTRY LIVING	2481	*238	2.7	9.6	87	337	3.6	13.6	117	693	3.6	27.9	117				
CUISINE	1472	*177	2.0	12.0	109	*240	2.6	16.3	141	410	2.1	27.9	117				
CYCLE WORLD	425	**138	1.5	32.5	295	**42	0.4	9.9	85	**167	0.9	39.3	165				
DCI:CREATIVE IDEAS FOR LIV	2510	*249	2.8	9.9	90	389	4.1	15.5	134	768	4.0	30.6	128				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	840	9.4	12.5	114	858	9.1	12.8	110	2078	10.8	31.0	130				
DISCOVER	894	**58	0.7	6.5	59	**104	1.1	11.6	100	*180	0.9	20.1	84				
EBONY	3507	504	5.6	14.4	130	253	2.7	7.2	62	541	2.8	15.4	65				
ESQUIRE	1083	*164	1.8	15.1	137	*114	1.2	10.5	91	*179	0.9	16.5	69				
ESSENCE	1830	293	3.3	16.0	145	*136	1.4	7.4	64	268	1.4	14.6	61				
FAMILY CIRCLE	15930	1886	21.1	11.8	107	2262	24.1	14.2	122	4315	22.4	27.1	114				
THE FAMILY HANDYMAN	1126	*233	2.6	20.7	188	*244	2.6	21.7	187	383	2.0	34.0	143				
FAMILY WEEKLY	11468	1299	14.6	11.3	103	1579	16.8	13.8	119	3097	16.0	27.0	113				
FIELD & STREAM	2234	425	4.8	19.0	173	*224	2.4	10.0	86	675	3.5	30.2	127				
FOOD & WINE	579	**73	0.8	12.6	114	**77	0.8	13.3	115	*151	0.8	26.1	109				
FORBES	728	**77	0.9	10.6	96	**128	1.4	17.6	152	*181	0.9	24.9	104				
FORTUNE	906	**114	1.3	12.6	114	**129	1.4	14.2	123	*209	1.1	23.1	97				
GENTLEMEN'S QUARTERLY	791	**164	1.8	20.7	188	**131	1.4	16.6	143	*145	0.8	18.3	77				
GLAMOUR	5265	581	6.5	11.0	100	806	8.6	15.3	132	1515	7.8	28.8	121				
GOLF DIGEST	636	**58	0.7	9.1	83	**112	1.2	17.6	152	*231	1.2	36.3	152				
GOLF DIGEST/TENNIS (GROSS)	1186	**109	1.2	9.2	83	*224	2.4	18.9	163	357	1.8	30.1	126				
GOLF MAGAZINE	441	**12	0.1	2.7	25	**81	0.9	18.4	158	*175	0.9	39.7	167				
GOLF MAGAZINE/SKI (GROSS)	922	**54	0.6	5.9	53	**127	1.4	13.8	119	*261	1.4	28.3	119				
GOOD HOUSEKEEPING	16487	2076	23.3	12.6	114	2426	25.8	14.7	127	4839	25.1	29.4	123				
HARPER'S BAZAAR	2423	282	3.2	11.6	106	383	4.1	15.8	136	716	3.7	29.6	124				
HEALTH	1994	307	3.4	15.4	140	*349	3.7	17.5	151	630	3.3	31.6	133				
HEARST MAG CORP. BUY (GROSS)	44101	5098	57.1	11.6	105	6381	67.9	14.5	125	12731	66.0	28.9	121				
HEARST MAN POWER (GROSS)	1993	*268	3.0	13.4	122	351	3.7	17.6	152	691	3.6	34.7	145				
HEARST WOMAN POWER (GROSS)	31274	3657	41.0	11.7	106	4550	48.4	14.5	125	8949	46.4	28.6	120				
HOUSE BEAUTIFUL	3623	401	4.5	11.1	100	458	4.9	12.6	109	994	5.1	27.4	115				
INC.	283	**55	0.6	19.4	176	**68	0.7	24.0	207	**99	0.5	35.0	147				
JET	2928	484	5.4	16.5	150	*177	1.9	6.0	52	469	2.4	16.0	67				
LADIES' HOME JOURNAL	11918	1476	16.5	12.4	112	1738	18.5	14.6	126	3182	16.5	26.7	112				
LHJ FAMILY GRP COMBO(GROSS)	16764	2145	24.0	12.8	116	2535	27.0	15.1	130	4472	23.2	26.7	112				
LIFE	4254	564	6.3	13.3	120	500	5.3	11.8	101	1057	5.5	24.8	104				
L.A. TIMES HOME MAGAZINE	1145	**104	1.2	9.1	82	**132	1.4	11.5	99	322	1.7	28.1	118				
MADMOISELLE	2884	311	3.5	10.8	98	472	5.0	16.4	141	790	4.1	27.4	115				
MC CALL'S	13460	1945	21.8	14.5	131	1890	20.1	14.0	121	3762	19.5	27.9	117				
MC CALL'S/MRK MOTHER (GROSS)	14606	2094	23.5	14.3	130	2083	22.2	14.3	123	3975	20.6	27.2	114				
MECHANIX ILLUSTRATED	772	*149	1.7	19.3	175	**131	1.4	17.0	146	*258	1.3	33.4	140				
METROPOLITAN HOME	967	**118	1.3	12.2	111	*170	1.8	17.6	152	*266	1.4	27.5	115				
MONEY	1588	*208	2.3	13.1	119	260	2.8	16.4	141	450	2.3	28.3	119				
MOTHER EARTH NEWS	1002	*113	1.3	11.3	102	*164	1.7	16.4	141	284	1.5	28.3	119				
MS.	825	*148	1.7	17.9	163	*97	1.0	11.8	101	*191	1.0	23.2	97				
NATIONAL ENQUIRER	10336	1300	14.6	12.6	114	1295	13.8	12.5	108	2612	13.5	25.3	106				
NATIONAL GEOGRAPHIC	9597	1155	12.9	12.0	109	1441	15.3	15.0	129	2602	13.5	27.1	114				
NATIONAL SUNDAY MAGAZINE PKG	49558	5709	64.0	11.5	105	6174	65.7	12.5	107	12746	66.0	25.7	108				
NATURAL HISTORY	573	**85	1.0	14.8	135	**45	0.5	7.9	68	**147	0.8	25.7	108				
NEW WOMAN	1699	*176	2.0	10.4	94	*210	2.2	12.4	107	393	2.0	23.1	97				
NEW YORK INCLUDING CUE	443	**28	0.3	6.3	57	**13	0.1	2.9	25	**49	0.3	11.1	46				
THE NEW YORKER	1270	*138	1.5	10.9	99	*191	2.0	15.0	130	301	1.6	23.7	99				
NEWSWEEK	6277	729	8.2	11.6	105	891	9.5	14.2	122	1629	8.4	26.0	109				
THE N.Y. TIMES DAILY EDITION	1205	*143	1.6	11.9	108	*213	2.3	17.7	152	294	1.5	24.4	102				
THE N.Y. TIMES MAGAZINE	2081	*232	2.6	11.1	101	293	3.1	14.1	121	436	2.3	21.0	88				
OMNI	788	**96	1.1	12.2	111	**84	0.9	10.7	92	*145	0.8	18.4	77				
ON CABLE	1158	**97	1.1	8.4	76	**133	1.4	11.5	99	243	1.3	21.0	88				
1001 HOME IDEAS	2852	362	4.1	12.7	115	448	4.8	15.7	135	660	3.4	23.1	97				
ORGANIC GARDENING	1658	263	2.9	15.9	144	*163	1.7	9.8	85	505	2.6	30.5	128				
OUTDOOR LIFE	896	**116	1.3	12.9	118	**127	1.4	14.2	122	*246	1.3	27.5	115				
PARADE MAGAZINE	24275	3038	34.0	12.5	114	2928	31.2	12.1	104	6417	33.2	26.4	111				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	8923	100.0	11.0	100	9395	100.0	11.6	100	19301	100.0	23.8	100				
PARENTS	3845	504	5.6	13.1	119	489	5.2	12.7	110	1005	5.2	26.1	110				
PENTHOUSE	831	**129	1.4	15.5	141	*162	1.7	19.5	168	*185	1.0	22.3	93				
PEOPLE	11645	1407	15.8	12.1	110	1544	16.4	13.3	114	3228	16.7	27.7	116				
PLAYBOY	2006	*164	1.8	8.2	74	*252	2.7	12.6	108	456	2.4	27.7	95				
POPULAR HOT RODDING	297	**15	0.2	5.1	46	**45	0.5	15.2	131	**94	0.5	31.6	133				
POPULAR MECHANICS	1018	**144	1.6	14.1	128	*223	2.4	21.9	189	*417	2.2	41.0	172				
POPULAR SCIENCE	878	**123	1.4	14.0	127	**111	1.2	12.6	109	*266	1.0	30.3	127				
PREVENTION	3913	605	6.8	15.5	140	543	5.8	13.9	120	963	5.0	24.6	103				
PSYCHOLOGY TODAY	1710	*168	1.9	9.8	89	228	2.4	13.3	115	427	2.2	25.0	105				
READER'S DIGEST	22204	2629	29.5	11.8	107	2890	30.8	13.0	112	6081	31.5	27.4	115				
REDBOOK	7684	1004	11.3	13.1	119	1158	12.3	15.1	130	2219	11.5	28.9	121				
ROAD & TRACK	410	**15	0.2	3.7	33	**54	0.6	13.2	114	**110	0.6	26.8	113				
ROLLING STONE	969	**108	1.2	11.1	101	*166	1.8	17.1	148	297	1.5	30.7	129				
RUNNER'S WORLD	298	**11	0.1	3.7	34	**61	0.6	20.5	176	**76	0.4	25.5	107				
SATURDAY EVENING POST	1169	*180	2.0	15.4	140	*168	1.8	14.4	124	350	1.8	29.9	126				
SCIENCE 84	587	**68	0.8	11.6	105	**74	0.8	12.6	109	*197	1.0	33.6	141				
SCIENCE DIGEST	482	**53	0.6	11.0	100	*72	0.8	14.9	129	*100	0.5	20.7	87				
SCIENTIFIC AMERICAN	594	**35	0.4	5.9	53	**89	0.9	15.0	129	*116	0.6	19.5	82				
SELF	2089	*144	1.6	6.9	63	290	3.1	13.9	120	603	3.1	28.9	121				
SEVENTEEN	2411	*214	2.4	8.9	81	296	3.2	12.3	106	550	2.8	28.9	96				
SKI	480	**42	0.5	8.8	79	**46	0.5	9.6	83	**87	0.5	18.1	76				
SMITHSONIAN	2760	256	2.9	9.3	84	223	2.4	8.1	70	727	3.8	26.3	111				
SOAP OPERA DIGEST	3013	454	5.1	15.1	137	382	4.1	12.7	109	637	3.3	21.1	89				
SOUTHERN LIVING	4184	592	6.6	14.1	128	468	5.0	11.2	96	1310	6.8	31.3	131				
SPORT	559	**89	1.0	15.9	145	**53	0.6	9.5	82	*191	1.0	34.2	143				
THE SPORTING NEWS	436	**62	0.7	14.2	129	**84	0.9	19.3	166	**143	0.7	32.8	138				
SPORTS AFIELD	493	**71	0.8	14.4	131	**56	0.6	11.4	98	*174	0.9	35.3	148				
SPORTS ILLUSTRATED	2758	352	3.9	12.8	116	323	3.4	11.7	101	670	3.5	24.3	102				
STAR	7456	996	11.2	13.4	121	945	10.1	12.7	109	1691	8.8	22.7	95				
SUNDAY	24936	2856	32.0	11.5	104	3246	34.6	13.0	112	6127	31.7	24.6	103				
SUNSET	2124	318	3.6	15.0	136	*265	2.8	12.5	108	826	4.3	38.9	163				
TV GUIDE	21661	2657	29.8	12.3	111	2646	28.2	12.2	105	5398	28.0	24.9	105				
TENNIS	550	**51	0.6	9.3	84	**112	1.2	20.4	176	**126	0.7	22.9	96				
TIME	8880	1152	12.9	13.0	118	1326	14.1	14.9	129	2450	12.7	27.6	116				
TOWN & COUNTRY	917	**90	1.0	9.8	89	**112	1.2	12.2	105	247	1.3	26.9	113				
TRAVEL & LEISURE	972	*197	2.2	20.3	184	*105	1.1	10.8	93	227	1.2	23.4	98				
TRUE STORY	3356	445	5.0	13.3	120	375	4.0	11.2	96	631	3.3	18.8	79				
U.S. NEWS & WORLD REPORT	3410	340	3.8	10.0	90	373	4.0	10.9	94	1020	5.3	29.9	126				
USA TODAY	1759	*227	2.5	12.9	117	306	3.3	17.4	150	597	3.1	33.9	142				
US	1873	*293	3.3	15.6	142	*255	2.7	13.6	117	470	2.4	25.1	105				
VOGUE	3909	542	6.1	13.9	126	568	6.0	14.5	125	1148	5.9	29.4	123				
WALL STREET JOURNAL	1886	*221	2.5	11.7	106	249	2.7	13.2	114	575	3.0	30.5	128				
WEIGHT WATCHERS	2120	265	3.0	12.5	113	303	3.2	14.3	123	493	2.6	23.3	98				
WOMAN'S DAY	14172	1772	19.9	12.5	113	2087	22.2	14.7	127	3962	20.5	28.0	117				
WORKING MOTHER	1146	*149	1.7	13.0	118	*193	2.1	16.8	145	*213	1.1	18.6	78				
WORKING WOMAN	1322	*173	1.9	13.1	119	*161	1.7	12.2	105	322	1.7	24.4	102				
WORLD TENNIS	*163	**15	0.2	9.2	84	*12	0.1	7.4	63	**43	0.2	26.4	111				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	470	5.3	18.6	168	291	3.1	11.5	99	536	2.8	21.2	89				
BLAIR INSERTS	43657	5040	56.5	11.5	105	5426	57.8	12.4	107	10952	56.7	25.1	105				
DAILY NEWSPAPERS																	
READ ANY	51633	6082	68.2	11.8	107	6494	69.1	12.6	108	12836	66.5	24.9	104				
READ ONE	43463	5063	56.7	11.6	106	5384	57.3	12.4	107	10657	55.2	24.5	103				
READ TWO OR MORE	8170	1019	11.4	12.5	113	1110	11.8	13.6	117	2180	11.3	26.7	112				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6058	67.9	11.5	104	6605	70.3	12.5	108	13352	69.2	25.3	106				
READ ONE	46126	5147	57.7	11.2	101	5635	60.0	12.2	105	11496	59.6	24.9	105				
READ TWO OR MORE	6552	911	10.2	13.9	126	970	10.3	14.8	128	1856	9.6	28.3	119				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.33				29.63				27.62							
30 DAY REACH	71455	7899	88.5	11.1	100	8521	90.7	11.9	103	17370	90.0	24.3	102				
50 SHWG - 30 DAY AV FREQ	14.56	14.05				15.58				14.57							
30 DAY REACH	67742	7402	83.0	10.9	99	8115	86.4	12.0	103	16462	85.3	24.3	102				
25 SHWG - 30 DAY AV FREQ	7.94	7.64				8.33				7.87							
30 DAY REACH	62117	6816	76.4	11.0	100	7612	81.0	12.3	106	15244	79.0	24.5	103				
CABLE TV: HOME WIRED	32077	3810	42.7	11.9	108	4560	48.5	14.2	123	8618	44.7	26.9	113				
HOME NOT WIRED	48909	5113	57.3	10.5	95	4834	51.5	9.9	85	10684	55.4	21.8	92				
HAVE PAY CABLE	15935	1752	19.6	11.0	100	2488	26.5	15.6	135	4510	23.4	28.3	119				

	TOTAL U.S. '000	A '000	MISK B % DOWN	C % ACROSS	D % INDX	A '000	ALL SHOUT B % DOWN	C % ACROSS	D % INDX	A '000	ALL SPRAY N' WASH B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	8923	100.0	11.0	100	9395	100.0	11.6	100	19301	100.0	23.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5015	56.2	11.4	104	5600	59.6	12.8	110	11228	58.2	25.6	107				
10:00 AM - 3:00 PM	30659	3695	41.4	12.1	109	3683	39.2	12.0	104	7471	38.7	24.4	102				
3:00 PM - 7:00 PM	31045	3479	39.0	11.2	102	4039	43.0	13.0	112	7837	40.6	25.2	106				
7:00 PM - MIDNIGHT	15767	1898	21.3	12.0	109	1885	20.1	12.0	103	3821	19.8	24.2	102				
MIDNIGHT - 6:00 AM	9120	946	10.6	10.4	94	1211	12.9	13.3	114	2321	12.0	25.4	107				
6:00 AM - MIDNIGHT	58527	6761	75.8	11.6	105	7249	77.2	12.4	107	14576	75.5	24.9	104				
ENTIRE DAY	59311	6804	76.3	11.5	104	7379	78.5	12.4	107	14762	76.5	24.9	104				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1903	21.3	11.8	107	2239	23.8	13.8	119	4301	22.3	26.6	112				
ALL NEWS	2256	*284	3.2	12.6	114	280	3.0	12.4	107	523	2.7	23.2	97				
AOR/PROGRESSIVE	3874	442	5.0	11.4	104	472	5.0	12.2	105	890	4.6	23.0	96				
BEAUTIFUL MUSIC	5660	682	7.6	12.0	109	730	7.8	12.9	111	1591	8.2	28.1	118				
BLACK	2204	239	2.7	10.8	98	346	3.7	15.7	135	484	2.5	22.0	92				
CLASSICAL	1418	*191	2.1	13.5	122	*152	1.6	10.7	92	417	2.2	29.4	123				
CHR/ROCK	9538	994	11.1	10.4	95	1464	15.6	15.3	132	2184	11.3	22.9	96				
COUNTRY	12648	1485	16.6	11.7	107	1526	16.2	12.1	104	3405	17.6	26.9	113				
GOLDEN OLDIES	1191	**92	1.0	7.7	70	*84	0.9	7.1	61	*245	1.3	20.6	86				
MOR/NOSTALGIA	4757	650	7.3	13.7	124	721	7.7	15.2	131	1343	7.0	28.2	118				
NEWS/TALK	3863	382	4.3	9.9	90	461	4.9	11.9	103	958	5.0	24.8	104				
RELIGIOUS	3084	421	4.7	13.7	124	260	2.8	8.4	73	547	2.8	17.7	74				
SOFT ROCK	521	**20	0.2	3.8	35	*29	0.3	5.6	48	*89	0.5	17.1	72				
URBAN CONTEMPORARY	1585	*261	2.9	16.5	149	*160	1.7	10.1	87	*208	1.1	13.1	55				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	378	4.2	11.6	105	482	5.1	14.8	127	647	3.4	19.8	83				
ABC DIRECTION	2316	257	2.9	11.1	101	385	4.1	16.6	143	589	3.1	25.4	107				
ABC ENTERTAINMENT	4834	543	6.1	11.2	102	570	6.1	11.8	102	1117	5.8	23.1	97				
ABC FM	2202	*202	2.3	9.2	83	312	3.3	14.2	122	413	2.1	18.8	79				
ABC INFORMATION	5425	668	7.5	12.3	112	681	7.2	12.6	108	1534	7.9	28.3	119				
ABC ROCK	1677	*253	2.8	15.1	137	295	3.1	17.6	152	356	1.8	21.2	89				
CBS	4430	503	5.6	11.4	103	633	6.7	14.3	123	1206	6.2	27.2	114				
MUTUAL	4992	664	7.4	13.3	121	713	7.6	14.3	123	1256	6.5	25.2	106				
NBC	4679	600	6.7	12.8	116	578	6.2	12.4	106	1224	6.3	26.2	110				
RADIORADIO	1994	*205	2.3	10.3	93	*245	2.6	12.3	106	597	3.1	29.9	126				
RKO ONE	2298	*179	2.0	7.8	71	385	4.1	16.8	144	526	2.7	22.9	96				
RKO TWO	3311	410	4.6	12.4	112	378	4.0	11.4	98	761	3.9	23.0	96				
THE SOURCE	2114	*230	2.6	10.9	99	*235	2.5	11.1	96	435	2.3	20.6	86				
NON-WIRED: BLAIR	8654	1020	11.4	11.8	107	1095	11.7	12.7	109	2355	12.2	27.2	114				
INTERNET	12025	1371	15.4	11.4	103	1619	17.2	13.5	116	3008	15.6	25.0	105				
KATZ RADIO GROUP	15359	1853	20.8	12.1	109	1780	18.9	11.6	100	3836	19.9	25.0	105				
SUPERNET	10628	1176	13.2	11.1	100	1511	16.1	14.2	123	2913	15.1	27.4	115				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1163	13.0	13.4	122	944	10.0	10.9	94	1966	10.2	22.7	95				
WKDAY 9:00 AM - 1:00 PM	12163	1472	16.5	12.1	110	1343	14.3	11.0	95	2618	13.6	21.5	90				
WKDAY 1:00 PM - 4:30 PM	16150	1907	21.4	11.8	107	1743	18.6	10.8	93	3476	18.0	21.5	90				
WKDAY 4:30 PM - 7:30 PM	22463	2606	29.2	11.6	105	2596	27.6	11.6	100	5011	26.0	22.3	94				
WKDAY 7:30 PM - 8:00 PM	31795	3610	40.5	11.4	103	3561	37.9	11.2	97	7472	38.7	23.5	99				
WKDAY 11:00 PM - 11:30 PM	23977	2962	33.2	12.4	112	2953	31.4	12.3	106	5905	30.6	24.6	103				
WKDAY 11:30 PM - 1:00 AM	7703	1004	11.3	13.0	118	1021	10.9	13.3	114	1915	9.9	24.9	104				
M-SAT 8-11 PM-SUN 7-11 PM	33800	3938	44.1	11.7	106	3909	41.6	11.6	100	8255	42.8	24.4	102				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	912	10.2	13.9	127	874	9.3	13.4	115	1469	7.6	22.5	94				
ANOTHER WORLD	N 4620	496	5.6	10.7	97	477	5.1	10.3	89	1010	5.2	21.9	92				
AS THE WORLD TURNS	C 5614	599	6.7	10.7	97	449	4.8	8.0	69	1133	5.9	20.2	85				
CAPITOL	C 3396	421	4.7	12.4	113	288	3.1	8.5	73	634	3.3	18.7	78				
CBS MORN. NEWS 1	C 1446	239	2.7	16.5	150	126	1.3	8.7	75	285	1.5	19.7	83				
CBS MORN. NEWS 2	C 1207	168	1.9	13.9	126	99	1.1	8.2	71	223	1.2	18.5	78				
DAYS OF OUR LIVES	N 5877	623	7.0	10.6	96	601	6.4	10.2	88	1324	6.9	22.5	95				
FACTS OF LIFE - DAYTIME	N 2290	262	2.9	11.4	104	251	2.7	11.0	94	422	2.2	18.4	77				
FAMILY FEUD	A 3023	371	4.2	12.3	111	272	2.9	9.0	78	557	2.9	18.4	77				
GENERAL HOSPITAL	A 6097	826	9.3	13.5	123	762	8.1	12.5	108	1404	7.3	23.0	97				
GOOD MORNING, AMERICA-730	A 3515	455	5.1	12.9	117	449	4.8	12.8	110	813	4.2	23.1	97				
GOOD MORNING, AMERICA-830	A 2818	385	4.3	13.7	124	349	3.7	12.4	107	687	3.6	24.4	102				
GUIDING LIGHT	C 5339	616	6.9	11.5	105	482	5.1	9.0	78	1048	5.4	19.6	82				
ONE LIFE TO LIVE	A 4478	546	6.1	12.2	111	472	5.0	10.5	91	999	5.2	22.3	94				
PRESS YOUR LUCK	C 2244	309	3.5	13.8	125	216	2.3	9.6	83	469	2.4	20.9	88				
PRICE IS RIGHT 1	C 4348	543	6.1	12.5	113	508	5.4	11.7	101	809	4.2	18.6	78				
PRICE IS RIGHT 2	C 5014	589	6.6	11.7	107	524	5.6	10.5	90	997	5.2	19.9	83				
RYAN'S HOPE	A 3150	441	4.9	14.0	127	357	3.8	11.3	98	614	3.2	19.5	82				
SALE OF THE CENTURY	N 2695	326	3.7	12.1	110	273	2.9	10.1	87	523	2.7	19.4	81				
SEARCH FOR TOMORROW	N 2319	258	2.9	11.1	101	224	2.4	9.7	83	505	2.6	21.8	91				
TODAY SHOW 1	N 2693	376	4.2	14.0	127	330	3.5	12.3	106	611	3.2	22.7	95				
TODAY SHOW 2	N 2498	339	3.8	13.6	123	266	2.8	10.6	92	508	2.6	20.3	85				
\$25,000 PYRAMID	C 2753	386	4.3	14.0	127	263	2.8	9.6	82	492	2.5	17.9	75				
WHEEL OF FORTUNE	N 4388	462	5.2	10.5	96	476	5.1	10.8	94	1027	5.3	23.4	98				
YOUNG AND THE RESTLESS	C 5695	685	7.7	12.0	109	531	5.7	9.3	80	1178	6.1	20.7	87				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	251	2.8	14.3	129	205	2.2	11.6	100	431	2.2	24.5	103				
NBA PLAYOFF GAME -1 C	1136	267	3.0	23.5	213	*93	1.0	8.2	71	217	1.1	19.1	80				
NBC MAJOR LEAGUE PRE-GAME N	953	**115	1.3	12.1	110	**92	1.0	9.7	83	*159	0.8	16.7	70				
SPORTSWORLD - SUN N	1233	*173	1.9	14.0	127	*185	2.0	15.0	129	314	1.6	25.5	107				
SUNDAY MORNING C	1611	227	2.5	14.1	128	181	1.9	11.2	97	374	1.9	23.2	97				

		TOTAL	MISK				ALL SHOUT				ALL SPRAY N' MASH							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEOWNERS		80986	8923	100.0	11.0	100	9395	100.0	11.6	100	19301	100.0	23.8	100				
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	3145	35.2	12.1	110	3017	32.1	11.6	100	5873	30.4	22.5	95				
NETWORK AFFILIATES - LATE		20261	2502	28.0	12.3	112	2519	26.8	12.4	107	5016	26.0	24.8	104				
INDEPENDENTS - LATE		2076	298	3.3	14.4	130	219	2.3	10.5	91	515	2.7	24.8	104				
TV EVENING NTHK 6 PM - 2 AM																		
A TEAM	N	10453	1264	14.2	12.1	110	1029	11.0	9.8	85	2392	12.4	22.9	96				
ABC MONDAY NIGHT MOVIE	A	6412	647	7.3	10.1	92	901	9.6	14.1	121	1625	8.4	25.3	106				
ABC SUNDAY NIGHT MOVIE	A	12407	1380	15.5	11.1	101	1311	14.0	10.6	91	2933	15.2	23.6	99				
ABC WORLD NEWS TONIGHT	A	6176	650	7.3	10.5	96	772	8.2	12.5	108	1436	7.4	23.3	98				
AFTERMASH	C	5863	604	6.8	10.3	94	662	7.0	11.3	97	1485	7.7	25.3	106				
ALICE	C	9594	1012	11.3	10.5	96	984	10.5	10.3	88	2255	11.7	23.5	99				
AMERICAN PARADE	C	6622	822	9.2	12.4	113	837	8.9	12.6	109	1575	8.2	23.8	100				
BENSON	A	10886	1291	14.5	11.9	108	1266	13.5	11.6	100	2541	13.2	23.3	98				
BLUE THUNDER	A	5036	761	8.5	15.1	137	498	5.3	9.9	85	1185	6.1	23.5	99				
CAGNEY & LACEY	C	9965	1049	11.8	10.5	96	1114	11.9	11.2	96	2198	11.4	22.1	93				
CBS EVENING NEWS-DEAN	C	3491	497	5.6	14.2	129	387	4.1	11.1	96	886	4.6	25.4	106				
CBS EVENING NEWS-RATHER	C	7123	912	10.2	12.8	116	865	9.2	12.1	105	1661	8.6	23.3	98				
CBS SAT. NEWS-SCHIEFFER	C	3621	461	5.2	12.7	116	378	4.0	10.4	90	948	4.9	26.2	110				
CBS SATURDAY NIGHT MOVIE	C	5436	692	7.8	12.7	116	590	6.3	10.9	94	1225	6.3	22.5	95				
CBS WEDNESDAY NIGHT MOVIE	C	6100	565	6.3	9.3	84	730	7.8	12.0	103	1379	7.1	22.6	95				
CHEERS	N	8889	1203	13.5	13.5	123	1198	12.8	13.5	116	2301	11.9	25.9	109				
DALLAS	C	22109	2295	25.7	10.4	94	2793	29.7	12.6	109	5598	29.0	25.3	106				
DIFF'RENT STROKES	N	6940	839	9.4	12.1	110	900	9.6	13.0	112	1658	8.6	23.9	100				
DOUBLE TROUBLE	N	7223	917	10.3	12.7	115	885	9.4	12.3	106	1841	9.5	25.5	107				
DUCK FACTORY	N	5595	743	8.3	13.3	121	806	8.6	14.4	124	1476	7.6	26.4	111				
DUKES OF HAZZARD	C	5768	635	7.1	11.0	100	691	7.4	12.0	103	1337	6.9	23.2	97				
DYNASTY	A	20053	2400	26.9	12.0	109	2205	23.5	11.0	95	4923	25.5	24.5	103				
FACTS OF LIFE	N	8087	991	11.1	12.3	111	1024	10.9	12.7	109	1899	9.8	23.5	99				
FALCON CREST	C	20046	2142	24.0	10.7	97	2517	26.8	12.6	108	5074	26.3	25.3	106				
FALL GUY	A	9084	1134	12.7	12.5	113	961	10.2	10.6	91	2111	10.9	23.2	98				
FAMILY TIES	N	7964	1000	11.2	12.6	114	911	9.7	11.4	99	1842	9.5	23.1	97				
FANTASY ISLAND	A	7687	784	8.8	10.2	93	835	8.9	10.9	94	1901	9.8	24.7	104				
FOULUPS,BLEEPERS & BLUNDERS	A	8861	985	11.0	11.1	101	990	10.5	11.2	96	1999	10.4	22.6	95				
FOUR SEASONS	C	5095	531	6.0	10.4	95	596	6.3	11.7	101	1290	6.7	25.3	106				
GIMME A BREAK	N	8838	1093	12.2	12.4	112	937	10.0	10.6	91	1812	9.4	20.5	86				
HART TO HART	A	8978	1049	11.8	11.7	106	1058	11.3	11.8	102	2259	11.7	25.2	106				
HILL STREET BLUES	N	8590	1007	11.3	11.7	106	1161	12.4	13.5	117	2238	11.6	26.1	109				
HOTEL	A	14085	1665	18.7	11.8	107	1726	18.4	12.3	106	3447	17.9	24.5	103				
JEFFERSONS	C	9360	999	11.2	10.7	97	1070	11.4	11.4	99	2123	11.0	22.7	95				
JENNIFER SLEPT HERE	N	5841	677	7.6	11.6	105	735	7.8	12.6	108	1448	7.5	24.8	104				
KATE & ALLIE	C	9206	1087	12.2	11.8	107	1119	11.9	12.2	105	2313	12.0	25.1	105				
KNIGHT RIDER	N	7076	806	9.0	11.4	103	708	7.5	10.0	86	1709	8.9	24.2	101				
LOVE BOAT	A	12219	1359	15.2	11.1	101	1286	13.7	10.5	91	3095	16.0	25.3	106				
MAGNUM PI	C	11199	1163	13.0	10.4	94	1259	13.4	11.2	97	2618	13.6	23.4	98				
MAMA'S FAMILY	N	6057	720	8.1	11.9	108	770	8.2	12.7	110	1582	8.2	26.1	110				
MASTER, THE	N	3598	507	5.7	14.1	128	383	4.1	10.6	92	775	4.0	21.5	90				
MATT HOUSTON	A	6344	922	10.3	14.5	132	707	7.5	11.1	96	1499	7.8	23.6	99				
NBC MONDAY NIGHT MOVIE	N	11994	1191	13.3	9.9	90	1299	13.8	10.8	93	2650	13.7	22.1	93				
NBC NIGHTLY NEWS	N	5132	576	6.5	11.2	102	531	5.7	10.3	89	1167	6.0	22.7	95				
NBC NIGHTLY NEWS-SAT	N	3375	399	4.5	11.8	107	359	3.8	10.6	92	821	4.3	24.3	102				
NBC NIGHTLY NEWS-SUN	N	3130	379	4.2	12.1	110	349	3.7	11.2	96	631	3.3	20.2	85				
NBC SUNDAY NIGHT MOVIE	N	8284	1154	12.9	13.9	126	853	9.1	10.3	89	2008	10.4	24.2	102				
NEWMART	C	9240	1149	12.9	12.4	113	1094	11.6	11.8	102	2190	11.3	23.7	99				
ONE DAY AT A TIME	C	7288	798	8.9	10.9	99	752	8.0	10.3	89	1534	7.9	21.0	88				
PEOPLE ARE FUNNY	N	4855	624	7.0	12.9	117	562	6.0	11.6	100	1220	6.3	25.1	105				
REAL PEOPLE	N	8869	1089	12.2	12.3	111	948	10.1	10.7	92	2026	10.5	22.8	96				
REMINGTON STEELE	N	7743	937	10.5	12.1	110	806	8.6	10.4	90	1714	8.9	22.1	93				
RIPLEY'S BELIEVE IT - NOT	A	5345	554	6.2	10.4	94	669	7.1	12.5	108	1285	6.7	24.0	101				
RIPTIDE	N	6988	826	9.3	11.8	107	777	8.3	11.1	96	1651	8.6	23.6	99				
SCARECROW & MRS. KING	C	10002	1035	11.6	10.3	94	1041	11.1	10.4	90	2242	11.6	22.4	94				
SIMON & SIMON	C	10638	1146	12.8	10.8	98	1150	12.2	10.8	93	2488	12.9	23.4	98				
60 MINUTES	C	13293	1538	17.2	11.6	105	1483	15.8	11.2	96	3386	17.5	25.5	107				
ST. ELSEWHERE	N	7017	804	9.0	11.5	104	989	10.5	14.1	121	1803	9.3	25.7	108				
THREE'S COMPANY	A	10917	1224	13.7	11.2	102	1270	13.5	11.6	100	3002	15.6	27.5	115				
T.J. HOOKER	A	9204	1089	12.2	11.8	107	875	9.3	9.5	82	2193	11.4	23.8	100				
TONIGHT SHOW	N	2372	314	3.5	13.2	120	362	3.9	15.3	132	633	3.3	26.7	112				
TRAPPER JOHN, M.D.	C	9846	974	10.9	9.9	90	1010	10.8	10.3	88	2205	11.4	22.4	94				
TV BLOOPERS & PRAC. JOKES	N	9105	1090	12.2	12.0	109	1063	11.3	11.7	101	2204	11.4	24.2	102				
20/20	A	9387	1151	12.9	12.3	111	1087	11.6	11.6	100	2335	12.1	24.9	104				
WEBSTER	A	11067	1203	13.5	10.9	99	1348	14.3	12.2	105	2627	13.6	23.7	100				
WORLD NEWS - SUN	A	3062																

FABRIC SOFTENERS

BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-18

		'000	%	UNWEIGHTED	
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?					
	YES	57158	70.6	6472	
	NO	23828	29.4	2963	
		ALL		SOLE	
		'000	%	'000	%
		PRIMARY		SECONDARY	
		'000	%	'000	%
IF YES					
3B. HOW ARE THEY USED BY YOUR HOUSEHOLD?					
IN THE WASH CYCLE		5880	7.3	3084	3.8
IN THE RINSE CYCLE		27196	33.6	17559	21.7
IN THE DRYER		33682	41.6	22887	28.3
DO NOT KNOW		2260	2.8		
3C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?					
Bounce		25727	31.8	10581	13.1
CLING FREE SPRAY		1433	1.8	206	.3
CLING FREE SHEETS		10873	13.4	2724	3.4
Downy		21638	26.7	9879	12.2
EASY MONDAY		1081	1.3	234	.3
FINAL TOUCH		8891	11.0	2250	2.8
FREE'N SOFT		2562	3.2	849	1.0
MU-SOFT		945	1.2	279	.3
RAIN BARREL		844	1.0	304	.4
STA-PUF LIQUID		2600	3.2	732	.9
STA-PUF SHEETS		2110	2.6	292	.4
SWEETHEART		707	.9	167	.2
TOSS'N SOFT		2198	2.7	490	.6
TWENTY MULE TEAM BORAX		490	.6	10	*
OTHER BRANDS		9535	11.8	4283	5.3
DO NOT KNOW		466	.6		
		'000	%	UNWEIGHTED	
3D. ABOUT HOW MANY WASHLOADS USING FABRIC SOFTENERS WERE DONE BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?					
TEN OR MORE	H	8969	11.1	861	
EIGHT OR NINE	H	5467	6.8	535	
SIX OR SEVEN	M	9178	11.3	973	
FIVE	M	5785	7.1	597	
FOUR	M	6231	7.7	730	
THREE	L	8562	10.6	1052	
TWO	L	6178	7.6	806	
ONE	L	4219	5.2	586	
NONE	L	2569	3.2	332	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX	'000	DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	57158	100.0	70.6	100	14436	100.0	17.8	100	21194	100.0	26.2	100	21528	100.0	26.6	100
18 - 24	9282	6412	11.2	69.1	98	1271	8.8	13.7	77	2759	13.0	29.7	114	2382	11.1	25.7	97
25 - 34	19072	13974	24.4	73.3	104	4170	28.9	21.9	123	5383	25.4	28.2	108	4421	20.5	23.2	87
35 - 44	14591	10956	19.2	75.1	106	4653	32.2	31.9	179	3612	17.0	24.8	95	2691	12.5	18.4	69
45 - 54	11345	8232	14.4	72.6	103	2206	15.3	19.4	109	3308	15.6	29.2	111	2718	12.6	24.0	90
55 - 64	11635	8180	14.3	70.3	100	1338	9.3	11.5	65	3282	15.5	28.2	108	3561	16.5	30.6	115
65 OR OLDER	15061	9403	16.5	62.4	88	798	5.5	5.3	30	2851	13.5	18.9	72	5755	26.7	38.2	144
18 - 34	28354	20386	35.7	71.9	102	5441	37.7	19.2	108	8142	38.4	28.7	110	6803	31.6	24.0	90
18 - 49	48339	35226	61.6	72.9	103	11389	78.9	23.6	132	13125	61.9	27.2	104	10712	49.8	22.2	83
25 - 54	45008	33162	58.0	73.7	104	11029	76.4	24.5	137	12303	58.0	27.3	104	9830	45.7	21.8	82
35 - 49	19985	14840	26.0	74.3	105	5948	41.2	29.8	167	4983	23.5	24.9	95	3909	18.2	19.6	74
50 OR OLDER	32647	21932	38.4	67.2	95	3047	21.1	9.3	52	8069	38.1	24.7	94	10816	50.2	33.1	125
GRADUATED COLLEGE	11155	7516	13.1	67.4	95	1817	12.6	16.3	91	2770	13.1	24.8	95	2929	13.6	26.3	99
ATTENDED COLLEGE	13682	10243	17.9	74.9	106	2889	20.0	21.1	118	4004	18.9	29.3	112	3350	15.6	24.5	92
GRADUATED HIGH SCHOOL	33880	25137	44.0	74.2	105	7302	50.6	21.6	121	9263	43.7	27.3	104	8573	39.8	25.3	95
DID NOT GRADUATE HIGH SCHOOL	22270	14262	25.0	64.0	91	2428	16.8	10.9	61	5158	24.3	23.2	89	6676	31.0	30.0	113
EMPLOYED	40306	29444	51.5	73.1	104	7818	54.2	19.4	109	11764	55.5	29.2	112	9862	45.8	24.5	92
EMPLOYED FULL-TIME	32850	23955	41.9	72.9	103	6109	42.3	18.6	104	9678	45.7	29.5	113	8169	37.9	24.9	94
EMPLOYED PART-TIME	7456	5489	9.6	73.6	104	1710	11.8	22.9	129	2086	9.8	28.0	107	1693	7.9	22.7	85
NOT EMPLOYED	40680	27714	48.5	68.1	97	6618	45.8	16.3	91	9431	44.5	23.2	89	11666	54.2	28.7	108
PROFESSIONAL/MANAGER	10392	7509	13.1	72.3	102	1866	12.9	18.0	101	2952	13.9	28.4	109	2692	12.5	25.9	97
TECH/CLERICAL/SALES	17574	13214	23.1	75.2	107	3836	26.6	21.8	122	5422	25.6	30.9	118	3956	18.4	22.5	85
PRECISION/CRAFT	985	584	1.0	59.3	84	**191	1.3	19.4	109	**225	1.1	22.8	87	**168	0.8	17.1	64
OTHER EMPLOYED	11354	8136	14.2	71.7	102	1925	13.3	17.0	95	3165	14.9	27.9	107	3046	14.1	26.8	101
SINGLE	9863	6171	10.8	62.6	89	571	4.0	5.8	32	2336	11.0	23.7	91	3264	15.2	33.1	124
MARRIED	51375	38049	66.6	74.1	105	11760	81.5	22.9	128	14526	68.5	28.3	108	11763	54.6	22.9	86
DIVORCED/SEPARATED/WIDOWED	19748	12937	22.6	65.5	93	2105	14.6	10.7	60	4332	20.4	21.9	84	6500	30.2	32.9	124
PARENTS	32590	24311	42.5	74.6	106	9865	68.3	30.3	170	8692	41.0	26.7	102	5754	26.7	17.7	66
WHITE	70416	51008	89.2	72.4	103	13580	94.1	19.3	108	19172	90.5	27.2	104	18257	84.8	25.9	98
BLACK	8778	5087	8.9	59.0	82	682	4.7	7.8	44	1819	8.6	20.7	79	2586	12.0	29.5	111
OTHER	1791	1063	1.9	59.4	84	**175	1.2	9.8	55	**203	1.0	11.3	43	*685	3.2	38.2	144
NORTHEAST-CENSUS	17786	11782	20.6	66.2	94	2967	20.6	16.7	94	3958	18.7	22.3	85	4857	22.6	27.3	103
NORTH CENTRAL	20741	16451	28.8	79.3	112	4998	34.6	24.1	135	6294	29.7	30.3	116	5159	24.0	24.9	94
SOUTH	27775	18511	32.4	66.6	94	3755	26.0	13.5	76	7330	34.6	26.4	101	7426	34.5	26.7	101
WEST	14683	10415	18.2	70.9	101	2716	18.8	18.5	104	3613	17.0	24.6	94	4085	19.0	27.8	105
NORTHEAST-MKTG.	17961	11525	20.2	64.2	91	2798	19.4	15.6	87	3770	17.8	21.0	80	4957	23.0	27.6	104
EAST CENTRAL	11885	9612	16.8	80.9	115	2712	18.8	22.8	128	3848	18.2	32.4	124	3052	14.2	25.7	97
WEST CENTRAL	14090	10939	19.1	77.6	110	3333	23.1	23.7	133	4054	19.1	28.8	110	3552	16.5	25.2	95
SOUTH	24081	16079	28.1	66.8	95	3347	23.2	13.9	78	6378	30.1	26.5	101	6355	29.5	26.4	99
PACIFIC	12969	9002	15.7	69.4	98	2246	15.6	17.3	97	3145	14.8	24.3	93	3611	16.8	27.8	105
COUNTY SIZE A	32439	22023	38.5	67.9	96	5116	35.4	15.8	88	7899	37.3	24.4	93	9007	41.8	27.8	104
COUNTY SIZE B	24915	18053	31.6	72.5	103	4798	33.2	19.3	108	6811	32.1	27.3	104	6445	29.9	25.9	97
COUNTY SIZE C	12930	9328	16.3	72.1	102	2468	17.1	19.1	107	3636	17.2	28.1	107	3224	15.0	24.9	94
COUNTY SIZE D	10703	7754	13.6	72.4	103	2054	14.2	19.2	108	2849	13.4	26.6	102	2852	13.2	26.6	100
METRO CENTRAL CITY	24518	16070	28.1	65.5	93	3842	26.6	15.7	88	5409	25.5	22.1	84	6819	31.7	27.8	105
METRO SUBURBAN	35919	26446	46.3	73.6	104	6703	46.4	18.7	105	10180	48.0	28.3	108	9564	44.4	26.6	100
NON METRO	20549	14642	25.6	71.3	101	3892	27.0	18.9	106	5606	26.5	27.3	104	5145	23.9	25.0	94
TOP 5 ADI'S	18341	12078	21.1	65.9	93	2791	19.3	15.2	85	3887	18.3	21.2	81	5400	25.1	29.4	111
TOP 10 ADI'S	25378	16736	29.3	65.9	93	3867	26.1	15.2	85	5726	27.0	22.6	86	7143	33.2	28.1	106
TOP 20 ADI'S	36488	24982	43.7	68.5	97	5803	40.2	15.9	89	8872	41.9	24.3	93	10307	47.9	28.2	106
HSGLD INC. \$50,000 OR MORE	6612	4914	8.6	74.3	105	1549	10.7	23.4	131	1799	8.5	27.2	104	1566	7.3	23.7	89
\$40,000 OR MORE	12659	9569	16.7	75.6	107	2906	20.1	23.0	129	3894	18.4	30.8	118	2770	12.9	21.9	82
\$30,000 OR MORE	24698	18551	32.5	75.1	106	6130	42.5	24.8	139	7197	34.0	29.1	111	5224	24.3	21.2	80
\$25,000 OR MORE	32077	24091	42.1	75.1	106	7843	54.3	24.5	137	9460	44.6	29.5	113	6788	31.5	21.2	80
\$20,000 - \$24,999	9144	6757	11.8	73.9	105	1948	13.5	21.3	120	2545	12.0	27.8	106	2265	10.5	24.8	93
\$15,000 - \$19,999	8728	6386	11.2	73.2	104	1521	10.5	17.4	98	2181	10.3	25.0	95	2684	12.5	30.8	116
\$10,000 - \$14,999	12562	8852	15.5	70.5	100	1735	12.0	13.8	77	3523	16.6	28.0	107	3595	16.7	28.6	106
UNDER \$10,000	18475	11072	19.4	59.9	85	1390	9.6	7.5	42	3486	16.4	18.9	72	6196	28.8	33.5	128
HOUSEHOLD OF 1 PERSON	11987	7223	12.6	60.3	85	436	3.0	3.6	20	1910	9.0	15.9	61	4878	22.7	40.7	153
2 PEOPLE	26577	18898	33.1	71.1	101	2019	14.0	7.6	43	7900	37.3	29.7	114	8979	41.7	33.8	127
3 OR 4 PEOPLE	30617	22310	39.0	72.9	103	7815	54.1	25.5	143	8921	42.1	29.1	111	5574	25.9	18.2	68
5 OR MORE PEOPLE	11804	8727	15.3	73.9	105	4167	28.9	35.3	198	2463	11.6	20.9	80	2097	9.7	17.8	67
NO CHILD IN HSHLD	46165	31349	54.8	67.9	96	4076	28.2	8.8	50	11919	56.2	25.8	99	15354	71.3	33.3	125
CHILD(REN) UNDER 2 YRS	5325	3933	6.9	73.9	105	1511	10.5	28.4	159	1452	6.9	27.3	104	970	4.5	18.2	69
2 - 5 YEARS	14221	10299	18.0	72.4	103	4001	27.7	28.1	158	3699	17.5	26.0	99	2599	12.1	18.3	69
6 - 11 YEARS	15117	11340	19.8	75.0	106	4912	34.0	32.5	182	3761	17.7	24.9	95	2667	12.4	17.6	66
12 - 17 YEARS	16611	12232	21.4	73.6	104	5398	37.4	32.5	182	4303	20.3	25.9	99	2531	11.8	15.2	57
RESIDENCE OWNED	55884	41207	72.1	73.7	104	11436	79.2	20.5	115	15388	72.6	27.5	105	14383	66.8	25.7	97
VALUE: \$50,000 OR MORE	31744	23415	41.0	73.8	105	7127	49.4	22.5	126	8466	39.9	26.7	102	7822	36.3	24.6	93
VALUE: UNDER \$50,000	24140	17792	31.1	73.7	104	4309	29.8	17.9	100	6922	32.7	28.7	110	6561	30.5	27.2	102

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS			80986	57158	100.0	70.6	100	14436	100.0	17.8	100	21194	100.0	26.2	100	21578	100.0	26.6	100
MAGAZINES	QUINTILE 1	15799	12184	21.3	77.1	109	3621	25.1	22.9	129	4720	22.3	29.9	114	3843	17.9	24.3	92	
	QUINTILE 2	17259	12482	21.8	72.3	102	3581	24.8	20.7	116	4759	22.5	27.6	105	4142	19.2	24.0	90	
	QUINTILE 3	13545	9610	16.8	70.9	101	2684	18.6	19.8	111	3525	16.6	26.0	99	3402	15.8	25.1	94	
	QUINTILE 4	15133	10573	18.5	69.9	99	2576	17.8	17.0	95	3726	17.6	24.6	94	4271	19.8	28.2	106	
	QUINTILE 5	19250	12311	21.5	64.0	91	1974	13.7	10.3	58	4465	21.1	23.2	89	5871	27.3	30.5	115	
NEWSPAPERS	QUINTILE 1	12413	8759	15.3	70.6	100	2383	16.5	19.2	108	3314	15.6	26.7	102	3063	14.2	24.7	93	
	QUINTILE 2	24116	17998	31.5	74.6	106	4658	32.3	19.3	108	7089	33.4	29.4	112	6251	29.0	25.9	98	
	QUINTILE 3	11261	8274	14.5	73.5	104	2338	16.2	20.8	116	2791	13.2	24.8	95	3144	14.6	27.9	101	
	QUINTILE 4	20255	14073	24.6	69.5	98	3388	23.5	16.7	94	4949	23.4	24.4	93	5736	26.6	28.3	107	
	QUINTILE 5	12940	8053	14.1	62.2	88	1668	11.6	12.9	72	3050	14.4	23.6	90	3336	15.5	25.8	97	
OUTDOOR	QUINTILE 1	14852	10825	18.9	72.9	103	2842	19.7	19.1	107	3999	18.9	26.9	103	3944	18.5	26.8	101	
	QUINTILE 2	15725	11213	19.6	71.3	101	2878	19.9	18.3	103	4170	19.7	26.5	101	4165	19.3	26.5	100	
	QUINTILE 3	16330	11645	20.4	71.3	101	3198	22.2	19.6	110	4365	20.6	26.7	102	4082	19.0	25.0	94	
	QUINTILE 4	16744	11486	20.1	68.6	97	2768	19.2	16.5	93	4534	21.4	27.1	103	4185	19.4	25.0	94	
	QUINTILE 5	17334	11989	21.0	69.2	98	2750	19.0	15.9	89	4127	19.5	23.8	91	5112	23.7	29.5	111	
RADIO-DRIVE TIME	QUINTILE 1	15911	11718	20.5	73.6	104	2884	20.0	18.1	102	4816	22.7	30.3	116	4018	18.7	25.3	95	
	QUINTILE 2	14837	10708	18.7	72.2	102	3008	20.8	20.3	114	4134	19.5	27.9	106	3567	16.6	24.0	90	
	QUINTILE 3	15339	10607	18.6	69.2	98	2942	20.4	19.2	108	3560	16.8	23.2	89	4105	19.1	26.8	101	
	QUINTILE 4	16723	11918	20.9	71.3	101	3001	20.8	17.9	101	4515	21.3	27.0	103	4402	20.4	26.3	99	
	QUINTILE 5	18176	12208	21.4	67.2	95	2601	18.0	14.3	80	4170	19.7	22.9	88	5437	25.3	29.9	113	
RADIO-MID- DAY	TERCILE 1	21020	15214	26.6	72.4	103	3634	25.2	17.3	97	5990	28.3	28.5	109	5591	26.0	26.6	100	
	TERCILE 2	21610	15467	27.1	71.6	101	4250	29.4	19.7	110	5918	27.9	27.4	105	5299	24.6	24.5	92	
	TERCILE 3	38355	26477	46.3	69.0	98	6552	45.4	17.1	96	9287	43.8	24.2	93	10638	49.4	27.7	104	
RADIO-TOTAL	QUINTILE 1	15958	11822	20.7	73.9	105	2826	19.6	17.7	99	4735	22.3	29.6	113	4262	19.8	26.7	100	
	QUINTILE 2	15626	11068	19.4	70.8	100	3023	20.9	19.3	109	4092	19.3	26.2	100	3953	18.4	25.3	95	
	QUINTILE 3	16723	11825	20.7	70.7	100	3393	23.5	20.3	114	4297	20.3	25.7	98	4136	19.2	24.7	93	
	QUINTILE 4	16342	11793	20.6	72.2	102	2935	20.3	18.0	101	4484	21.2	27.4	105	4374	20.3	26.8	101	
	QUINTILE 5	16306	10650	18.6	65.3	93	2260	15.7	13.9	78	3586	16.9	22.0	84	4803	22.3	29.5	111	
TV-PRIME TIME	QUINTILE 1	15953	10867	19.0	68.1	97	2221	15.4	13.9	78	4384	20.7	27.5	105	4261	19.8	26.7	100	
	QUINTILE 2	16137	12013	21.0	74.4	105	3210	22.2	19.9	112	4545	21.4	28.2	108	4258	19.8	26.4	99	
	QUINTILE 3	16420	11955	20.9	72.8	103	3227	22.4	19.7	110	4145	19.6	25.2	96	4584	21.3	27.9	105	
	QUINTILE 4	16687	11756	20.6	70.5	100	2997	20.8	18.0	101	4384	20.7	26.3	100	4376	20.3	26.2	99	
	QUINTILE 5	15789	10567	18.5	66.9	95	2781	19.3	17.6	99	3737	17.6	23.7	90	4049	18.8	25.6	96	
TV-DAYTIME	TERCILE 1	27736	19563	34.2	70.5	100	4786	33.2	17.3	97	7075	33.4	25.5	97	7703	35.8	27.8	104	
	TERCILE 2	26489	18811	32.9	71.0	101	4922	34.1	18.6	104	7247	34.2	27.4	105	6641	30.8	25.1	94	
	TERCILE 3	26761	18784	32.9	70.2	99	4728	32.8	17.7	99	6873	32.4	25.7	98	7184	33.4	26.8	101	
TV-TOTAL	QUINTILE 1	16345	11073	19.4	67.7	96	2195	15.2	13.4	75	4223	19.9	25.8	99	4655	21.6	28.5	107	
	QUINTILE 2	16447	11934	20.9	72.6	103	3009	20.8	18.3	103	4341	20.5	26.4	101	4584	21.3	27.9	105	
	QUINTILE 3	15980	11760	20.6	73.6	104	3131	21.7	19.6	110	4520	21.3	28.3	108	4109	19.1	25.7	97	
	QUINTILE 4	15887	11361	19.9	71.5	101	3267	22.6	20.6	115	4109	19.4	25.9	99	3986	18.5	25.1	94	
	QUINTILE 5	16326	11030	19.3	67.6	96	2834	19.6	17.4	97	4002	18.9	24.5	94	4195	19.5	25.7	97	
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	20721	15681	27.4	75.7	107	4432	30.7	21.4	120	6153	29.0	29.7	113	5095	23.7	24.6	92	
	QUINTILE 2	19186	13805	24.2	72.0	102	4023	27.9	21.0	118	5050	23.8	26.3	101	4732	22.0	24.7	93	
	QUINTILE 3	21899	15436	27.0	70.5	100	3699	25.6	16.9	95	5729	27.0	26.2	100	6008	27.9	27.4	103	
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	15451	11894	20.8	77.0	109	3348	23.2	21.7	122	4784	22.6	31.0	118	3762	17.5	24.3	92	
	QUINTILE 2	25953	18520	32.4	71.4	101	5435	37.6	20.9	117	5844	32.3	26.4	101	6242	29.0	24.1	90	
	QUINTILE 3	24400	16497	28.9	67.6	96	3916	27.1	16.0	90	5758	27.2	23.6	90	6823	31.7	28.0	105	
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	18049	13192	23.1	73.1	104	4015	27.8	22.2	125	4902	23.1	27.2	104	4275	19.9	23.7	89	
	QUINTILE 2	23571	17362	30.4	73.7	104	4898	33.9	20.8	117	6724	31.7	28.5	109	5740	26.7	24.4	92	
	QUINTILE 3	23278	16421	28.7	70.5	100	3705	25.7	15.9	89	6260	29.5	26.9	103	6456	30.0	27.7	104	
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	13459	11483	20.1	74.3	105	2951	20.4	19.1	107	4512	21.3	29.2	112	4019	18.7	26.0	98	
	QUINTILE 2	25829	18983	33.2	73.5	104	5968	41.3	23.1	130	7167	33.8	27.7	106	5849	27.2	22.6	85	
	QUINTILE 3	26039	17652	30.9	67.8	96	3724	25.8	14.3	80	6341	29.9	24.4	93	7588	35.2	29.1	110	
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	16605	12395	21.7	74.6	106	3470	24.0	20.9	117	4662	22.0	28.1	107	4264	19.8	25.7	97	
	QUINTILE 2	26834	19396	33.9	72.3	102	4994	34.6	18.6	104	7445	35.1	27.7	106	6957	32.3	25.9	98	
	QUINTILE 3	23346	15964	27.9	68.4	97	3995	27.7	17.1	96	5666	26.7	24.3	93	6303	29.3	27.0	102	
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE	QUINTILE 1	17133	12560	22.0	73.3	104	3538	24.5	20.7	116	4785	22.6	27.9	107	4237	19.7	24.7	93	
	QUINTILE 2	25892	18832	32.9	72.7	103	4887	33.9	18.9	106	7035	33.2	27.2	104	6907	32.1	26.7	100	
	QUINTILE 3	23167	16408	28.7	70.8	100	4079	28.3	17.6	99	6195	29.2	26.8	102	6131	28.5	26.5	100	
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	17159	12601	22.0	73.4	104	3115	21.6	18.2	102	4824	22.8	28.1	107	4662	21.7	27.2	102	
	QUINTILE 2	26214	19085	33.4	72.8	103	5427	37.6	20.7	116	7315	34.5	27.9	107	6943	29.5	24.2	91	
	QUINTILE 3	23412	15951	27.9	68.1	97	3568	24.7	15.2	85	5676	26.8	24.2	93	6708	31.2			

FABRIC SOFTENERS: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	57158	100.0	70.6	100	14436	100.0	17.8	100	21194	100.0	26.2	100	21528	100.0	26.6	100
ATLANTIC MONTHLY	415	226	0.4	54.5	77	**43	0.3	10.4	58	*108	0.5	26.0	99	**75	0.3	18.1	68
BARRON'S	453	320	0.6	70.6	100	**97	0.7	21.4	120	**122	0.6	26.9	103	**101	0.5	22.3	84
BETTER HOMES & GARDENS	16256	12300	21.5	75.7	107	3894	27.0	24.0	134	4620	21.8	28.4	109	3786	17.6	23.3	88
BON APPETIT	2535	1749	3.1	69.0	98	408	2.8	16.1	90	685	3.2	27.0	103	656	3.0	25.9	97
BUSINESS WEEK	1278	892	1.6	69.8	99	*225	1.6	17.6	99	278	1.3	21.8	83	389	1.8	30.4	115
CAR AND DRIVER	378	*252	0.4	66.7	94	*320	0.2	8.5	47	**151	0.7	39.9	153	**70	0.3	18.5	70
CBS MAGAZINE NETWORK (GROSS)	1498	1147	2.0	76.6	108	*250	1.7	16.7	94	536	2.5	35.8	137	360	1.7	24.0	90
CHANGING TIMES	1505	1144	2.0	76.0	108	*268	1.9	17.8	100	469	2.2	31.2	119	407	1.9	27.0	102
COLONIAL HOMES	1231	913	1.6	74.2	105	272	1.9	22.1	124	384	1.8	31.2	119	257	1.2	20.9	79
CONDE NAST MAG. PKG. (GROSS)	14146	10685	18.7	75.5	107	2845	19.7	20.1	113	4255	20.1	30.1	115	3585	16.7	25.3	95
CONSUMERS DIGEST	1323	1130	2.0	85.4	121	359	2.5	27.1	152	446	2.1	33.7	129	325	1.5	24.6	92
COSMOPOLITAN	7102	5256	9.2	74.0	105	1256	8.7	17.7	99	2192	10.3	30.9	118	1807	8.4	25.4	96
COUNTRY LIVING	2481	1957	3.4	78.9	112	783	5.4	31.6	177	624	2.9	25.2	96	549	2.6	22.1	83
CUISINE	1472	1137	2.0	77.2	109	*307	2.1	20.9	117	473	2.2	32.1	123	357	1.7	24.3	91
CYCLE WORLD	425	344	0.6	80.9	115	**96	0.7	22.6	127	**129	0.6	30.4	116	**119	0.6	28.0	105
DCI:CREATIVE IDEAS FOR LIV	2510	1968	3.4	78.4	111	576	4.0	22.9	129	884	4.2	35.2	135	509	2.4	20.3	76
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4939	8.6	73.8	105	1143	7.9	17.1	96	2301	10.9	34.4	131	1496	6.9	22.3	84
DISCOVER	894	677	1.2	75.7	107	*150	1.0	16.8	94	*203	1.0	22.7	87	324	1.5	36.2	136
EBONY	3507	2308	4.0	65.8	93	387	2.7	11.0	62	861	4.1	24.6	94	1060	4.9	30.2	114
ESQUIRE	1083	669	1.2	61.8	88	*183	1.3	16.9	95	227	1.1	21.0	80	259	1.2	23.9	90
ESSENCE	1830	1222	2.1	66.8	95	216	1.5	11.8	66	427	2.0	23.3	89	579	2.7	31.6	119
FAMILY CIRCLE	15930	12032	21.1	75.5	107	3809	26.4	23.9	134	4462	21.1	28.0	107	3761	17.5	23.6	89
THE FAMILY HANDYMAN	1126	917	1.6	81.4	115	321	2.2	28.5	160	378	1.8	33.6	128	218	1.0	19.4	73
FAMILY WEEKLY	11468	8866	15.5	77.3	110	2589	17.9	22.6	127	3305	15.6	28.8	110	2972	13.8	25.9	97
FIELD & STREAM	2234	1759	3.1	78.7	112	607	4.2	27.2	152	729	3.4	32.6	125	423	2.0	18.9	71
FOOD & WINE	579	423	0.7	73.1	104	**95	0.7	16.4	92	*142	0.7	24.5	94	*186	0.9	32.1	121
FORBES	728	500	0.9	68.7	97	**94	0.7	12.9	72	*149	0.7	20.5	78	257	1.2	35.3	133
FORTUNE	906	633	1.1	69.9	99	*181	1.3	20.0	112	*145	0.7	16.0	61	307	1.4	33.9	127
GENTLEMEN'S QUARTERLY	791	568	1.0	71.8	102	**170	1.2	21.5	121	*165	0.8	20.9	80	233	1.1	29.5	111
GLAMOUR	5265	4073	7.1	77.4	110	1081	7.5	20.5	115	1684	7.9	32.0	122	1308	6.1	24.8	93
GOLF DIGEST	636	472	0.8	74.2	105	*185	1.3	29.1	163	*172	0.8	27.0	103	*115	0.5	18.1	68
GOLF DIGEST/TENNIS (GROSS)	1186	885	1.5	74.6	106	*249	1.7	21.0	118	342	1.6	28.8	110	294	1.4	24.8	93
GOLF MAGAZINE	441	309	0.5	70.1	99	**75	0.5	17.0	95	*193	0.9	43.8	167	**42	0.2	9.5	36
GOLF MAGAZINE/SKI (GROSS)	922	674	1.2	73.1	104	*128	0.9	13.9	78	*323	1.5	35.0	134	*223	1.0	24.2	91
GOOD HOUSEKEEPING	16487	12425	21.7	75.4	107	3967	27.5	24.1	135	4609	21.7	28.0	107	3849	17.9	23.3	88
HARPER'S BAZAAR	2423	1784	3.1	73.6	104	448	3.1	18.5	104	649	3.1	26.8	102	687	3.2	28.4	107
HEALTH	1994	1561	2.7	78.3	111	440	3.0	22.1	124	594	2.8	29.8	114	527	2.4	26.4	99
HEARST MAG CORP. BUY (GROSS)	44101	33422	58.5	75.8	107	10358	71.8	23.5	132	12513	59.0	28.4	108	10551	49.0	23.9	90
HEARST MAN POWER (GROSS)	1993	1545	2.7	77.5	110	574	4.0	28.8	162	584	2.8	29.3	112	388	1.8	19.5	73
HEARST WOMAN POWER (GROSS)	31274	23780	41.6	76.0	108	7208	49.9	23.0	129	9081	42.8	29.0	111	7491	34.8	24.0	90
HOUSE BEAUTIFUL	3623	2721	4.8	75.1	106	939	6.5	25.9	145	921	4.3	25.4	97	861	4.0	23.8	89
INC.	283	*248	0.4	87.6	124	**92	0.6	32.5	182	**95	0.4	33.6	128	**60	0.3	21.2	80
JET	2928	1862	3.3	63.6	90	301	2.1	10.3	58	655	3.1	22.4	85	906	4.2	30.9	116
LADIES' HOME JOURNAL	11918	8874	15.5	74.5	105	2731	18.9	22.9	129	3265	15.4	27.4	105	2877	13.4	24.1	91
LHJ FAMILY GRP COMBO(GROSS)	16764	12790	22.4	76.3	108	3909	27.1	23.3	131	4766	22.5	28.4	109	4115	19.1	24.5	92
LIFE	4254	2848	5.0	66.9	95	841	5.8	19.8	111	1112	5.2	26.1	100	895	4.2	21.0	79
L.A. TIMES HOME MAGAZINE	1145	797	1.4	69.9	97	*256	1.0	22.4	125	*232	1.1	20.3	77	309	1.4	27.0	102
MADEMOISELLE	2884	2171	3.8	75.3	107	565	3.9	19.6	110	833	3.9	28.9	110	773	3.6	26.8	101
MC CALL'S	13460	10453	18.3	77.7	110	3181	22.0	23.6	133	3917	18.5	29.1	111	3355	15.6	24.9	94
MC CALL'S/MRK MOTHER (GROSS)	14606	11336	19.8	77.6	110	3547	24.6	24.3	136	4227	19.9	28.9	111	3561	16.5	24.4	92
MECHANIX ILLUSTRATED	772	588	1.0	76.2	108	*222	1.5	28.8	161	*213	1.0	27.6	105	*154	0.7	19.9	75
METROPOLITAN HOME	967	690	1.2	71.4	101	*109	0.8	11.3	63	284	1.3	29.4	112	296	1.4	30.6	115
MONEY	1588	1130	2.0	71.2	101	*197	1.4	12.4	70	429	2.0	27.0	103	504	2.3	31.7	119
MOTHER EARTH NEWS	1002	772	1.4	77.0	109	297	2.1	29.6	166	289	1.4	28.8	110	*185	0.9	18.5	69
MS.	825	610	1.1	73.9	105	*190	1.3	23.0	129	*139	0.7	16.8	64	281	1.3	34.1	128
NATIONAL ENQUIRER	10336	7542	13.2	73.0	103	2100	14.5	20.3	114	2663	12.6	25.8	98	2780	12.9	26.9	101
NATIONAL GEOGRAPHIC	9597	7056	12.3	73.5	104	1979	13.7	20.6	116	2672	12.6	27.8	106	2406	11.2	25.1	94
NATIONAL SUNDAY MAGAZINE PKG	49558	36170	63.3	73.0	103	9558	66.2	19.3	108	13808	65.2	27.9	106	12805	59.5	25.8	97
NATURAL HISTORY	573	346	0.6	60.4	86	**119	0.8	20.8	117	**104	0.5	18.2	69	*123	0.6	21.5	81
NEW WOMAN	1699	1232	2.2	72.5	103	283	2.0	16.7	93	514	2.4	30.3	116	436	2.0	25.7	97
NEW YORK INCLUDING CUE	443	227	0.4	51.2	73	**35	0.2	7.9	44	**51	0.2	11.5	44	*141	0.7	31.8	120
THE NEW YORKER	1270	794	1.4	62.5	89	*125	0.9	9.8	55	355	1.7	28.0	107	315	1.5	24.8	93
NEWSWEEK	6277	4657	8.1	74.2	105	1132	7.8	18.0	101	1810	8.5	28.8	110	1715	8.0	27.3	103
THE N.Y. TIMES DAILY EDITION	1205	744	1.3	61.7	87	*178	1.2	14.8	83	*225	1.1	18.7	71	340	1.6	28.2	106
THE N.Y. TIMES MAGAZINE	2081	1274	2.2	61.2	87	303	2.1	14.6	82	410	1.9	19.7	75	561	2.6	27.0	101
OMNI	788	623	1.1	79.1	112	*156	1.1	19.8	111	*216	1.0	27.4	105	*251	1.2	31.9	120
ON CABLE	1158	825	1.4	71.2	101	*357	2.5	30.8	173	273	1.3	23.6	90	*195	0.9	16.8	63
1001 HOME IDEAS	2852	2355	4.1	82.6	117	737	5.1	25.8	145	907	4.3	31.8	122	710	3.3	24.9	94
ORGANIC GARDENING	1658	1104	1.9	66.6	94	409	2.8	24.7	138	329	1.6	19.8	76	367	1.7	22.1	83
OUTDOOR LIFE	896	697	1.2	77.8	110	*268	1.9	29.9	168	*224	1.1	25.0	96	*205	1.0	22.9	86
PARADE MAGAZINE	24275	17391	30.4	71.6	102	4171	28.9	17.2	96	6708	31.7	27.6	106	6513	30.3	26.8	101

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	57158	100.0	70.6	100	14436	100.0	17.8	100	21194	100.0	26.2	100	21528	100.0	26.6	100
PARENTS	3845	3087	5.4	80.3	114	1050	7.3	27.3	153	1277	6.0	33.2	127	760	3.5	19.8	74
PENTHOUSE	831	647	1.1	77.9	110	**152	1.1	18.3	103	*213	1.0	25.6	98	*282	1.3	33.9	128
PEOPLE	11645	8553	15.0	73.4	104	2619	18.1	22.5	126	2994	14.1	25.7	98	2940	13.7	25.2	95
PLAYBOY	2006	1465	2.6	73.0	103	383	2.7	19.1	107	532	2.5	26.5	101	550	2.6	27.4	103
POPULAR HOT RODDING	297	*252	0.4	84.8	120	**92	0.6	31.0	174	**104	0.5	35.0	134	**56	0.3	18.9	71
POPULAR MECHANICS	1018	783	1.4	76.9	109	*260	1.8	25.5	143	384	1.8	37.7	144	*139	0.6	13.7	51
POPULAR SCIENCE	878	665	1.2	75.7	107	*201	1.4	22.9	128	*288	1.4	32.8	125	*176	0.8	20.0	75
PREVENTION	3913	3057	5.3	78.1	111	717	5.0	18.3	103	1350	6.4	34.5	132	990	4.6	25.3	95
PSYCHOLOGY TODAY	1710	1298	2.3	75.9	108	432	3.0	25.3	142	497	2.3	29.1	111	369	1.7	21.6	81
READER'S DIGEST	22204	16693	29.2	75.2	107	4904	34.0	22.1	124	6278	29.6	28.3	108	5512	25.6	24.8	93
REDBOOK	7684	6099	10.7	79.4	112	1985	13.8	25.8	145	2280	10.8	29.7	113	1834	8.5	23.9	90
ROAD & TRACK	410	*281	0.5	68.5	97	**80	0.6	19.5	109	*318	0.6	33.2	127	**65	0.3	15.9	60
ROLLING STONE	969	743	1.3	76.7	109	*157	1.1	16.2	91	318	1.5	32.8	125	268	1.2	27.7	104
RUNNER'S WORLD	298	*200	0.3	67.1	95	**55	0.4	18.5	104	**97	0.5	32.6	124	**48	0.2	16.1	61
SATURDAY EVENING POST	1169	909	1.6	77.8	110	302	2.1	25.8	145	355	1.7	30.4	116	252	1.2	21.6	81
SCIENCE 84	587	362	0.6	61.7	87	**134	0.9	22.8	128	*124	0.6	21.1	81	*104	0.5	17.7	67
SCIENCE DIGEST	482	376	0.7	78.0	111	**154	1.1	32.0	179	*120	0.6	24.9	95	*103	0.5	21.4	80
SCIENTIFIC AMERICAN	594	421	0.7	70.9	100	**89	0.6	15.0	84	*197	0.9	33.2	127	*134	0.6	22.6	85
SELF	2089	1622	2.8	77.6	110	361	2.5	17.3	97	689	3.3	33.0	126	572	2.7	27.4	103
SEVENTEEN	2411	1832	3.2	76.0	108	594	4.1	24.6	138	658	3.1	27.3	104	580	2.7	24.1	90
SKI	480	364	0.6	75.8	107	**53	0.4	11.0	62	**131	0.6	27.3	104	*181	0.8	37.7	142
SMITHSONIAN	2760	2008	3.5	72.8	103	473	3.3	17.1	96	810	3.8	29.3	112	725	3.4	26.3	99
SOAP OPERA DIGEST	3013	2363	4.1	78.4	111	645	4.5	21.4	120	817	3.9	29.1	104	901	4.2	29.9	112
SOUTHERN LIVING	4184	2971	5.2	71.0	101	567	3.9	13.6	76	1417	6.7	33.9	129	987	4.6	23.6	89
SPORT	559	452	0.8	80.9	115	**106	0.7	19.0	106	*144	0.7	25.8	98	*202	0.9	36.1	136
THE SPORTING NEWS	436	*381	0.7	87.4	124	**171	1.2	39.2	220	**145	0.7	33.3	127	**65	0.3	14.9	56
SPORTS AFIELD	493	386	0.7	78.3	111	*160	1.1	32.5	182	**80	0.4	16.2	62	**146	0.7	29.6	111
SPORTS ILLUSTRATED	2758	2052	3.6	74.4	105	695	4.8	25.2	141	693	3.3	25.1	96	665	3.1	24.1	91
STAR	7456	5500	9.6	73.8	105	1194	8.3	16.0	90	2083	9.8	27.9	107	2223	10.3	29.8	112
SUNDAY	24936	18089	31.6	72.5	103	4774	33.1	19.1	107	7047	33.2	28.3	108	6268	29.1	25.1	95
SUNSET	2124	1521	2.7	71.6	101	453	3.1	21.3	120	552	2.6	26.0	99	516	2.4	24.3	91
TV GUIDE	21661	15871	27.8	73.3	104	4373	30.3	20.2	113	5841	27.6	27.0	103	5657	26.3	26.1	98
TENNIS	550	413	0.7	75.1	106	**64	0.4	11.6	65	*170	0.8	30.9	118	*179	0.8	32.5	122
TIME	8880	6452	11.3	72.7	103	1794	12.4	20.2	113	2573	12.1	29.0	111	2085	9.7	23.5	88
TOWN & COUNTRY	917	639	1.1	69.7	99	**99	0.7	10.8	61	253	1.2	27.6	105	287	1.3	31.3	118
TRAVEL & LEISURE	972	722	1.3	74.3	105	*181	1.3	18.6	104	339	1.6	34.9	133	*202	0.9	20.8	78
TRUE STORY	3356	2550	4.5	76.0	108	799	5.5	23.8	134	928	4.4	27.7	106	823	3.8	24.5	92
U.S. NEWS & WORLD REPORT	3410	2512	4.4	73.7	104	664	4.6	19.5	109	944	4.5	27.7	106	904	4.2	26.5	100
USA TODAY	1759	1246	2.2	70.8	100	413	2.9	23.5	132	412	1.9	23.4	90	421	2.0	23.9	90
US	1873	1519	2.7	81.1	115	383	2.7	20.4	115	568	2.7	30.3	116	568	2.6	30.3	114
VOGUE	3909	2819	4.9	72.1	102	838	5.8	21.4	120	1050	5.0	26.9	103	932	4.3	23.8	90
WALL STREET JOURNAL	1886	1339	2.3	71.0	101	*276	1.9	14.6	82	544	2.6	28.8	110	518	2.4	27.5	103
WEIGHT WATCHERS	2120	1607	2.8	75.8	107	572	4.0	27.0	151	610	2.9	28.8	110	425	2.0	20.0	75
WOMAN'S DAY	14172	10722	18.8	75.7	107	3403	23.6	24.0	135	4192	19.8	29.6	113	3128	14.5	22.1	83
WORKING MOTHER	1146	883	1.5	77.1	109	367	2.5	32.0	180	310	1.5	27.1	103	*207	1.0	18.1	68
WORKING WOMAN	1322	1039	1.8	78.6	111	291	2.0	22.0	123	406	1.9	30.7	117	342	1.6	25.9	97
WORLD TENNIS	*163	*103	0.2	63.2	90	**15	0.1	9.2	52	**55	0.3	33.7	129	**33	0.2	20.2	76
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1847	3.2	72.9	103	520	3.6	20.5	115	817	3.9	32.3	123	511	2.4	20.2	76
BLAIR INSERTS	43657	31367	54.9	71.8	102	8095	56.1	18.5	104	11884	56.1	27.2	104	11388	52.9	26.1	98
DAILY NEWSPAPERS																	
READ ANY	51633	37433	65.5	72.5	103	9741	67.5	18.9	106	13891	65.5	26.9	103	13800	64.1	26.7	101
READ ONE	43463	31562	55.2	72.6	103	8190	56.7	18.8	106	11627	54.9	26.8	102	11745	54.6	27.0	102
READ TWO OR MORE	8170	5871	10.3	71.9	102	1551	10.7	19.0	107	2264	10.7	27.7	106	2055	9.5	25.2	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	38356	67.1	72.8	103	10134	70.2	19.2	108	14530	68.6	27.6	105	13692	63.6	26.0	98
READ ONE	46126	33638	58.9	72.9	103	8966	62.1	19.4	109	12593	59.4	27.3	104	12079	56.1	26.2	99
READ TWO OR MORE	6552	4718	8.3	72.0	102	1168	8.1	17.8	100	1938	9.1	29.6	113	1613	7.5	24.6	93
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.20				27.97				28.13				28.44			
30 DAY REACH	71455	50308	88.0	70.4	100	13007	90.1	18.2	102	18833	88.9	26.4	101	18469	85.8	25.8	97
50 SHWG - 30 DAY AV FREQ	14.56	14.84				14.65				14.76				15.06			
30 DAY REACH	67742	47909	83.8	70.7	100	12460	86.3	18.4	103	17973	84.8	26.5	101	17476	81.2	25.8	97
25 SHWG - 30 DAY AV FREQ	7.94	8.06				7.97				8.02				8.18			
30 DAY REACH	62117	44087	77.1	71.0	101	11443	79.3	18.4	103	16557	78.1	26.7	102	16087	74.7	25.9	97
CABLE TV: HOME WIRED	32077	23889	41.8	74.5	106	6853	47.5	21.4	120	9620	45.4	30.0	115	7416	34.4	23.1	87
HOME NOT WIRED	48909	33269	58.2	68.0	96	7584	52.5	15.5	87	11574	54.6	23.7	90	14112	65.6	28.9	109
HAVE PAY CABLE	15935	12248	21.4	76.9	109	4073	28.2	25.6	143	5098	24.1	32.0	122	3078	14.3	19.3	73

FABRIC SOFTENERS: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	57158	100.0	70.6	100	14436	100.0	17.8	100	21194	100.0	26.2	100	21528	100.0	26.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	31660	55.4	72.1	102	8282	57.4	18.9	106	12278	57.9	28.0	107	11100	51.6	25.3	95
10:00 AM - 3:00 PM	30659	22317	39.0	72.8	103	5738	39.7	18.7	105	8646	40.8	28.2	108	7933	36.8	25.9	97
3:00 PM - 7:00 PM	31045	22843	40.0	73.6	104	6092	42.2	19.6	110	9172	43.3	29.5	113	7579	35.2	24.4	92
7:00 PM - MIDNIGHT	15767	11583	20.3	73.5	104	3074	21.3	19.5	109	4267	20.1	27.1	103	4242	19.7	26.9	101
MIDNIGHT - 6:00 AM	9120	6742	11.8	73.9	105	1686	11.7	18.5	104	2718	12.8	29.8	114	2337	10.9	25.6	96
6:00 AM - MIDNIGHT	58527	42269	74.0	72.2	102	11115	77.0	19.0	107	16152	76.2	27.6	105	15003	69.7	25.6	96
ENTIRE DAY	59311	42851	75.0	72.2	102	11196	77.6	18.9	106	16451	77.6	27.7	106	15203	70.6	25.6	96
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12096	21.2	74.8	106	3516	24.4	21.7	122	4497	21.2	27.8	106	4083	19.0	25.2	95
ALL NEWS	2256	1507	2.6	66.8	95	293	2.0	13.0	73	542	2.6	24.0	92	672	3.1	29.8	112
AOR/PROGRESSIVE	3874	2817	4.9	72.7	103	660	4.6	17.0	96	1199	5.7	30.9	118	958	4.5	24.7	93
BEAUTIFUL MUSIC	5660	4029	7.0	71.2	101	1049	7.3	18.5	104	1496	7.1	26.4	101	1484	6.9	26.2	99
BLACK	2204	1396	2.4	63.3	90	289	2.0	13.1	74	532	2.5	24.1	92	575	2.7	26.1	98
CLASSICAL	1418	926	1.6	65.3	93	*188	1.3	13.3	74	315	1.5	22.2	85	423	2.0	29.8	112
CHR/ROCK	9538	6993	12.2	73.3	104	2108	14.6	22.1	124	2626	12.4	27.5	105	2258	10.5	23.7	89
COUNTRY	12648	9145	16.0	72.3	102	2464	17.1	19.5	109	3836	18.1	30.3	116	2845	13.2	22.5	85
GOLDEN OLDIES	1191	901	1.6	75.7	107	*231	1.6	19.4	109	*277	1.3	23.3	89	392	1.8	32.9	124
MOR/NOSTALGIA	4757	3576	6.3	75.2	107	914	6.3	19.2	108	1213	5.7	25.5	97	1448	6.7	30.4	115
NEWS/TALK	3863	2716	4.8	70.3	100	584	4.0	15.1	85	1081	5.1	28.0	107	1051	4.9	27.2	102
RELIGIOUS	3084	2107	3.7	68.3	97	431	3.0	14.0	78	854	4.0	27.7	106	822	3.8	26.7	100
SOFT ROCK	521	343	0.6	65.8	93	**126	0.9	24.2	136	*141	0.7	27.1	103	**76	0.4	14.6	55
URBAN CONTEMPORARY	1585	1068	1.9	67.4	95	*181	1.3	11.4	64	383	1.8	24.2	92	505	2.3	31.9	120
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2347	4.1	72.0	102	685	4.7	21.0	118	982	4.6	30.1	115	680	3.2	20.9	78
ABC DIRECTION	2316	1722	3.0	74.4	105	413	2.9	17.8	100	606	2.9	26.2	100	703	3.3	30.4	114
ABC ENTERTAINMENT	4834	3537	6.2	73.2	104	911	6.3	18.8	106	1499	7.1	31.0	118	1127	5.2	23.3	88
ABC FM	2202	1592	2.8	72.3	102	471	3.3	21.4	120	548	2.6	24.9	95	574	2.7	26.1	98
ABC INFORMATION	5425	3847	6.7	70.9	100	913	6.3	16.8	94	1410	6.7	26.0	99	1524	7.1	28.1	106
ABC ROCK	1677	1294	2.3	77.2	109	336	2.3	20.0	112	541	2.6	32.3	123	417	1.9	24.9	94
CBS	4430	3111	5.4	70.2	100	681	4.7	15.4	86	1223	5.8	27.6	105	1207	5.6	27.2	102
MUTUAL	4992	3540	6.2	70.9	100	848	5.9	17.0	95	1373	6.5	27.5	105	1319	6.1	26.4	99
NBC	4679	3552	6.2	75.9	108	1003	6.9	21.4	120	1364	6.4	29.2	111	1185	5.5	25.3	95
RADIORADIO	1994	1455	2.5	73.0	103	410	2.8	20.6	115	552	2.6	27.7	106	493	2.3	24.7	93
RKO ONE	2298	1701	3.0	74.0	105	456	3.2	19.8	111	718	3.4	31.2	119	527	2.4	22.9	86
RKO TWO	3311	2298	4.0	69.4	98	601	4.2	18.2	102	972	4.6	29.4	112	724	3.4	21.9	82
THE SOURCE	2114	1505	2.6	71.2	101	*306	2.1	14.5	81	695	3.3	32.9	126	504	2.3	23.8	90
NON-WIRED : BLAIR	8654	6343	11.1	73.3	104	1716	11.9	19.8	111	2536	12.0	29.3	112	2091	9.7	24.2	91
INTERNET	12025	8763	15.3	72.9	103	2397	16.6	19.9	112	3126	14.7	26.0	99	3241	15.1	27.0	101
KATZ RADIO GROUP	15359	11155	19.5	72.6	103	2795	19.4	18.2	102	4414	20.8	28.7	110	3946	18.3	25.7	97
SUPERNET	10628	7799	13.6	73.4	104	2120	14.7	19.9	112	2951	13.9	27.8	106	2729	12.7	25.7	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	5823	10.2	67.2	95	1198	8.3	13.8	78	2154	10.2	24.9	95	2471	11.5	28.5	107
MKDAY 9:00 AM - 1:00 PM	12163	8424	14.7	69.3	98	2014	14.0	16.6	93	3116	14.7	25.6	98	3294	15.3	27.1	102
MKDAY 1:00 PM - 4:30 PM	16150	11321	19.8	70.1	99	2719	18.8	16.8	94	4155	19.6	25.7	98	4447	20.7	27.5	104
MKDAY 4:30 PM - 7:30 PM	22463	15512	27.1	69.1	98	3328	23.1	14.8	83	5875	27.7	26.2	100	6309	29.3	28.1	106
MKDAY 7:30 PM - 8:00 PM	31795	22157	38.8	69.7	99	4838	33.5	15.2	85	8555	40.4	26.9	103	8765	40.7	27.8	104
MKDAY 11:00 PM - 11:30 PM	23977	17381	30.4	72.5	103	4313	29.9	18.0	101	6413	30.3	26.7	102	6656	30.9	27.6	104
MKDAY 11:30 PM - 1:00 AM	7703	5726	10.0	74.3	105	1499	10.4	19.5	109	2087	9.8	27.1	104	2139	9.9	27.8	104
M-SAT 8-11 PM-SUN 7-11 PM	33800	24009	42.0	71.0	101	5864	40.6	17.3	97	9111	43.0	27.0	103	9034	42.0	26.7	103
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	4657	8.1	71.2	101	1258	8.7	19.2	108	1579	7.5	24.2	92	1820	8.5	27.8	109
ANOTHER WORLD N	4620	3373	5.9	73.0	103	708	4.7	15.3	86	1300	6.1	28.1	108	1364	6.3	29.5	111
AS THE WORLD TURNS C	5614	3746	6.6	66.7	95	910	6.3	16.2	91	1385	6.5	24.7	94	1450	6.7	25.8	97
CAPITOL C	3396	2209	3.9	65.0	92	548	3.8	16.1	91	772	3.6	22.7	87	889	4.1	26.2	98
CBS MORN. NEWS 1 C	1446	908	1.6	62.8	89	150	1.0	10.4	58	344	1.6	23.8	91	415	1.9	28.7	108
CBS MORN. NEWS 2 C	1207	756	1.3	62.6	89	120	0.8	9.9	56	289	1.4	23.9	91	347	1.6	28.7	108
DAYS OF OUR LIVES N	5877	4329	7.6	73.7	104	1102	7.6	18.8	105	1622	7.7	27.6	105	1606	7.5	27.3	103
FACTS OF LIFE - DAYTIME N	2290	1414	2.5	61.7	87	340	2.4	14.8	83	542	2.6	23.7	90	531	2.5	23.2	87
FAMILY FEUD A	3023	1949	3.4	64.5	91	354	2.5	11.7	66	780	3.7	25.8	99	814	3.8	26.9	103
GENERAL HOSPITAL A	6097	4247	7.4	69.7	99	1100	7.6	18.0	101	1524	7.2	25.0	96	1623	7.5	26.6	100
GOOD MORNING, AMERICA-730 A	3515	2470	4.3	70.3	100	459	3.2	13.1	73	906	4.3	25.8	98	1105	5.1	31.4	111
GOOD MORNING, AMERICA-830 A	2818	2030	3.6	72.0	102	481	3.3	17.1	96	682	3.2	24.2	92	867	4.0	30.8	110
GUIDING LIGHT C	5339	3639	6.4	68.2	97	917	6.4	17.2	96	1254	5.9	23.5	90	1468	6.8	27.5	103
ONE LIFE TO LIVE C	4478	3269	5.7	73.0	103	783	5.4	17.5	98	1203							

		TOTAL	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
				DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS	
TOTAL FEMALE HOMEMAKERS																		
		80986	57158	100.0	70.6	100	14436	100.0	17.8	100	21194	100.0	26.2	100	21528	100.0	26.6	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	17906	31.3	68.7	97	3622	25.1	13.9	78	6724	31.7	25.8	99	7561	35.1	29.0	109
NETWORK AFFILIATES - LATE		20261	14607	25.6	72.1	102	3534	24.5	17.4	98	5390	25.4	26.6	102	5683	26.4	28.0	106
INDEPENDENTS - LATE		2076	1357	2.4	65.4	93	297	2.1	14.3	80	536	2.5	25.8	99	524	2.4	25.2	95
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		M 10453	7590	13.3	72.6	103	2101	14.6	20.1	113	2897	13.7	27.7	106	2593	12.0	24.8	93
ABC MONDAY NIGHT MOVIE		A 6412	4631	8.1	72.2	102	1051	7.3	16.4	92	1822	8.6	28.4	109	1758	8.2	27.4	103
ABC SUNDAY NIGHT MOVIE		A 12407	8584	15.0	69.2	98	2147	14.9	17.3	97	3234	15.3	26.1	100	3203	14.9	25.8	97
ABC WORLD NEWS TONIGHT		A 6176	4206	7.4	68.1	96	810	5.6	13.1	74	1684	7.9	27.3	104	1712	8.0	27.7	100
AFTERMASH		C 5863	4200	7.3	71.6	101	979	6.8	16.7	94	1437	6.8	24.5	94	1783	8.3	30.4	114
ALICE		C 9594	6850	12.0	71.4	101	1497	10.4	15.6	88	2346	11.1	24.5	93	3008	14.0	31.4	118
AMERICAN PARADE		C 6622	4631	8.1	69.9	99	978	6.8	14.8	83	1520	7.2	23.0	88	2133	9.9	32.2	121
BENSON		A 10886	7532	13.2	69.2	98	1525	10.6	14.0	79	2755	13.0	25.3	97	3252	15.1	29.9	112
BLUE THUNDER		A 5036	3606	6.3	71.6	101	874	6.1	17.4	97	1387	6.5	27.5	105	1345	6.2	26.7	100
CAGNEY & LACEY		C 9965	7202	12.6	72.3	102	1664	11.5	16.7	94	2463	11.6	24.7	94	3076	14.3	30.9	116
CBS EVENING NEWS-DEAN		C 3491	2302	4.0	65.9	93	513	3.6	14.7	82	711	3.4	20.4	78	1077	5.0	30.9	116
CBS EVENING NEWS-RATHER		C 7123	4748	8.3	66.7	94	924	6.4	13.0	73	1758	8.3	24.7	94	2067	9.6	29.0	109
CBS SAT. NEWS-SCHIEFFER		C 3621	2529	4.4	69.8	99	410	2.8	11.3	64	908	4.3	25.1	96	1210	5.6	33.4	126
CBS SATURDAY NIGHT MOVIE		C 5436	3905	6.8	71.8	102	1022	7.1	18.8	105	1429	6.7	26.3	100	1455	6.8	26.8	101
CBS WEDNESDAY NIGHT MOVIE		C 6100	4191	7.3	68.7	97	1010	7.0	16.6	93	1595	7.5	26.1	100	1587	7.4	26.0	98
CHEERS		N 8889	6413	11.2	72.1	102	1886	13.1	21.2	119	2463	11.6	27.7	106	2064	9.6	23.2	87
DALLAS		C 22109	15922	27.9	72.0	102	3632	25.2	16.4	92	5953	28.1	26.9	103	6337	29.4	28.7	108
DIFF'RENT STROKES		N 6940	4548	8.0	65.5	93	971	6.7	14.0	78	1790	8.4	25.8	99	1787	8.3	25.7	97
DOUBLE TROUBLE		N 7223	5410	9.5	74.9	106	1511	10.5	20.9	117	2003	9.5	27.7	106	1896	8.8	26.2	99
DUCK FACTORY		N 5595	4063	7.1	72.6	103	1135	7.9	20.3	114	1535	7.2	27.4	105	1393	6.5	24.9	94
DUKES OF HAZZARD		C 5768	4140	7.2	71.8	102	1004	7.0	17.4	98	1674	7.9	29.0	111	1462	6.8	25.3	95
DYNASTY		A 20053	14367	25.1	71.6	102	3663	25.4	18.3	102	5190	24.5	25.9	99	5514	25.6	27.5	103
FACTS OF LIFE		N 8087	5825	10.2	72.0	102	1525	10.6	18.9	106	2255	10.6	27.9	107	2046	9.5	25.3	95
FALCON CREST		C 20046	14717	25.7	73.4	104	3501	24.3	17.5	98	5327	25.1	26.6	102	5888	27.4	29.4	110
FALL GUY		A 9084	6599	11.5	72.6	103	1626	11.3	17.9	100	2547	12.0	28.0	107	2426	11.3	26.7	100
FAMILY TIES		N 7964	5517	9.7	69.3	98	1417	9.8	17.8	100	2226	10.5	28.0	107	1874	8.7	23.5	89
FANTASY ISLAND		A 7687	5320	9.3	69.2	98	1272	8.8	16.5	93	1975	9.3	25.7	98	2073	9.6	27.0	101
FOULUPS,BLEEPS & BLUNDERS		A 8861	6280	11.0	70.9	100	1572	10.9	17.7	100	2273	10.7	25.7	98	2436	11.3	27.5	103
FOUR SEASONS		C 5095	3619	6.3	71.0	101	919	6.4	18.0	101	1173	5.5	23.0	88	1526	7.1	30.0	113
GIMME A BREAK		N 8838	5890	10.3	66.6	94	1346	9.3	15.2	85	2402	11.3	27.2	104	2142	9.9	24.2	91
HART TO HART		A 8978	6553	11.5	73.0	103	1552	10.8	17.3	97	2479	11.7	27.6	106	2522	11.7	28.1	106
HILL STREET BLUES		N 8590	6387	11.2	74.4	105	1719	11.9	20.0	112	2300	10.9	26.8	102	2369	11.0	27.6	104
HOTEL		A 14085	10120	17.7	71.8	102	2509	17.4	17.8	100	3631	17.1	25.8	99	3981	18.5	28.3	106
JEFFERSONS		C 9360	6482	11.3	69.3	98	1464	10.1	15.6	88	2233	10.5	23.9	91	2784	12.9	29.7	112
JENNIFER SLEPT HERE		N 5841	3970	6.9	68.0	96	912	6.3	15.6	88	1604	7.6	27.5	105	1454	6.8	24.9	94
KATE & ALLIE		C 9206	6543	11.4	71.1	101	1541	10.7	16.7	94	2389	11.3	26.0	99	2613	12.1	28.4	107
KNIGHT RIDER		N 7076	5178	9.1	73.2	104	1296	9.0	18.3	103	2014	9.5	28.5	109	1868	8.7	26.4	99
LOVE BOAT		A 12219	8303	14.5	68.0	96	1656	11.5	13.6	76	3248	15.3	26.6	102	3399	15.8	27.8	105
MAGNUM PI		C 11199	8278	14.5	73.9	105	1965	13.6	17.5	98	3126	14.7	27.9	107	3187	14.8	28.5	107
MAMA'S FAMILY		N 6057	4140	7.2	68.4	97	982	6.8	16.2	91	1581	7.5	26.1	100	1578	7.3	26.1	98
MASTER, THE		N 3598	2584	4.5	71.8	102	725	5.0	20.2	113	976	4.6	27.1	104	883	4.1	24.5	92
MATT HOUSTON		A 6344	4527	7.9	71.4	101	1089	7.5	17.2	96	1747	8.2	27.5	105	1691	7.9	26.7	100
NBC MONDAY NIGHT MOVIE		N 11994	8642	15.1	72.1	102	2468	17.1	20.6	115	3274	15.4	27.3	104	2899	13.5	24.2	91
NBC NIGHTLY NEWS		N 5132	3715	6.5	72.4	103	627	4.3	12.2	69	1519	7.2	29.6	113	1570	7.3	30.6	115
NBC NIGHTLY NEWS-SAT		N 3375	2283	4.0	67.6	96	419	2.9	12.4	70	889	4.2	26.3	101	975	4.5	28.9	109
NBC NIGHTLY NEWS-SUN		N 3130	2230	3.9	71.2	101	370	2.6	11.8	66	824	3.9	26.3	101	1036	4.8	33.1	125
NBC SUNDAY NIGHT MOVIE		N 8284	5841	10.2	70.5	100	1614	11.2	19.5	109	2216	10.5	26.8	102	2011	9.3	24.3	91
NEW HART		C 9240	6642	11.6	71.9	102	1575	10.9	17.0	96	2399	11.3	26.0	99	2668	12.4	28.9	109
ONE DAY AT A TIME		C 7288	5057	8.8	69.4	98	1394	9.7	19.1	107	1828	8.6	25.1	96	1835	8.5	25.2	95
PEOPLE ARE FUNNY		N 4855	3427	6.0	70.6	100	823	5.7	17.0	95	1393	6.6	28.7	110	1212	5.6	25.0	94
REAL PEOPLE		N 8869	6239	10.9	70.3	100	1443	10.0	16.3	91	2410	11.4	27.2	104	2387	11.1	26.9	101
REMINGTON STEELE		N 7743	5672	9.9	73.3	104	1581	11.0	20.4	115	1991	9.4	25.7	98	2100	9.8	27.1	102
RIPLEY'S BELIEVE IT - NOT		A 5345	3966	6.9	74.2	105	1011	7.0	18.9	106	1643	7.8	30.7	117	1311	6.1	24.5	92
RIPTIDE		N 6988	5081	8.9	72.7	103	1346	9.3	19.3	108	2011	9.5	28.8	110	1723	8.0	24.7	93
SCARECROW & MRS. KING		C 10002	7090	12.4	70.9	100	1540	10.7	15.4	86	2532	11.9	25.3	97	3018	14.0	30.2	114
SIMON & SIMON		C 10638	7686	13.4	72.3	102	1841	12.8	17.3	97	2681	12.6	25.2	96	3163	14.7	29.7	112
60 MINUTES		C 13293	9035	15.8	68.0	96	1915	13.3	14.4	81	3310							

FABRIC SOFTENERS: HOW USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	IN THE MASH CYCLE				IN THE RINSE CYCLE				IN THE DRYER				A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL FEMALE HOMEMAKERS	80986	5880	100.0	7.3	100	27196	100.0	33.6	100	33682	100.0	41.6	100				
18 - 24	9282	579	9.8	6.2	86	2784	10.2	30.0	89	4133	12.3	44.5	107				
25 - 34	19072	1595	27.1	8.4	115	7328	26.9	38.4	114	8419	25.0	44.1	106				
35 - 44	14591	1214	20.6	8.3	115	4742	17.4	32.5	97	6964	20.7	47.7	115				
45 - 54	11345	734	12.5	6.5	89	3706	13.6	32.7	97	5043	15.0	44.5	107				
55 - 64	11635	649	11.0	5.6	77	3922	14.4	33.7	100	4613	13.7	39.6	95				
65 OR OLDER	15061	1110	18.9	7.4	102	4714	17.3	31.3	93	4511	13.4	30.0	72				
18 - 34	28354	2174	37.0	7.7	106	10112	37.2	35.7	106	12552	37.3	44.3	106				
18 - 49	48339	3660	62.2	7.6	104	16503	60.7	34.1	102	22022	65.4	45.6	110				
25 - 54	45008	3543	60.3	7.9	108	15776	58.0	35.1	104	20426	60.6	45.4	109				
35 - 49	19985	1486	25.3	7.4	102	6391	23.5	32.0	95	9471	28.1	47.4	114				
50 OR OLDER	32647	2220	37.8	6.8	94	10693	39.3	32.8	98	11660	34.6	35.7	86				
GRADUATED COLLEGE	11155	665	11.3	6.0	82	3494	12.8	31.3	93	4875	14.5	43.7	105				
ATTENDED COLLEGE	13682	867	14.7	6.3	87	4245	15.6	31.0	92	6886	20.4	50.3	121				
GRADUATED HIGH SCHOOL	33880	2532	43.1	7.5	103	12369	45.5	36.5	109	15274	45.3	45.1	108				
DID NOT GRADUATE HIGH SCHOOL	22270	1816	30.9	8.2	112	7088	26.1	31.8	95	6648	19.7	29.9	72				
EMPLOYED	40306	2694	45.8	6.7	92	13088	48.1	32.5	97	18772	55.7	46.6	112				
EMPLOYED FULL-TIME	32850	2185	37.2	6.7	92	10574	38.9	32.2	96	15417	45.8	46.9	113				
EMPLOYED PART-TIME	7456	*509	8.7	6.8	94	2515	9.2	33.7	100	3355	10.0	45.0	108				
NOT EMPLOYED	40680	3186	54.2	7.8	108	14108	51.9	34.7	103	14910	44.3	36.7	88				
PROFESSIONAL/MANAGER	10392	672	11.4	6.5	89	3184	11.7	30.6	91	5162	15.3	49.7	119				
TECH/CLERICAL/SALES	17574	1200	20.4	6.8	94	5879	21.6	33.5	100	8697	25.8	49.5	119				
PRECISION/CRAFT	985	**45	0.8	4.6	63	**220	0.8	22.3	67	*425	1.3	43.1	104				
OTHER EMPLOYED	11354	776	13.2	6.8	94	3806	14.0	33.5	100	4489	13.3	39.5	95				
SINGLE	9863	699	11.9	7.1	98	2965	10.9	30.1	90	3509	10.4	35.6	86				
MARRIED	51375	3664	62.3	7.1	98	18054	66.4	35.1	105	23448	69.6	45.6	110				
DIVORCED/SEPARATED/WIDOWED	19748	1517	25.8	7.7	106	6178	22.7	31.3	93	6725	20.0	34.1	82				
PARENTS	32590	2690	45.7	8.3	114	12021	44.2	36.9	110	14860	44.1	45.6	110				
WHITE	70416	4916	83.6	7.0	96	24034	88.4	34.1	102	31080	92.3	44.1	106				
BLACK	8778	801	13.6	9.1	126	2722	10.0	31.0	92	1996	5.9	22.7	55				
OTHER	1791	**163	2.8	9.1	125	**440	1.6	24.6	73	*606	1.8	33.8	81				
NORTHEAST-CENSUS	17786	1580	26.9	8.9	122	5794	21.3	32.6	97	6121	18.2	34.4	83				
NORTH CENTRAL	20741	1626	27.7	7.8	108	8077	29.7	38.9	116	10230	30.4	49.3	119				
SOUTH	27775	1820	31.0	6.6	90	9203	33.8	33.1	99	10115	30.0	36.4	88				
WEST	14683	855	14.5	5.8	80	4123	15.2	28.1	84	7216	21.4	49.1	118				
NORTHEAST-MKTG.	17961	1483	25.2	8.3	114	5968	21.9	33.2	99	5796	17.2	32.3	78				
EAST CENTRAL	11885	926	15.7	7.8	107	4748	17.5	39.9	119	5639	16.7	47.4	114				
WEST CENTRAL	14090	1097	18.7	7.8	107	5238	19.3	37.2	111	7106	21.1	50.4	121				
SOUTH	24081	1636	27.8	6.8	94	7757	28.5	32.2	96	8866	26.3	36.8	89				
PACIFIC	12969	738	12.6	5.7	78	3485	12.8	26.9	80	6276	18.6	48.4	116				
COUNTY SIZE A	32439	2329	39.6	7.2	99	10253	37.7	31.6	94	12728	37.8	39.2	94				
COUNTY SIZE B	24915	2112	35.9	8.5	117	8057	29.6	32.3	96	10916	32.4	43.8	105				
COUNTY SIZE C	12930	725	12.3	5.6	77	4774	17.6	36.9	110	5496	16.3	42.5	102				
COUNTY SIZE D	10703	714	12.1	6.7	92	4112	15.1	38.4	114	4543	13.5	42.4	102				
METRO CENTRAL CITY	24518	1781	30.3	7.3	100	7607	28.0	31.0	92	9080	27.0	37.0	89				
METRO SUBURBAN	35919	2742	46.6	7.6	105	12144	44.7	33.8	101	15951	47.4	44.4	107				
NON METRO	20549	1357	23.1	6.6	91	7445	27.4	36.2	108	8652	25.7	42.1	101				
TOP 5 ADI'S	18341	1430	24.3	7.8	107	5557	20.4	30.3	90	6991	20.8	38.1	92				
TOP 10 ADI'S	25378	1989	33.8	7.8	108	7779	28.6	30.7	91	9447	28.0	37.2	90				
TOP 20 ADI'S	36488	2723	46.3	7.5	103	11630	42.8	31.9	95	14437	42.9	39.6	95				
MSHLD INC. \$50,000 OR MORE	6612	**261	4.4	3.9	54	1880	6.9	28.4	85	3410	10.1	51.6	124				
\$40,000 OR MORE	12659	640	10.9	5.1	70	4037	14.8	31.9	95	6497	19.3	51.3	123				
\$30,000 OR MORE	24698	1617	27.5	6.5	90	8031	29.5	32.5	97	12378	36.7	50.1	121				
\$25,000 OR MORE	32077	2005	34.1	6.3	86	10731	39.5	33.5	100	15978	47.4	49.8	120				
\$20,000 - \$24,999	9144	682	11.6	7.5	103	3340	12.3	36.5	109	4143	12.3	45.3	109				
\$15,000 - \$19,999	8728	835	14.2	9.6	132	2899	10.7	33.2	99	3980	11.8	45.6	110				
\$10,000 - \$14,999	12562	1099	18.7	8.7	120	4569	16.8	36.4	108	4444	13.2	35.4	85				
UNDER \$10,000	18475	1260	21.4	6.8	94	5656	20.8	30.6	91	5138	15.3	27.8	67				
HOUSEHOLD OF 1 PERSON	11987	830	14.1	6.9	95	3368	12.4	28.1	84	3678	10.9	30.7	74				
2 PEOPLE	26577	1728	29.4	6.5	90	8680	31.9	32.7	97	11079	32.9	41.7	100				
3 OR 4 PEOPLE	30617	2591	44.1	8.5	117	10961	40.3	35.8	107	13584	40.3	44.4	107				
5 OR MORE PEOPLE	11804	732	12.4	6.2	85	4188	15.4	35.5	106	5341	15.9	45.2	109				
NO CHILD IN MSHLD	46165	3083	52.4	6.7	92	14433	53.1	31.3	93	17919	53.2	38.8	93				
CHILD(REN) UNDER 2 YRS	5325	*526	8.9	9.9	136	2196	8.1	41.2	123	2319	6.9	43.5	105				
2 - 5 YEARS	14221	1051	17.9	7.4	102	5523	20.3	38.8	116	6206	18.4	43.6	105				
6 - 11 YEARS	15117	1248	21.2	8.3	114	5719	21.0	37.8	113	6792	20.2	44.9	108				
12 - 17 YEARS	16611	1313	22.3	7.9	109	5854	21.5	35.2	105	7356	21.8	44.3	106				
RESIDENCE OWNED	55884	4031	68.6	7.2	99	19588	72.0	35.1	104	24748	73.5	44.3	106				
VALUE: \$50,000 OR MORE	31744	1997	34.0	6.3	87	10600	39.0	33.4	99	14984	44.5	47.2	113				
VALUE: UNDER \$50,000	24140	2034	34.6	8.4	116	8988	33.0	37.2	111	9764	29.0	40.4	97				

		TOTAL U.S. '000	IN THE WASH CYCLE				IN THE RINSE CYCLE				IN THE DRYER							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	5880	100.0	7.3	100	27196	100.0	33.6	100	33682	100.0	41.6	100				
MAGAZINES	QUINTILE 1	15799	1294	22.0	8.2	113	5665	20.8	35.9	107	7723	22.9	48.9	118				
	QUINTILE 2	17259	1054	17.9	6.1	84	5839	21.5	33.8	101	7841	23.3	45.4	109				
	QUINTILE 3	13545	1092	18.6	8.1	111	4568	16.8	33.7	100	5568	16.5	41.1	99				
	QUINTILE 4	15133	1112	18.9	7.3	101	5129	18.9	33.9	101	6215	18.5	41.1	99				
	QUINTILE 5	19250	1328	22.6	6.9	95	5995	22.0	31.1	93	6335	18.8	32.9	79				
NEWSPAPERS	QUINTILE 1	12413	689	11.7	5.6	76	4313	15.9	34.7	103	5131	15.2	41.3	99				
	QUINTILE 2	24116	2080	35.4	8.6	119	8366	30.8	34.7	103	10606	31.5	44.0	106				
	QUINTILE 3	11261	923	15.7	8.2	113	3973	14.6	35.3	105	5044	15.0	44.8	108				
	QUINTILE 4	20255	1341	22.8	6.6	91	6392	23.5	31.6	94	8652	25.7	42.7	103				
	QUINTILE 5	12940	848	14.4	6.6	90	4153	15.3	32.1	96	4249	12.6	32.8	79				
OUTDOOR	QUINTILE 1	14852	1277	21.7	8.6	118	5139	18.9	34.6	103	6507	19.3	43.8	105				
	QUINTILE 2	15725	1149	19.5	7.3	101	5249	19.3	33.4	99	6808	20.2	43.3	104				
	QUINTILE 3	16330	1225	20.8	7.5	103	5407	19.9	33.1	99	6834	20.3	41.8	101				
	QUINTILE 4	16744	1105	18.8	6.6	91	5842	21.5	34.9	104	6606	19.6	39.5	95				
	QUINTILE 5	17334	1123	19.1	6.5	89	5559	20.4	32.1	95	6928	20.6	40.0	96				
RADIO-DRIVE TIME	QUINTILE 1	15911	1261	21.4	7.9	109	5504	20.2	34.6	103	7024	20.9	44.1	106				
	QUINTILE 2	14837	1017	17.3	6.9	94	5392	19.8	36.3	108	6135	18.2	41.3	99				
	QUINTILE 3	15339	1177	20.0	7.7	106	4992	18.4	32.5	97	6168	18.3	40.2	97				
	QUINTILE 4	16723	1118	19.0	6.7	92	5730	21.1	34.3	102	7042	20.9	42.1	101				
	QUINTILE 5	18176	1307	22.2	7.2	99	5578	20.5	30.7	91	7314	21.7	40.2	97				
RADIO-MID- DAY	TERCILE 1	21020	1858	31.6	8.8	122	7038	25.9	33.5	100	9099	27.0	43.3	104				
	TERCILE 2	21610	1381	23.5	6.4	88	7803	28.7	36.1	108	9121	27.1	42.2	101				
	TERCILE 3	38355	2641	44.9	6.9	95	12355	45.4	32.2	96	15462	45.9	40.3	97				
RADIO-TOTAL	QUINTILE 1	15988	1363	23.2	8.5	117	5626	20.7	35.2	105	6895	20.5	43.1	104				
	QUINTILE 2	15626	1184	20.1	7.6	104	5250	19.3	33.6	100	6514	19.3	41.7	100				
	QUINTILE 3	16723	1039	17.7	6.2	86	5831	21.4	34.9	104	7143	21.2	42.7	103				
	QUINTILE 4	16342	1144	19.5	7.0	96	5689	20.9	34.8	104	6788	20.2	41.5	100				
	QUINTILE 5	16306	1151	19.6	7.1	97	4801	17.7	29.4	88	6343	18.8	38.9	94				
TV-PRIME TIME	QUINTILE 1	15953	1166	19.8	7.3	101	5364	19.7	33.6	100	6049	18.0	37.9	91				
	QUINTILE 2	16137	1185	20.2	7.3	101	5981	22.0	37.1	110	7183	21.3	44.5	107				
	QUINTILE 3	16420	1431	24.3	8.7	120	5693	20.9	34.7	103	7129	21.2	43.4	104				
	QUINTILE 4	16687	1171	19.9	7.0	97	5583	20.5	33.5	100	6890	20.5	41.3	99				
	QUINTILE 5	15789	927	15.8	5.9	81	4576	16.8	29.0	86	6431	19.1	40.7	98				
TV-DAYTIME	TERCILE 1	27736	1981	33.7	7.1	98	9859	36.3	35.5	106	11135	33.1	40.1	97				
	TERCILE 2	26489	2289	38.9	8.6	119	8830	32.5	33.3	99	11062	32.8	41.8	100				
	TERCILE 3	26761	1610	27.4	6.0	83	8507	31.3	31.8	95	11485	34.1	42.9	103				
TV-TOTAL	QUINTILE 1	16345	1325	22.5	8.1	112	5484	20.2	33.6	100	6319	18.8	38.7	93				
	QUINTILE 2	16447	1181	20.1	7.2	99	5987	22.0	36.4	108	6761	20.1	41.1	99				
	QUINTILE 3	15980	1167	19.8	7.3	101	5666	20.8	35.5	106	7000	20.8	43.8	105				
	QUINTILE 4	15887	1218	20.7	7.7	106	5294	19.5	33.3	99	6973	20.7	43.9	106				
	QUINTILE 5	16326	988	16.8	6.1	83	4766	17.5	29.2	87	6629	19.7	40.6	98				
MAGAZINES-NEWSPAPERS: DUAL		20721	1579	26.9	7.6	105	7400	27.2	35.7	106	9799	29.1	47.3	114				
MAGAZINE IMPERATIVE		19186	1345	22.9	7.0	97	6340	23.3	33.0	98	8674	25.8	45.2	109				
NEWSPAPER IMPERATIVE		21899	1662	28.3	7.6	105	7482	27.5	34.2	102	8430	25.0	38.5	93				
MAGAZINES-OUTDOOR: DUAL		15451	1087	18.5	7.0	97	5375	19.8	34.8	104	7726	22.9	50.0	120				
MAGAZINE IMPERATIVE		25953	1811	30.8	7.0	96	8912	32.8	34.3	102	11149	33.1	43.0	103				
OUTDOOR IMPERATIVE		24400	1992	33.9	8.2	112	7953	29.2	32.6	97	9158	27.2	37.5	90				
MAGAZINES-RADIO: DUAL		18049	1418	24.1	7.9	108	6041	22.2	33.5	100	8283	24.6	45.9	110				
MAGAZINE IMPERATIVE		23571	1560	26.5	6.6	91	8103	29.8	34.4	102	10836	32.2	46.0	111				
RADIO IMPERATIVE		23278	1756	29.9	7.5	104	8290	30.5	35.6	106	9011	26.8	38.7	93				
MAGAZINES-TELEVISION: DUAL		15459	1136	19.3	7.3	101	5493	20.2	35.5	106	7211	21.4	46.6	112				
MAGAZINE IMPERATIVE		25829	1783	30.3	6.9	95	8681	31.9	33.6	100	12023	35.7	46.5	112				
TELEVISION IMPERATIVE		26039	2011	34.2	7.7	106	8968	33.0	34.4	103	9302	27.6	35.7	86				
NEWSPAPERS-OUTDOOR: DUAL		16605	1330	22.6	8.0	110	5847	21.5	35.2	105	7595	22.5	45.7	110				
NEWSPAPER IMPERATIVE		26834	1962	33.4	7.3	101	9291	34.2	34.6	103	11230	33.3	41.8	101				
OUTDOOR IMPERATIVE		23346	1672	28.4	7.2	99	7540	27.7	32.3	96	9471	28.1	40.6	98				
NEWSPAPERS-RADIO: DUAL		17133	1387	23.6	8.1	112	5809	21.4	33.9	101	7494	22.2	43.7	105				
NEWSPAPER IMPERATIVE		25892	1848	31.4	7.1	98	9168	33.7	35.4	105	11045	32.8	42.7	103				
RADIO IMPERATIVE		23167	1668	28.4	7.2	99	8091	29.8	34.9	104	9734	28.9	42.0	101				
NEWSPAPERS-TELEVISION: DUAL		17159	1394	23.7	8.1	112	6032	22.2	35.2	105	7388	21.9	43.1	104				
NEWSPAPER IMPERATIVE		26214	1877	31.9	7.2	99	8907	32.8	34.0	101	11524	34.2	44.0	106				
TELEVISION IMPERATIVE		23412	1678	28.5	7.2	99	8059	29.6	34.4	103	9031	26.8	38.6	93				
OUTDOOR-RADIO: DUAL		15303	1215	20.7	7.9	109	5287	19.4	34.5	103	6839	20.3	44.7	107				
OUTDOOR IMPERATIVE		24901	1928	32.8	7.7	107	8158	30.0	32.8	98	10461	31.1	42.0	101				
RADIO IMPERATIVE		26492	1841	31.3	6.9	96	9090	33.4	34.3	102	10982	32.6	41.5	100				
OUTDOOR-TELEVISION: DUAL		14794	1196	20.3	8.1	111	5177	19.0	35.0	104	6287	18.7	42.5	102				
OUTDOOR IMPERATIVE		25437	1938	33.0	7.6	105	8236	30.3	32.4	96	11191	33.2	44.0	106				
TELEVISION IMPERATIVE		27877	2005	34.1	7.2	99	9719	35.7	34.9	104	11177	33.2	40.1	96				
RADIO-TELEVISION: DUAL		15996	1439	24.5	9.0	124	5951	21.9	37.2	111	6420	19.1	40.1	97				
RADIO IMPERATIVE		25478	1802	30.6	7.1	97	8418	31.0	33.0	98	11109	33.0	43.6	105				
TELEVISION IMPERATIVE		26573	1753	29.8	6.6	91	9083	33.4	34.2	102	10922	32.4	41.1	99				

FABRIC SOFTENERS: HOW USED
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	IN THE WASH CYCLE				IN THE RINSE CYCLE				IN THE DRYER				A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX	A '000	B DOWN	C % ACROSS	D % INDX				
TOTAL FEMALE HOME MAKERS	80986	5880	100.0	7.3	100	27196	100.0	33.6	100	33682	100.0	41.6	100				
ATLANTIC MONTHLY	415	**24	0.4	5.8	80	**113	0.4	27.2	81	*131	0.4	31.6	76				
BARRON'S	453	**44	0.7	9.7	134	*164	0.6	36.2	108	*215	0.6	47.5	114				
BETTER HOMES & GARDENS	16256	1143	19.4	7.0	97	6221	22.9	38.3	114	7492	22.2	46.1	111				
BON APPETIT	2535	*132	2.2	5.2	72	675	2.5	26.6	79	1157	3.4	45.6	110				
BUSINESS WEEK	1278	**97	1.6	7.6	105	448	1.6	35.1	104	505	1.5	39.5	95				
CAR AND DRIVER	378	**35	0.6	9.3	128	**131	0.5	34.7	103	*132	0.4	34.9	84				
CBS MAGAZINE NETWORK (GROSS)	1498	**41	0.7	2.7	38	629	2.3	42.0	125	679	2.0	45.3	109				
CHANGING TIMES	1505	*149	2.5	9.9	136	542	2.0	36.0	107	656	1.9	43.6	105				
COLONIAL HOMES	1231	**63	1.1	5.1	70	508	1.9	41.3	123	563	1.7	45.7	110				
CONDE NAST MAG. PKG. (GROSS)	14146	1075	18.3	7.6	105	5032	18.5	35.6	106	6578	19.5	45.5	112				
CONSUMERS DIGEST	1323	**110	1.9	8.3	115	550	2.0	41.6	124	690	2.0	52.2	125				
COSMOPOLITAN	7102	539	9.2	7.6	105	2251	8.3	31.7	94	3324	9.9	46.8	113				
COUNTRY LIVING	2481	*198	3.4	8.0	110	975	3.6	39.3	117	1216	3.6	49.0	118				
CUISINE	1472	**65	1.1	4.4	61	471	1.7	32.0	95	771	2.3	52.4	126				
CYCLE WORLD	425	**5	0.1	1.2	16	*243	0.9	57.2	170	*177	0.5	41.6	100				
DCI:CREATIVE IDEAS FOR LIV	2510	*190	3.2	7.6	104	1008	3.7	40.2	120	1142	3.4	45.5	109				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	437	7.4	6.5	90	2360	8.7	35.3	105	2951	8.8	44.1	106				
DISCOVER	894	**70	1.2	7.8	108	308	1.1	34.5	103	446	1.3	49.9	120				
EBONY	3507	371	6.3	10.6	146	1304	4.8	37.2	111	978	2.9	27.9	67				
ESQUIRE	1083	**84	1.4	7.8	107	357	1.3	33.0	98	355	1.1	32.8	79				
ESSENCE	1830	*189	3.2	10.3	142	709	2.6	38.7	115	501	1.5	27.4	66				
FAMILY CIRCLE	15930	1297	22.1	8.1	112	5719	21.0	35.9	107	7427	22.1	46.6	112				
THE FAMILY HANDYMAN	1126	**87	1.5	7.7	106	577	2.1	51.2	153	515	1.5	45.7	110				
FAMILY WEEKLY	11468	771	13.1	6.7	93	4185	15.4	36.5	109	5625	16.7	49.0	118				
FIELD & STREAM	2234	**133	2.3	6.0	82	1013	3.7	45.3	135	1069	3.2	47.9	115				
FOOD & WINE	579	**33	0.6	5.7	78	*227	0.8	39.2	117	247	0.7	42.7	103				
FORBES	728	**55	0.9	7.6	104	*221	0.8	30.4	90	328	1.0	45.1	108				
FORTUNE	906	**60	1.0	6.6	91	331	1.2	36.5	109	377	1.1	41.6	100				
GENTLEMAN'S QUARTERLY	791	**52	0.9	6.6	91	289	1.1	36.5	109	371	1.1	46.9	113				
GLAMOUR	5265	402	6.8	7.6	105	1873	6.9	35.6	106	2587	7.7	49.1	118				
GOLF DIGEST	636	**30	0.5	4.7	65	*140	0.5	22.0	66	342	1.0	53.8	129				
GOLF DIGEST/TENNIS (GROSS)	1186	**82	1.4	6.9	95	311	1.1	26.2	78	567	1.7	47.8	115				
GOLF MAGAZINE	441	**3	0.1	0.7	9	*128	0.5	29.0	86	*223	0.7	50.6	122				
GOLF MAGAZINE/SKI (GROSS)	922	**63	1.1	6.8	94	*233	0.9	25.3	75	447	1.3	48.5	117				
GOOD HOUSEKEEPING	16487	1105	18.8	6.7	92	6281	23.1	38.1	113	7585	22.5	46.0	111				
HARPER'S BAZAAR	2423	**159	2.7	6.6	90	861	3.2	35.5	106	1074	3.2	44.3	107				
HEALTH	1994	*223	3.8	11.2	154	707	2.6	35.5	106	972	2.9	48.7	117				
HEARST MAG CORP. BUY (GROSS)	44101	3203	54.5	7.3	100	16243	59.7	36.8	110	20735	61.6	47.0	113				
HEARST MAN POWER (GROSS)	1993	**116	2.0	5.8	80	869	3.2	43.6	130	954	2.8	47.9	115				
HEARST WOMAN POWER (GROSS)	31274	2343	39.8	7.5	103	11455	42.1	36.6	109	14774	43.9	47.2	114				
HOUSE BEAUTIFUL	3623	240	4.1	6.6	91	1266	4.7	34.9	104	1685	5.0	46.5	112				
INC.	283	**26	0.4	9.2	127	**122	0.4	43.1	128	*156	0.5	55.1	133				
JET	2928	272	4.6	9.3	128	1038	3.8	35.5	106	811	2.4	27.7	67				
LADIES' HOME JOURNAL	11918	807	13.7	6.8	93	4405	16.2	37.0	110	5348	15.9	44.9	108				
LHJ FAMILY GRP COMBO(GROSS)	16764	1227	20.9	7.3	101	6291	23.1	37.5	112	7853	23.3	46.8	113				
LIFE	4254	287	4.9	6.7	93	1326	4.9	31.2	93	1720	5.1	40.4	97				
L.A. TIMES HOME MAGAZINE	1145	**69	1.2	6.0	83	336	1.2	29.3	87	595	1.8	52.0	125				
MADEMOISELLE	2884	*254	4.3	8.8	121	1033	3.8	35.8	107	1262	3.7	43.8	105				
MC CALL'S	13460	915	15.6	6.8	94	5185	19.1	38.5	115	6550	19.4	48.7	117				
MC CALL'S/MRK MOTHER (GROSS)	14606	987	16.8	6.8	93	5737	21.1	39.3	117	7075	21.0	48.4	116				
MECHANIX ILLUSTRATED	772	**46	0.8	6.0	82	373	1.4	48.3	144	352	1.0	45.6	110				
METROPOLITAN HOME	967	**56	1.0	5.8	80	306	1.1	31.6	94	470	1.4	48.6	117				
MONEY	1588	**79	1.3	5.0	69	584	2.1	36.8	110	695	2.1	43.8	105				
MOTHER EARTH NEWS	1002	**84	1.4	8.4	115	361	1.3	36.0	107	537	1.6	53.6	129				
MS.	825	**89	1.5	10.8	149	330	1.2	40.0	119	394	1.2	47.8	115				
NATIONAL ENQUIRER	10336	835	14.2	8.1	111	3640	13.4	35.2	105	4319	12.8	41.8	100				
NATIONAL GEOGRAPHIC	9597	628	10.7	6.5	90	3161	11.6	32.9	98	4621	13.7	48.2	116				
NATIONAL SUNDAY MAGAZINE PKG	49558	3666	62.3	7.4	102	17228	63.3	34.8	104	21596	64.1	43.6	105				
NATURAL HISTORY	573	**30	0.5	5.2	72	*170	0.6	29.7	88	*192	0.6	33.5	81				
NEW WOMAN	1699	*155	2.6	9.1	126	551	2.0	32.4	97	767	2.3	45.1	109				
NEW YORK INCLUDING CUE	443	**39	0.7	8.8	121	**75	0.3	16.9	50	*146	0.4	33.0	79				
THE NEW YORKER	1270	**59	1.0	4.6	64	370	1.4	29.1	87	480	1.4	37.8	91				
NEWSWEEK	6277	453	7.7	7.2	99	1964	7.2	31.3	93	2979	8.8	47.5	114				
THE N.Y. TIMES DAILY EDITION	1205	**87	1.5	7.2	99	331	1.2	27.5	82	404	1.2	33.5	81				
THE N.Y. TIMES MAGAZINE	2081	**115	2.0	5.5	76	548	2.0	26.3	78	677	2.0	32.5	78				
OMNI	788	**88	1.5	11.2	154	243	0.9	30.8	92	398	1.2	50.5	121				
ON CABLE	1158	**103	1.8	8.9	123	314	1.2	27.1	81	522	1.5	45.1	108				
1001 HOME IDEAS	2852	*197	3.4	6.9	95	1179	4.3	41.3	123	1533	4.6	53.8	129				
ORGANIC GARDENING	1658	**112	1.9	6.8	93	613	2.3	37.0	110	675	2.0	40.7	98				
OUTDOOR LIFE	896	**86	1.5	9.6	132	426	1.6	47.5	142	410	1.2	45.8	110				
PARADE MAGAZINE	24275	1948	33.1	8.0	111	8217	30.2	33.8	101	10121	30.0	41.7	100				

	TOTAL U.S. '000	IN THE MASH CYCLE				IN THE RINSE CYCLE				IN THE DRYER							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	5880	100.0	7.3	100	27196	100.0	33.6	100	33682	100.0	41.6	100				
PARENTS	3845	333	5.7	8.7	119	1629	6.0	42.4	126	2027	6.0	52.7	127				
PENTHOUSE	831	**101	1.7	12.2	167	336	1.2	40.4	120	381	1.1	45.8	110				
PEOPLE	11645	930	15.8	8.0	110	3806	14.0	32.7	97	5500	16.3	47.2	114				
PLAYBOY	2006	*180	3.1	9.0	124	668	2.5	33.3	99	883	2.6	44.0	106				
POPULAR HOT RODDING	297	**18	0.3	6.1	83	**145	0.5	48.8	145	**132	0.4	44.4	107				
POPULAR MECHANICS	1018	**52	0.9	5.1	70	439	1.6	43.1	128	420	1.2	41.3	99				
POPULAR SCIENCE	878	**36	0.6	4.1	56	352	1.3	40.1	119	396	1.2	45.1	108				
PREVENTION	3913	280	4.8	7.2	99	1591	5.9	40.7	121	1760	5.2	45.0	108				
PSYCHOLOGY TODAY	1710	**124	2.1	7.3	100	565	2.1	33.0	98	926	2.7	54.2	130				
READER'S DIGEST	22204	1681	28.6	7.6	104	7842	28.8	35.3	105	10350	30.7	46.6	112				
REDBOOK	7684	699	11.9	9.1	125	2924	10.8	38.1	113	3865	11.5	50.3	121				
ROAD & TRACK	410	**22	0.4	5.4	74	**96	0.4	23.4	70	*206	0.6	50.2	121				
ROLLING STONE	969	**55	0.9	5.7	78	365	1.3	37.7	112	511	1.5	52.7	127				
RUNNER'S WORLD	298	*7	0.1	2.3	32	**79	0.3	26.5	79	**123	0.4	41.3	99				
SATURDAY EVENING POST	1169	**65	1.1	5.6	77	461	1.7	39.4	117	566	1.7	48.4	116				
SCIENCE 84	587	**46	0.8	7.8	108	*147	0.5	25.0	75	290	0.9	49.4	119				
SCIENCE DIGEST	482	*27	0.5	5.6	77	*239	0.9	49.6	148	*235	0.7	48.8	117				
SCIENTIFIC AMERICAN	594	**48	0.8	8.1	111	*176	0.6	29.6	88	307	0.9	51.7	124				
SELF	2089	*137	2.3	6.6	90	855	3.1	40.9	122	903	2.7	43.2	104				
SEVENTEEN	2411	*238	4.0	9.9	136	806	3.0	33.4	100	1142	3.4	47.4	114				
SKI	480	**60	1.0	12.5	172	**106	0.4	22.1	66	*224	0.7	46.7	112				
SMITHSONIAN	2760	*162	2.8	5.9	81	831	3.1	30.1	90	1306	3.9	47.3	114				
SOAP OPERA DIGEST	3013	349	5.9	11.6	160	1298	4.8	43.1	128	1296	3.8	43.0	103				
SOUTHERN LIVING	4184	*248	4.2	5.9	82	1353	5.0	32.3	96	1810	5.4	43.3	104				
SPORT	559	**43	0.7	7.7	106	*302	1.1	54.0	161	*192	0.6	34.3	83				
THE SPORTING NEWS	436	**51	0.9	11.7	161	*235	0.9	53.9	161	*252	0.7	57.8	139				
SPORTS AFIELD	493	**36	0.6	7.3	101	*191	0.7	38.7	115	299	0.9	60.6	146				
SPORTS ILLUSTRATED	2758	*197	3.4	7.1	98	1009	3.7	36.6	109	1326	3.9	48.1	116				
STAR	7456	643	10.9	8.6	119	2847	10.5	38.2	114	2983	8.9	40.0	96				
SUNDAY	24936	1806	30.7	7.2	100	8676	31.9	34.8	104	10463	31.1	42.0	101				
SUNSET	2124	**87	1.5	4.1	56	628	2.3	29.6	88	1095	3.3	51.6	124				
TV GUIDE	21661	1800	30.6	8.3	114	7662	28.2	35.4	105	9650	28.7	44.6	107				
TENNIS	550	*52	0.9	9.5	130	*171	0.6	31.1	93	*225	0.7	40.9	98				
TIME	8880	606	10.3	6.8	94	2886	10.6	32.5	97	4133	12.3	46.5	112				
TOWN & COUNTRY	917	**72	1.2	7.9	108	262	1.0	28.6	85	420	1.2	45.8	110				
TRAVEL & LEISURE	972	**71	1.2	7.3	101	295	1.1	30.3	90	489	1.5	50.3	121				
TRUE STORY	3356	353	6.0	10.5	145	1324	4.9	39.5	117	1455	4.3	43.4	104				
U.S. NEWS & WORLD REPORT	3410	228	3.9	6.7	92	1227	4.5	36.0	107	1760	5.2	51.6	124				
USA TODAY	1759	**108	1.8	6.1	85	614	2.3	34.9	104	702	2.1	39.9	96				
US	1873	*232	3.9	12.4	171	811	3.0	43.3	129	816	2.4	43.6	105				
VOGUE	3909	282	4.8	7.2	99	1271	4.7	32.5	97	1825	5.4	46.7	112				
WALL STREET JOURNAL	1886	**110	1.9	5.8	80	612	2.3	32.4	97	810	2.4	42.9	103				
WEIGHT WATCHERS	2120	*118	2.0	5.6	77	801	2.9	37.8	113	975	2.9	46.0	111				
WOMAN'S DAY	14172	1052	17.9	7.4	102	5130	18.9	36.2	108	6717	19.9	47.4	114				
WORKING MOTHER	1146	**73	1.2	6.4	88	552	2.0	48.2	143	525	1.6	45.8	110				
WORKING WOMAN	1322	*142	2.4	10.7	148	520	1.9	39.3	117	693	2.1	52.4	126				
WORLD TENNIS	*163	*66	0.1	3.7	51	*30	0.1	18.4	55	*74	0.2	45.4	109				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*208	3.5	8.2	113	898	3.3	35.5	106	1068	3.2	42.2	101				
BLAIR INSERTS	43657	3283	55.8	7.5	104	14894	54.8	34.1	102	18391	54.6	42.1	101				
DAILY NEWSPAPERS																	
READ ANY	51633	4024	68.4	7.8	107	17600	64.7	34.1	102	22167	65.8	42.9	103				
READ ONE	43463	3573	60.8	8.2	113	14668	53.9	33.7	100	18758	55.7	43.2	104				
READ TWO OR MORE	8170	451	7.7	5.5	76	2931	10.8	35.9	107	3410	10.1	41.7	100				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3916	66.6	7.4	102	18179	66.8	34.5	103	22881	67.9	43.4	104				
READ ONE	46126	3561	60.6	7.7	106	15904	58.5	34.5	103	19996	59.4	43.4	104				
READ TWO OR MORE	6552	355	6.0	5.4	75	2275	8.4	34.7	103	2885	8.6	44.0	106				
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.23				28.29				28.52							
30 DAY REACH	71455	5282	89.8	7.4	102	23919	88.0	33.5	100	29847	88.6	41.8	100				
50 SHMG - 30 DAY AV FREQ	14.56	15.37				14.80				15.05							
30 DAY REACH	67742	5039	85.7	7.4	102	22899	84.2	33.8	101	28328	84.1	41.8	101				
25 SHMG - 30 DAY AV FREQ	7.94	8.29				8.01				8.16							
30 DAY REACH	62117	4663	79.3	7.5	103	21174	77.9	34.1	102	26115	77.5	42.0	101				
CABLE TV: HOME WIRED	32077	2272	38.6	7.1	98	10784	39.7	33.6	100	15145	45.0	47.2	114				
HOME NOT WIRED	48909	3608	61.4	7.4	102	16413	60.4	33.6	100	18537	55.0	37.9	91				
HAVE PAY CABLE	15935	1137	19.3	7.1	98	5321	19.6	33.4	99	8276	24.6	51.9	125				

	TOTAL U.S. '000	IN THE WASH CYCLE				IN THE RINSE CYCLE				IN THE DRYER				A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX				
TOTAL FEMALE HOMEOWNERS	80986	5880	100.0	7.3	100	27196	100.0	33.6	100	33682	100.0	41.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3138	53.4	7.1	98	15126	55.6	34.4	103	18815	55.9	42.8	103				
10:00 AM - 3:00 PM	30659	2394	40.7	7.8	108	10798	39.7	35.2	105	13333	39.6	43.5	105				
3:00 PM - 7:00 PM	31045	2243	38.1	7.2	100	10910	40.1	35.1	105	13784	40.9	44.4	107				
7:00 PM - MIDNIGHT	15767	1264	21.5	8.0	110	5235	19.2	33.2	99	6904	20.5	43.8	105				
MIDNIGHT - 6:00 AM	9120	631	10.7	6.9	95	3347	12.3	36.7	109	4001	11.9	43.9	105				
6:00 AM - MIDNIGHT	58527	4294	73.0	7.3	101	20186	74.2	34.5	103	25169	74.7	43.0	103				
ENTIRE DAY	59311	4350	74.0	7.3	101	20482	75.3	34.5	103	25507	75.7	43.0	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1094	18.6	6.8	93	5617	20.7	34.7	103	7557	22.4	46.7	112				
ALL NEWS	2256	*134	2.3	5.9	82	696	2.6	30.9	92	777	2.3	34.4	83				
ADP/PROGRESSIVE	3874	319	5.4	8.2	113	1308	4.8	33.8	101	1712	5.1	44.2	106				
BEAUTIFUL MUSIC	5660	401	6.8	7.1	98	1898	7.0	33.5	100	2491	7.4	44.0	106				
BLACK	2204	198	3.4	9.0	124	780	2.9	35.4	105	641	1.9	29.1	70				
CLASSICAL	1418	*57	1.0	4.0	55	454	1.7	32.0	95	538	1.6	37.9	91				
CHR/ROCK	9538	771	13.1	8.1	111	3368	12.4	35.3	105	4357	12.9	45.7	110				
COUNTRY	12648	827	14.1	6.5	90	4481	16.5	35.4	106	5516	16.4	43.6	105				
GOLDEN OLDIES	1191	*75	1.3	6.3	87	430	1.6	36.1	108	515	1.5	43.2	104				
MOR/MOSTALGIA	4757	377	6.4	7.9	109	1389	5.1	29.2	87	2361	7.0	49.6	119				
NEWS/TALK	3863	244	4.1	6.3	87	1238	4.6	32.0	95	1662	4.9	43.0	103				
RELIGIOUS	3084	*213	3.6	6.9	95	1056	3.9	34.2	102	1075	3.2	34.9	84				
SOFT ROCK	521	*117	0.3	3.3	45	*198	0.7	38.0	113	*204	0.6	39.2	94				
URBAN CONTEMPORARY	1585	*124	2.1	7.8	108	621	2.3	39.2	117	494	1.5	31.2	75				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*141	2.4	4.3	60	1192	4.4	36.6	109	1447	4.3	44.4	107				
ABC DIRECTION	2316	*192	3.3	8.3	114	925	3.4	39.9	119	949	2.8	41.0	99				
ABC ENTERTAINMENT	4834	325	5.5	6.7	93	1691	6.2	35.0	104	2076	6.2	42.9	103				
ABC FM	2202	*200	3.4	9.1	125	766	2.8	34.8	104	832	2.5	37.8	91				
ABC INFORMATION	5425	446	7.6	8.2	113	1803	6.6	33.2	99	2360	7.0	43.5	105				
ABC ROCK	1677	*148	2.5	8.8	122	753	2.8	44.9	134	716	2.1	42.7	103				
CBS	4430	246	4.2	5.6	76	1517	5.6	34.2	102	1766	5.2	39.9	96				
MUTUAL	4992	295	5.0	5.9	81	1617	5.9	32.4	96	2135	6.3	42.8	103				
NBC	4679	386	6.6	8.2	114	1607	5.9	34.3	102	2266	6.7	48.4	116				
RADIORADIO	1994	*125	2.1	6.3	86	769	2.8	38.6	115	874	2.6	43.8	105				
RKO ONE	2298	*233	4.0	10.1	140	755	2.8	32.9	98	1055	3.1	45.9	110				
RKO TWO	3311	*209	3.6	6.3	87	1051	3.9	31.7	95	1366	4.1	41.3	99				
THE SOURCE	2114	*165	2.8	7.8	108	707	2.6	33.4	100	892	2.6	42.2	101				
NON-WIRED: BLAIR	8654	607	10.3	7.0	97	3141	11.5	36.3	108	3721	11.0	43.0	103				
INTERNET	12025	881	15.0	7.3	101	4143	15.2	34.5	103	5411	16.1	45.0	108				
KATZ RADIO GROUP	15359	1022	17.4	6.7	92	5161	19.0	33.6	100	6837	20.3	44.5	107				
SUPERNET	10628	867	14.7	8.2	112	3928	14.4	37.0	110	4505	13.4	42.4	102				
TELEVISION AVG. HALF HOUR																	
NKDAY 7:00 AM - 9:00 AM	8659	603	10.3	7.0	96	2831	10.4	32.7	97	3388	10.1	39.1	94				
NKDAY 9:00 AM - 1:00 PM	12163	918	15.6	7.5	104	4203	15.5	34.6	103	4854	14.4	39.9	96				
NKDAY 1:00 PM - 4:30 PM	16150	1233	21.0	7.6	105	5666	20.8	35.1	104	6423	19.1	39.8	96				
NKDAY 4:30 PM - 7:30 PM	22463	1648	28.0	7.3	101	7541	27.7	33.6	100	8824	26.2	39.3	94				
NKDAY 7:30 PM - 8:00 PM	31795	2397	40.8	7.5	104	10895	40.1	34.3	102	12691	37.7	39.9	96				
NKDAY 11:00 PM - 11:30 PM	23977	1880	32.0	7.8	108	8128	29.9	33.9	101	10366	30.8	43.2	104				
NKDAY 11:30 PM - 1:00 AM	7703	682	11.6	8.9	122	2709	10.0	35.2	105	3470	10.3	45.0	108				
M-SAT 8-11 PM-SUN 7-11 PM	33800	2545	43.3	7.5	104	11711	43.1	34.6	103	14005	41.6	41.4	100				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	476	8.1	7.3	100	2423	8.9	37.1	110	2771	8.2	42.4	102				
ANOTHER WORLD	N 4620	427	7.3	9.2	127	1689	6.2	36.6	109	1916	5.7	41.5	100				
AS THE WORLD TURNS	C 5614	386	6.6	6.9	95	1905	7.0	33.9	101	1992	5.9	35.5	85				
CAPITOL	C 3396	171	2.9	5.0	69	1135	4.2	33.4	100	1269	3.8	37.4	90				
CBS MORN. NEWS 1	C 1446	*97	1.6	6.7	92	430	1.6	29.7	89	531	1.6	36.7	88				
CBS MORN. NEWS 2	C 1207	*68	1.2	5.6	78	356	1.3	29.5	88	447	1.3	37.0	89				
DAYS OF OUR LIVES	N 5877	580	9.9	9.9	136	2071	7.6	35.2	105	2523	7.5	42.9	103				
FACTS OF LIFE - DAYTIME	N 2290	147	2.5	6.4	88	717	2.6	31.3	93	842	2.5	36.8	88				
FAMILY FEUD	A 3023	243	4.1	8.0	111	1065	3.9	35.2	105	1057	3.1	35.0	84				
GENERAL HOSPITAL	A 6097	445	7.6	7.3	101	2083	7.7	34.2	102	2456	7.3	40.3	97				
GOOD MORNING, AMERICA-730	A 3515	250	4.3	7.1	98	1164	4.3	33.1	99	1558	4.6	44.3	107				
GOOD MORNING, AMERICA-830	A 2818	187	3.2	6.6	91	956	3.5	33.9	101	1380	4.1	49.0	118				
GUIDING LIGHT	C 5339	420	7.1	7.9	108	1904	7.0	35.7	106	1963	5.8	36.8	88				
ONE LIFE TO LIVE	A 4478	286	4.9	6.4	88	1715	6.3	38.3	114	1897	5.6	42.4	102				
PRESS YOUR LUCK	C 2244	157	2.7	7.0	96	793	2.9	35.3	105	929	2.8	41.4	100				
PRICE IS RIGHT 1	C 4348	338	5.7	7.8	107	1487	5.5	34.2	102	1681	5.0	38.7	93				
PRICE IS RIGHT 2	C 5014	407	6.9	8.1	112	1705	6.3	34.0	101	1988	5.9	39.6	95				
RYAN'S HOPE	A 3150	251	4.3	8.0	110	1249	4.6	39.7	118	1257	3.7	39.9	96				
SALE OF THE CENTURY	N 2695	148	2.5	5.5	76	986	3.6	36.6	109	923	2.7	34.2	82				
SEARCH FOR TOMORROW	N 2319	205	3.5	8.8	122	805	3.0	34.7	103	921	2.7	39.7	95				
TODAY SHOW 1	N 2693	196	3.3	7.3	100	882	3.2	32.8	98	922	2.7	34.2	82				
TODAY SHOW 2	N 2498	160	2.7	6.4	88	850	3.1	34.0	101	905	2.7	36.2	87				
\$25,000 PYRAMID	C 2753	172	2.9	6.2	86	1024	3.8	37.2	111	986	2.9	35.8	86				
WHEEL OF FORTUNE	N 4388	299	5.1	6.8	94	1558	5.7	35.5	106	1568	4.7	35.7	86				
YOUNG AND THE RESTLESS	C 5695	425	7.2	7.5	103	1985	7.3	34.9	104	2198	6.5	38.6	93				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	159	2.7	9.0	124	508	1.9	28.9	86	797	2.4	45.3	109				
NBA PLAYOFF GAME -1 C	1136	*79	1.3	7.0	96	369	1.4	32.5	97	440	1.3	38.7	93				
NBC MAJOR LEAGUE PRE-GAME N	953	*52	0.9	5.5	75	*218	0.8	22.9	68	371	1.1	38.9	94				
SPORTSWORLD - SUN N	1233	*65	1.1	5.3	73	374	1.4	30.3	90	559	1.7	45.3	109				
SUNDAY MORNING C	1611	*88	1.5	5.5	75	502	1.8	31.2	93	623	1.8	38.7	93				

	TOTAL U.S. '000	IN THE WASH CYCLE				IN THE RINSE CYCLE				IN THE DRYER				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	5880	100.0	7.3	100	27196	100.0	33.6	100	33682	100.0	41.6	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1832	31.2	7.0	97	8880	32.7	34.1	101	10045	29.8	38.5	93				
NETWORK AFFILIATES - LATE	20261	1496	25.4	7.4	102	6775	24.9	33.4	100	8768	26.0	43.3	104				
INDEPENDENTS - LATE	2076	167	2.8	8.0	111	655	2.4	31.6	94	775	2.3	37.3	90				
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 10453	850	14.5	8.1	112	3736	13.7	35.7	106	4386	13.0	42.0	101				
ABC MONDAY NIGHT MOVIE	A 6412	461	7.8	7.2	99	2265	8.3	35.3	105	2747	8.2	42.8	103				
ABC SUNDAY NIGHT MOVIE	A 12407	859	14.6	6.9	95	4153	15.3	33.5	100	5218	15.5	42.1	101				
ABC WORLD NEWS TONIGHT	A 6176	429	7.3	6.9	96	2030	7.5	32.9	98	2319	6.9	37.5	90				
AFTERMASH	C 5863	468	8.0	8.0	110	1949	7.2	33.2	99	2454	7.3	41.9	101				
ALICE	C 9594	676	11.5	7.0	97	3338	12.3	34.8	104	3804	11.3	39.6	95				
AMERICAN PARADE	C 6622	474	8.1	7.2	99	2300	8.5	34.7	103	2670	7.9	40.3	97				
BENSON	A 10886	858	14.6	7.9	109	3594	13.2	33.0	98	4503	13.4	41.4	99				
BLUE THUNDER	A 5036	478	8.1	9.5	131	1657	6.1	32.9	98	2194	6.5	43.6	105				
CAGNEY & LACEY	C 9965	745	12.7	7.5	103	3440	12.6	34.5	103	4276	12.7	42.9	103				
CBS EVENING NEWS-DEAN	C 3491	238	4.0	6.8	94	1155	4.2	33.1	99	1220	3.6	34.9	84				
CBS EVENING NEWS-RATHER	C 7123	442	7.5	6.2	85	2352	8.6	33.0	98	2636	7.8	37.0	89				
CBS SAT. NEWS-SCHIEFFER	C 3621	296	5.0	8.2	113	1283	4.7	35.4	106	1301	3.9	35.9	86				
CBS SATURDAY NIGHT MOVIE	C 5436	462	7.9	8.5	117	1848	6.8	34.0	101	2237	6.6	41.2	99				
CBS WEDNESDAY NIGHT MOVIE	C 6100	417	7.1	6.8	94	2101	7.7	34.4	103	2421	7.2	39.7	95				
CHEERS	N 8889	599	10.2	6.7	93	3197	11.8	36.0	107	3780	11.2	42.5	102				
DALLAS	C 22109	1597	27.2	7.2	99	8005	29.4	36.2	108	8867	26.3	40.1	96				
DIFF'RENT STROKES	N 6940	448	7.6	6.5	89	2286	8.4	32.9	98	2486	7.4	35.8	86				
DOUBLE TROUBLE	N 7223	613	10.4	8.5	117	2433	8.9	33.7	100	3425	10.2	47.4	114				
DUCK FACTORY	N 5595	356	6.1	6.4	88	2124	7.8	38.0	113	2264	6.7	40.5	97				
DUKES OF HAZZARD	C 5768	462	7.9	8.0	110	2158	7.9	37.4	111	2191	6.5	38.0	91				
DYNASTY	A 20053	1526	26.0	7.6	105	7412	27.3	37.0	110	7914	23.5	39.5	95				
FACTS OF LIFE	N 8087	528	9.0	6.5	90	2719	10.0	33.6	100	3649	10.8	45.1	108				
FALCON CREST	C 20046	1407	23.9	7.0	97	7445	27.4	37.1	111	8333	24.7	41.6	100				
FALL GUY	A 9084	867	14.7	9.5	131	3244	11.9	35.7	106	3907	11.6	43.0	103				
FAMILY TIES	N 7964	640	10.9	8.0	111	2884	10.6	36.2	108	2984	8.9	37.5	90				
FANTASY ISLAND	A 7687	583	9.9	7.6	104	2462	9.1	32.0	95	3087	9.2	40.2	97				
FOULUPS,BLEEPS & BLUNDERS	A 8861	589	10.0	6.6	92	3079	11.3	34.7	103	3611	10.7	40.8	98				
FOUR SEASONS	C 5095	405	6.9	7.9	109	1741	6.4	34.2	102	2002	5.9	39.3	94				
GIMME A BREAK	N 8838	707	12.0	8.0	110	3079	11.3	34.8	104	2937	8.7	33.2	80				
HART TO HART	A 8978	594	10.1	6.6	91	2880	10.6	32.1	96	3941	11.7	43.9	106				
HILL STREET BLUES	N 8590	677	11.5	7.9	109	2984	11.0	34.7	103	3605	10.7	42.0	101				
HOTEL	A 14085	957	16.3	6.8	94	5032	18.5	35.7	106	5747	17.1	40.8	98				
JEFFERSONS	C 9360	713	12.1	7.6	105	3235	11.9	34.6	103	3490	10.4	37.3	90				
JENNIFER SLEPT HERE	N 5841	363	6.2	6.2	86	1972	7.3	33.8	101	2240	6.7	38.3	92				
KATE & ALLIE	C 9206	581	9.9	6.3	87	3296	12.1	35.8	107	3850	11.4	41.8	101				
KNIGHT RIDER	N 7076	475	8.1	6.7	92	2585	9.5	36.5	109	3013	8.9	42.6	102				
LOVE BOAT	A 12219	888	15.1	7.3	100	4042	14.9	33.1	99	4589	13.6	37.6	90				
MAGNUM PI	C 11199	804	13.7	7.2	99	4125	15.2	36.8	110	4784	14.2	42.7	103				
MAMA'S FAMILY	N 6057	377	6.4	6.2	86	1996	7.3	33.0	98	2417	7.2	39.9	96				
MASTER, THE	N 3598	260	4.4	7.2	100	1179	4.3	32.8	98	1608	4.8	44.7	107				
MATT HOUSTON	A 6344	512	8.7	8.1	111	2188	8.0	34.5	103	2642	7.8	41.6	100				
NBC MONDAY NIGHT MOVIE	N 11994	931	15.8	7.8	107	4253	15.6	35.5	106	4985	14.8	41.6	100				
NBC NIGHTLY NEWS	N 5132	312	5.3	6.1	84	1955	7.2	38.1	113	2048	6.1	39.9	96				
NBC NIGHTLY NEWS-SAT	N 3375	*217	3.7	6.4	89	1105	4.1	32.7	97	1192	3.5	35.3	85				
NBC NIGHTLY NEWS-SUN	N 3130	*211	3.6	6.7	93	1049	3.9	33.5	100	1191	3.5	38.1	91				
NBC SUNDAY NIGHT MOVIE	N 8284	716	12.2	8.6	119	2815	10.4	34.0	101	3289	9.8	39.7	95				
NEWMART	C 9240	708	12.0	7.7	106	3181	11.7	34.4	103	3934	11.7	42.6	102				
ONE DAY AT A TIME	C 7288	587	10.0	8.1	111	2432	8.9	33.4	99	2940	8.7	40.3	97				
PEOPLE ARE FUNNY	N 4855	255	4.3	5.3	72	1593	5.9	32.8	98	2068	6.1	42.6	102				
REAL PEOPLE	N 8869	586	10.0	6.6	91	2986	11.0	33.7	100	3585	10.6	40.4	97				
REMINGTON STEELE	N 7743	528	9.0	6.8	94	2851	10.5	36.8	110	3418	10.1	44.1	106				
RIPLY'S BELIEVE IT - NOT	A 5345	445	7.6	8.3	115	1954	7.2	36.6	109	2393	7.1	44.8	108				
RIPTIDE	N 6988	537	9.1	7.7	106	2495	9.2	35.7	106	3071	9.1	43.9	106				
SCARECROW & MRS. KING	C 10002	655	11.1	6.5	90	3602	13.2	36.0	107	4029	12.0	40.3	97				
SIMON & SIMON	C 10638	867	14.7	8.2	112	3687	13.6	34.7	103	4538	13.5	42.7	103				
60 MINUTES	C 13293	988	16.8	7.4	102	4333	15.9	32.6	97	5230	15.5	39.3	95				
ST. ELSEWHERE	N 7017	550	9.4	7.8	108	2478	9.1	35.3	105	3268	9.7	46.6	112				
THREE'S COMPANY	A 10917	757	12.9	6.9	96	3876	14.3	35.5	106	4624	13.7	42.4	102				
T.J. HOOKER	A 9204	692	11.8	7.5	104	3071	11.3	33.4	99	3575	10.6	38.8	93				
TONIGHT SHOW	N 2372	193	3.3	8.1	112	739	2.7	31.2	93	1132	3.4	47.7	115				
TRAPPER JOHN, M.D.	C 9846	677	11.5	6.9	95	3606	13.3	36.6	109	3827	11.4	38.9	93				
TV BLOOPERS & PRAC. JOKES	N 9105	626	10.6	6.9	95	3204	11.8	35.2	105	3651	10.8	40.1	96				
20/20	A 9387	650	11.1	6.9	95	3069	11.3	32.7	97	4195	12.5	44.7	107				
WEBSTER	A 11067	892	15.2	8.1	111	3772	13.9	34.1	101	4427	13.1	40.0	96				
WORLD NEWS - SUN	A 3062	*191	3.2	6.2	86	1004	3.7	32.8	98	1238	3.7	40.4	97				
YELLOW ROSE	N 4978	332	5.6														

FABRIC SOFTENERS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	BOUNCE				CLING FREE SHEETS				DOWNY				FINAL TOUCH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	25727	100.0	31.8	100	10873	100.0	13.4	100	21638	100.0	26.7	100	8891	100.0	11.0	100
18 - 24	9282	3306	12.9	35.6	112	1306	12.0	14.1	105	2302	10.6	24.8	93	778	8.8	8.4	9
25 - 34	19072	6348	24.7	33.3	105	2717	25.0	14.2	106	5655	26.1	29.7	111	2326	26.2	12.2	101
35 - 44	14591	4610	17.9	31.6	99	2484	22.8	17.0	127	3723	17.2	25.5	95	1425	16.0	9.8	8
45 - 54	11345	3963	15.4	34.9	110	1596	14.7	14.1	105	2772	12.8	24.4	91	1209	13.6	10.7	7
55 - 64	11635	3805	14.8	32.7	103	1365	12.6	11.7	87	3147	14.5	27.0	101	1395	15.7	12.0	10
65 OR OLDER	15061	3695	14.4	24.5	77	1406	12.9	9.3	70	4040	18.7	26.8	100	1757	19.8	11.7	10
18 - 34	28354	9654	37.5	34.0	107	4023	37.0	14.2	106	7957	36.8	28.1	105	3105	34.9	11.0	10
18 - 49	48339	16166	62.8	33.4	105	7175	66.0	14.8	111	12913	59.7	26.7	100	5112	57.5	10.6	10
25 - 54	45008	14921	58.0	33.2	104	6796	62.5	15.1	112	12150	56.2	27.0	101	4960	55.8	11.0	10
35 - 49	19985	6512	25.3	32.6	103	3152	29.0	15.8	117	4956	22.9	24.8	93	2007	22.6	10.0	10
50 OR OLDER	32647	9561	37.2	29.3	92	3698	34.0	11.3	84	8725	40.3	26.7	100	3779	42.5	11.6	10
GRADUATED COLLEGE	11155	3582	13.9	32.1	101	1655	15.2	14.8	111	2631	12.2	23.6	88	1035	11.6	9.3	9
ATTENDED COLLEGE	13682	5118	19.9	37.4	118	2278	21.0	16.6	124	3342	15.4	24.4	91	1354	15.2	9.9	9
GRADUATED HIGH SCHOOL	33880	11487	44.6	33.9	107	4990	45.9	14.7	110	9556	44.2	28.2	106	4074	45.8	12.0	10
DID NOT GRADUATE HIGH SCHOOL	22720	5540	21.5	24.9	78	1949	17.9	8.8	65	6109	28.2	27.4	103	2428	27.3	10.9	10
EMPLOYED	40306	13681	53.2	33.9	107	6217	57.2	15.4	115	9938	45.9	24.7	92	4163	46.8	10.3	10
EMPLOYED FULL-TIME	32850	11477	44.6	34.9	110	5107	47.0	15.5	116	7840	36.2	23.9	89	3324	37.4	10.1	10
EMPLOYED PART-TIME	7456	2204	8.6	29.6	93	1110	10.2	14.9	111	2098	9.7	28.1	105	839	9.4	11.3	10
NOT EMPLOYED	40680	12045	46.8	29.6	93	4655	42.8	11.4	85	11701	54.1	28.8	108	4728	53.2	11.6	10
PROFESSIONAL/MANAGER	10392	3932	15.3	37.8	119	1732	15.9	16.7	124	2416	11.2	23.2	87	976	11.0	9.4	9
TECH/CLERICAL/SALES	17574	6309	24.5	35.9	113	2816	25.9	16.0	119	4411	20.4	25.1	94	1989	22.4	11.3	10
PRECISION/CRAFT	985	*250	1.0	25.4	80	*1109	1.0	11.1	82	*134	0.6	13.6	51	*449	0.6	5.0	5
OTHER EMPLOYED	11354	3190	12.4	28.1	88	1561	14.4	13.7	102	2977	13.8	26.2	98	1149	12.9	10.1	10
SINGLE	9863	2822	11.0	28.6	90	1108	10.2	11.2	84	2381	11.0	24.1	90	860	9.7	8.7	8
MARRIED	51375	17670	68.7	34.4	108	7445	68.5	14.5	108	14114	65.2	27.5	103	5832	65.6	11.4	10
DIVORCED/SEPARATED/MIDWOMED	19748	5235	20.3	26.5	83	2319	21.3	11.7	87	5143	23.8	26.0	97	2198	24.7	11.1	10
PARENTS	32590	10821	42.1	33.2	105	4834	44.5	14.8	110	9383	43.4	28.8	108	3783	42.5	11.6	10
WHITE	70416	23381	90.9	33.2	105	9821	90.3	13.9	104	18996	87.8	27.0	101	7937	89.3	11.3	10
BLACK	8778	1823	7.1	20.8	65	846	7.8	9.6	72	2263	10.5	25.8	96	836	9.4	9.5	9
OTHER	1791	*523	2.0	29.2	92	*206	1.9	11.5	86	*379	1.8	21.2	79	*118	1.3	6.6	6
NORTHEAST-CENSUS	17786	4365	17.0	24.5	77	2131	19.6	12.0	89	4446	20.5	25.0	94	2881	32.4	16.2	10
NORTH CENTRAL	20741	7929	30.8	38.2	120	3155	29.0	15.2	113	6240	28.8	30.1	113	2632	29.6	12.7	10
SOUTH	27775	8203	31.9	29.5	93	3473	31.9	12.5	93	7278	33.6	26.2	98	2214	24.9	8.0	8
WEST	14683	5231	20.3	35.6	112	2115	19.5	14.4	107	3674	17.0	25.0	94	1164	13.1	7.9	7
NORTHEAST-MKTG.	17961	4175	16.2	23.2	73	2069	19.0	11.5	86	4247	19.6	23.6	89	2501	28.1	13.9	10
EAST CENTRAL	11885	4243	16.5	35.7	112	1659	15.3	14.0	104	3681	17.0	31.0	116	2238	25.2	18.8	10
WEST CENTRAL	14090	5424	21.1	38.5	121	2231	20.5	15.8	118	4148	19.2	29.4	110	1279	14.4	9.1	9
SOUTH	24081	7380	28.7	30.6	96	3098	28.5	12.9	96	6433	29.7	26.7	100	1879	21.1	7.8	7
PACIFIC	12969	4506	17.5	34.7	109	1817	16.7	14.0	104	3129	14.5	24.1	90	994	11.2	7.7	7
COUNTY SIZE A	32439	9208	35.8	28.4	89	4309	39.6	13.3	99	7814	36.1	24.1	90	3432	38.6	10.6	10
COUNTY SIZE B	24915	8619	33.5	24.6	109	3334	30.7	13.4	100	6725	31.1	27.0	101	2997	33.7	12.0	10
COUNTY SIZE C	12930	4198	16.3	32.5	102	1809	16.6	14.0	104	3858	17.8	29.8	112	1359	15.3	10.5	10
COUNTY SIZE D	10703	3702	14.4	34.6	109	1421	13.1	13.3	99	3242	15.0	30.3	113	1104	12.4	10.3	10
METRO CENTRAL CITY	24518	7011	27.3	28.6	90	3055	28.1	12.5	93	5964	27.6	24.3	91	2375	26.7	9.7	7
METRO SUBURBAN	35919	11803	45.9	32.9	103	4978	45.8	13.9	103	9659	44.6	26.9	101	4311	48.5	12.0	10
NON METRO	20549	6912	26.9	33.6	106	2840	26.1	13.8	103	6015	27.8	29.3	110	2205	24.8	10.7	10
TOP 5 ADI'S	18341	5085	19.8	27.7	87	2376	21.9	13.0	96	4510	20.8	24.6	92	1852	20.8	10.1	10
TOP 10 ADI'S	25378	6931	26.9	27.3	86	3279	30.2	12.9	96	6019	27.8	23.7	89	2519	28.3	9.9	9
TOP 20 ADI'S	36488	10524	40.9	28.8	91	4899	45.1	13.4	100	8801	40.7	24.1	90	3898	43.8	10.7	10
HSGLD INC. \$50,000 OR MORE	6612	2452	9.5	37.1	117	1193	11.0	18.0	134	1588	7.3	24.0	90	*436	4.9	6.6	6
\$40,000 OR MORE	12659	4801	18.7	37.9	119	2021	18.6	16.0	119	3113	14.4	24.6	92	1076	12.1	8.5	8
\$30,000 OR MORE	24698	9193	35.7	37.2	117	3762	34.6	15.2	113	6330	29.3	25.6	96	2365	26.6	9.6	9
\$25,000 OR MORE	32077	11793	45.8	36.8	116	5053	46.5	15.8	117	8315	38.4	25.9	97	3243	36.5	10.1	10
\$20,000 - \$24,999	9144	3231	12.6	35.3	111	1464	13.5	16.0	119	2806	13.0	30.7	115	1141	12.8	12.5	12
\$15,000 - \$19,999	8728	2826	11.0	32.4	102	1077	9.9	12.3	92	2133	9.9	24.4	91	1067	12.0	12.2	12
\$10,000 - \$14,999	12562	3748	14.6	29.8	94	1654	15.2	13.2	98	3736	17.3	29.7	111	1655	18.6	13.2	12
UNDER \$10,000	18475	4129	16.0	22.3	70	1624	14.9	8.8	65	4648	21.5	25.2	94	1785	20.1	9.7	7
HOUSEHOLD OF 1 PERSON	11987	2888	11.2	24.1	76	1294	11.9	10.8	80	2902	13.4	24.2	91	1282	14.4	10.7	10
2 PEOPLE	26577	9072	35.3	34.1	107	3532	32.5	13.3	99	6877	31.8	25.9	97	2741	30.8	10.3	10
3 OR 4 PEOPLE	30617	9772	38.0	31.9	100	4290	39.5	14.0	104	8603	39.8	28.1	105	3490	39.3	11.4	10
5 OR MORE PEOPLE	11804	3995	15.5	33.8	107	1757	16.2	14.9	111	3256	15.0	27.6	103	1378	15.5	11.7	10
NO CHILD IN HSHLD	46165	14090	54.8	30.5	96	5882	54.1	12.7	95	11671	53.9	25.3	95	4858	54.6	10.5	10
CHILD(REN) UNDER 2 YRS	5325	1817	7.1	34.1	107	816	7.5	15.3	114	1697	7.8	31.9	119	637	7.2	12.0	10
2 - 5 YEARS	14221	4843	18.8	34.1	107	1904	17.5	13.4	100	4149	19.2	29.2	109	1744	19.6	12.3	10
6 - 11 YEARS	15117	4983	19.4	33.0	104	2014	18.5	13.3	99	4307	19.9	28.5	107	1954	22.0	12.9	10
12 - 17 YEARS	16611	5272	20.5	31.7	100	2451	22.5	14.8	110	4652	21.5	28.0	105	1767	19.9	10.6	10
RESIDENCE OWNED	55884	18672	72.6	33.4	105	7839	72.1	14.0	104	15686	72.5	28.1	105	6648	74.8	11.9	10
VALUE: \$50,000 OR MORE	31744	10782	41.9	34.0	107	4524	41.6	14.3	106	8341	38.5	26.3	98	3487	39.2	11.0	10
VALUE: UNDER \$50,000	24140	7890	30.7	32.7	103	3315	30.5	13.7	102	7345	33.9	30.4	114	3161	35.6	13.1	10

		TOTAL U.S. '000	BOUNCE				CLING FREE SHEETS				DOHNY				FINAL TOUCH			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS		80986	25727	100.0	31.8	100	10873	100.0	13.4	100	21638	100.0	26.7	100	8891	100.0	11.0	100
MAGAZINES	QUINTILE 1	15799	5885	22.9	37.2	117	2526	23.2	16.0	119	4506	20.8	28.5	107	1814	20.4	11.5	105
	QUINTILE 2	17259	5714	22.2	33.1	104	2473	22.7	14.3	107	4489	20.7	26.0	97	2153	24.2	12.5	114
	QUINTILE 3	13545	4410	17.1	32.6	102	1860	17.1	13.7	102	3609	16.7	26.6	100	1456	16.4	10.7	98
	QUINTILE 4	15133	4663	18.1	30.8	97	1964	18.1	13.0	97	4316	19.9	28.5	107	1240	13.9	8.2	75
	QUINTILE 5	19250	5055	19.6	26.3	83	2050	18.9	10.6	79	4719	21.8	24.5	92	2227	25.0	11.6	105
NEWSPAPERS	QUINTILE 1	12413	3935	15.3	31.7	100	1639	15.1	13.2	98	3465	16.0	27.9	104	1519	17.1	12.2	111
	QUINTILE 2	24116	8017	31.2	33.2	105	3186	29.3	13.2	98	6545	30.2	27.1	102	2962	33.3	12.3	112
	QUINTILE 3	11261	3857	15.0	34.3	108	1860	17.1	16.5	123	3253	15.0	28.9	108	1222	13.7	10.9	99
	QUINTILE 4	20255	6557	25.5	32.4	102	2800	25.8	13.8	103	4868	22.5	24.0	90	1923	21.6	9.5	86
	QUINTILE 5	12940	3361	13.1	26.0	82	1387	12.8	10.7	80	3508	16.2	27.1	101	1266	14.2	9.8	89
OUTDOOR	QUINTILE 1	14852	4743	18.4	31.9	101	2142	19.7	14.4	107	3966	18.3	26.7	100	1566	17.6	10.5	96
	QUINTILE 2	15725	5284	20.5	33.6	106	2197	20.2	14.0	104	3954	18.3	25.1	94	1757	19.8	11.2	102
	QUINTILE 3	16330	5198	20.2	31.8	100	2399	22.1	14.7	109	4532	20.9	27.8	104	2032	22.9	12.4	113
	QUINTILE 4	16744	5220	20.3	31.2	98	1994	18.3	11.9	89	4667	21.6	27.9	104	1634	18.4	9.8	89
	QUINTILE 5	17334	5282	20.5	30.5	96	2141	19.7	12.4	92	4519	20.9	26.1	98	1902	21.4	11.0	100
RADIO-DRIVE TIME	QUINTILE 1	15911	5587	21.7	35.1	111	2167	19.9	13.6	101	4520	20.9	28.4	106	1882	21.2	11.8	108
	QUINTILE 2	14837	4413	17.2	29.7	94	2149	19.8	14.5	108	4379	20.2	29.5	110	1655	18.6	11.2	102
	QUINTILE 3	15339	4775	18.6	31.1	98	2168	19.9	14.1	105	3998	18.5	26.1	98	1573	17.7	10.3	93
	QUINTILE 4	16723	5378	20.9	32.2	101	2260	20.8	13.5	101	4246	19.6	25.4	95	1882	21.2	11.3	103
	QUINTILE 5	18176	5573	21.7	30.7	97	2129	19.6	11.7	87	4495	20.8	24.7	93	1898	21.3	10.4	95
RADIO-MID- DAY	TERCILE 1	21020	7001	27.2	33.3	105	2838	26.1	13.5	101	5776	26.7	27.5	103	2498	28.1	11.9	108
	TERCILE 2	21610	7183	27.9	33.2	105	2858	26.3	13.2	99	6169	28.5	28.5	107	2409	27.1	11.1	102
	TERCILE 3	38355	11543	44.9	30.1	95	5177	47.6	13.5	101	9693	44.8	25.3	95	3984	44.8	10.4	95
RADIO-TOTAL	QUINTILE 1	15988	5305	20.6	33.2	104	2234	20.5	14.0	104	4623	21.4	28.9	108	1815	20.4	11.4	103
	QUINTILE 2	15626	5214	20.3	33.4	105	1932	17.8	12.4	92	4367	20.2	27.9	105	1780	20.0	11.4	104
	QUINTILE 3	16723	5173	20.1	30.9	97	2380	21.9	14.2	106	4391	20.3	26.3	98	1784	20.1	10.7	97
	QUINTILE 4	16342	5094	19.8	31.2	98	2501	23.0	15.3	114	4392	20.3	26.9	101	1832	20.6	11.2	102
	QUINTILE 5	16306	4940	19.2	30.3	95	1825	16.8	11.2	83	3865	17.9	23.7	89	1680	18.9	10.3	94
TV-PRIME TIME	QUINTILE 1	15953	4675	18.2	29.3	92	2065	19.0	12.9	96	4370	20.2	27.4	103	1929	21.7	12.1	110
	QUINTILE 2	16137	5749	22.3	35.6	112	2402	22.1	14.9	111	4548	21.0	28.2	105	1908	21.5	11.8	108
	QUINTILE 3	16420	5325	20.7	32.4	102	2328	21.4	14.2	106	4561	21.1	27.8	104	1968	22.1	12.0	109
	QUINTILE 4	16687	5273	20.5	31.6	99	2076	19.1	12.4	93	4618	21.3	27.7	104	1745	19.6	10.5	95
	QUINTILE 5	15789	4705	18.3	29.8	94	2002	18.4	12.7	94	3541	16.4	22.4	84	1342	15.1	8.5	77
TV-DAYTIME	TERCILE 1	27736	8610	33.5	31.0	98	3704	34.1	13.4	99	8103	37.4	29.2	109	3295	37.1	11.9	108
	TERCILE 2	26489	8628	33.5	32.6	103	3514	32.3	13.3	99	7221	33.4	27.3	102	3027	34.0	11.4	104
	TERCILE 3	26761	8488	33.0	31.7	100	3654	33.6	13.7	102	6314	29.2	23.6	88	2569	28.9	9.6	87
TV-TOTAL	QUINTILE 1	16345	4985	19.4	30.5	96	2181	20.1	13.3	99	4434	20.5	27.1	102	2134	24.0	13.1	119
	QUINTILE 2	16447	5486	21.3	33.4	105	2059	18.9	12.5	93	4965	22.9	30.2	113	1700	19.1	10.3	94
	QUINTILE 3	15980	4970	19.3	31.1	98	2404	22.1	15.0	112	4451	20.6	27.9	104	1918	21.6	12.0	109
	QUINTILE 4	15887	5326	20.7	33.5	106	2156	19.8	13.6	101	4066	18.8	25.6	96	1761	19.8	11.1	101
	QUINTILE 5	16326	4959	19.3	30.4	96	2073	19.1	12.7	95	3723	17.2	22.8	85	1378	15.5	8.4	77
MAGAZINES-NEWSPAPERS: DUAL		20721	7202	28.0	34.8	109	3091	28.4	14.9	111	5796	26.8	28.0	105	2684	30.2	13.0	118
MAGAZINE IMPERATIVE		19186	6686	26.0	34.8	110	2859	26.3	14.9	111	4979	23.0	26.0	97	1898	21.3	9.9	90
NEWSPAPER IMPERATIVE		21899	6626	25.8	30.3	95	2661	24.5	12.2	91	5997	27.7	27.4	102	2422	27.2	11.1	101
MAGAZINES-OUTDOOR: DUAL		15451	5609	21.8	36.3	114	2571	23.6	16.6	124	3945	18.2	25.5	96	1884	21.2	12.2	111
MAGAZINE IMPERATIVE		25953	8489	33.0	32.7	103	3565	32.8	13.7	102	7187	33.2	27.7	104	2971	33.4	11.4	104
OUTDOOR IMPERATIVE		24400	7162	27.8	29.4	92	3068	28.2	12.6	94	6278	29.0	25.7	96	2499	28.1	10.2	93
MAGAZINES-RADIO: DUAL		18049	6192	24.1	34.3	108	2622	24.1	14.5	108	4953	22.9	27.4	103	2038	22.9	11.3	103
MAGAZINE IMPERATIVE		23571	8120	31.6	34.4	108	3573	32.9	15.2	113	5984	27.7	25.4	95	2683	30.2	11.4	104
RADIO IMPERATIVE		23278	7299	28.4	31.4	99	2758	25.4	11.8	88	6778	31.3	29.1	109	2542	28.6	10.9	99
MAGAZINES-TELEVISION: DUAL		15459	5459	21.2	35.3	111	2397	22.0	15.5	115	4008	18.5	25.9	97	1842	20.7	11.9	109
MAGAZINE IMPERATIVE		25829	8852	34.4	34.3	108	3721	34.2	14.4	107	6874	31.8	26.6	100	2914	32.8	11.3	103
TELEVISION IMPERATIVE		26039	7505	29.2	28.8	91	3050	28.1	11.7	87	7581	35.0	29.1	109	2940	33.1	11.3	103
NEWSPAPERS-OUTDOOR: DUAL		16605	5774	22.4	34.8	109	2493	22.9	15.0	112	4420	20.4	26.6	100	2123	23.9	12.8	116
NEWSPAPER IMPERATIVE		26834	8570	33.3	31.9	101	3386	31.1	12.6	94	7565	35.0	28.2	106	3077	34.6	11.5	104
OUTDOOR IMPERATIVE		23346	7242	28.1	31.0	98	3180	29.2	13.6	101	5973	27.6	25.6	96	2318	26.1	9.9	90
NEWSPAPERS-RADIO: DUAL		17133	5862	22.8	34.2	108	2259	20.8	13.2	98	4711	21.8	27.5	103	2066	23.2	12.1	110
NEWSPAPER IMPERATIVE		25892	8206	31.9	31.7	100	3535	32.5	13.7	102	7099	32.8	27.4	103	3090	34.8	11.9	109
RADIO IMPERATIVE		23167	7467	29.0	32.2	101	3243	29.8	14.0	104	6524	30.2	28.2	105	2365	26.6	10.2	93
NEWSPAPERS-TELEVISION: DUAL		17159	5726	22.3	33.4	105	2291	21.1	13.4	99	4793	22.2	27.9	105	2157	24.3	12.6	115
NEWSPAPER IMPERATIVE		26214	8526	33.1	32.5	102	3627	33.4	13.8	103	6909	31.9	26.4	99	3061	34.4	11.7	106
TELEVISION IMPERATIVE		23412	7195	28.0	30.7	97	3082	28.3	13.2	98	6665	30.8	28.5	107	2424	27.3	10.4	94
OUTDOOR-RADIO: DUAL		15303	5072	19.7	33.1	104	2384	21.9	15.6	116	4161	19.2	27.2	102	1762			

FABRIC SOFTENERS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	BOUNCE				CLING FREE SHEETS				DOWNY				FINAL TOUCH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	25727	100.0	31.8	100	10873	100.0	13.4	100	21638	100.0	26.7	100	8891	100.0	11.0	100
ATLANTIC MONTHLY	415	*117	0.5	28.2	89	**65	0.6	15.7	117	**95	0.4	22.9	86	**40	0.4	9.6	86
BARRON'S	453	*194	0.8	42.8	135	**98	0.9	21.6	161	**88	0.4	19.4	73	**76	0.9	16.8	100
BETTER HOMES & GARDENS	16256	5701	22.2	35.1	110	2354	21.6	14.5	108	4910	22.7	30.2	113	1963	22.1	12.1	100
BON APPETIT	2535	796	3.1	31.4	99	365	3.4	14.4	107	558	2.6	22.0	82	*107	1.2	4.2	82
BUSINESS WEEK	1278	400	1.6	31.3	99	*169	1.6	13.2	98	337	1.6	26.4	99	**132	1.5	10.3	99
CAR AND DRIVER	378	**75	0.3	19.8	62	**59	0.5	15.6	116	**98	0.5	25.9	97	**35	0.4	9.3	97
CBS MAGAZINE NETWORK (GROSS)	1498	566	2.2	37.8	119	*206	1.9	13.8	102	406	1.9	27.1	101	*285	3.2	19.0	101
CHANGING TIMES	1505	414	1.6	27.5	87	*289	2.7	19.2	143	489	2.3	32.5	122	*175	2.0	11.6	101
COLONIAL HOMES	1231	430	1.7	34.9	110	*150	1.4	12.2	91	313	1.4	25.4	95	*108	1.2	8.8	95
CONDE NAST MAG. PKG. (GROSS)	14146	4772	18.5	33.7	106	2113	19.4	14.9	111	4107	19.0	29.0	109	1665	18.7	11.8	109
CONSUMERS DIGEST	1323	458	1.8	34.6	109	*208	1.9	15.7	117	410	1.9	31.0	116	*202	2.3	15.3	116
COSMOPOLITAN	7102	2475	9.6	34.8	110	1084	10.0	15.3	114	1791	8.3	25.2	94	943	10.6	13.3	114
COUNTRY LIVING	2481	890	3.5	35.9	113	389	3.6	15.7	117	778	3.6	31.4	117	304	3.4	12.3	117
CUISINE	1472	567	2.2	38.5	121	*150	1.4	10.2	76	380	1.8	25.8	97	**79	0.9	5.4	97
CYCLE WORLD	425	**135	0.5	31.8	100	**42	0.4	9.9	74	*155	0.7	36.5	137	**110	1.2	25.9	200
DCI:CREATIVE IDEAS FOR LIV	2510	1026	4.0	40.9	129	372	3.4	14.8	110	741	3.4	29.5	110	*236	2.7	9.4	110
DCI:CREAT IDEA/SO.LIV(GROSS)	1494	2517	9.8	37.6	118	1097	10.1	16.4	122	1781	8.2	26.6	100	502	5.6	7.5	100
DISCOVER	894	323	1.3	36.1	114	*153	1.4	17.1	127	284	1.3	31.8	119	**71	0.8	7.9	119
EDONY	3507	843	3.3	24.0	76	345	3.2	9.8	73	1021	4.7	29.1	109	428	4.8	12.2	109
ESQUINE	1083	276	1.1	25.5	80	*126	1.2	11.6	87	281	1.3	25.9	97	**89	1.0	8.2	97
ESSENCE	1830	437	1.7	23.9	75	200	1.8	10.9	81	631	2.9	34.5	129	*223	2.5	12.2	129
FAMILY CIRCLE	15930	5539	21.5	34.8	109	2358	21.7	14.8	110	4629	21.4	29.1	109	2058	23.1	12.9	109
THE FAMILY HANDYMAN	1126	404	1.6	35.9	113	*205	1.9	18.2	136	465	2.1	41.3	155	*172	1.9	15.3	155
FAMILY WEEKLY	11468	4405	17.1	38.4	121	1693	15.6	14.8	110	3472	16.0	30.3	113	1329	14.9	11.6	113
FIELD & STREAM	2234	830	3.2	37.2	117	500	4.6	22.4	167	662	3.1	29.6	111	*276	3.1	12.4	111
FOOD & WINE	579	*217	0.8	37.5	118	**68	0.6	11.7	87	*182	0.8	31.4	118	**21	0.2	3.6	118
FOUR	728	*303	1.2	41.6	131	**122	1.1	16.8	125	*158	0.7	21.7	81	**96	1.1	13.2	125
FORTUNE	906	358	1.4	39.5	124	*146	1.3	16.1	120	*229	1.1	25.3	95	**134	1.5	14.8	120
GENTLEMEN'S QUARTERLY	791	*301	1.2	38.1	120	**73	0.7	9.2	69	*241	1.1	30.5	114	*335	0.4	4.4	114
GLANDOUR	5265	1898	7.4	36.0	113	812	7.5	15.4	115	1581	7.3	30.0	112	767	8.6	14.6	112
GOLF DIGEST	636	*272	1.1	42.8	135	**112	1.0	17.6	131	**82	0.4	12.9	48	**23	0.3	3.6	48
GOLF DIGEST/TENNIS (GROSS)	1186	458	1.8	38.6	122	*178	1.6	15.0	112	*228	1.1	19.2	72	*70	0.8	5.9	72
GOLF MAGAZINE	441	*170	0.7	38.5	121	**68	0.6	15.4	115	**83	0.4	18.8	70	*88	0.1	1.8	70
GOLF MAGAZINE/SKI (GROSS)	922	365	1.4	39.6	125	**121	1.1	13.1	98	*224	1.0	24.3	91	**42	0.5	4.6	91
GOOD HOUSEKEEPING	16487	5566	21.6	33.8	106	2532	23.3	15.4	114	4857	22.4	29.5	110	1974	22.2	12.0	110
HARPER'S BAZAAR	2423	771	3.0	31.8	100	402	3.7	16.6	124	690	3.2	28.5	107	*289	3.3	11.9	107
HEALTH	1994	741	2.9	37.2	117	*273	2.5	13.7	102	515	2.4	25.8	97	*209	2.4	10.5	97
HEARST MAG CORP. BUY (GROSS)	44101	15549	60.4	35.3	111	6663	61.3	15.1	113	12814	59.2	29.1	109	5289	59.5	12.0	109
HEARST MAN POWER (GROSS)	1993	731	2.8	36.7	115	354	3.3	17.8	132	638	2.9	32.0	120	*279	3.1	14.0	120
HEARST WOMAN POWER (GROSS)	31274	11026	42.9	35.3	111	4741	43.6	15.2	113	9067	41.9	29.0	109	3887	43.7	12.4	109
HOUSE BEAUTIFUL	3623	1365	5.3	37.7	119	510	4.7	14.1	105	1072	5.0	29.6	111	333	3.7	9.2	111
INC.	283	**109	0.4	38.5	121	**94	0.9	33.2	247	**79	0.4	27.9	104	**47	0.5	16.6	104
JET	2928	718	2.8	24.5	77	327	3.0	11.2	83	842	3.9	28.8	108	303	3.4	10.3	108
LADIES' HOME JOURNAL	11918	3988	15.5	33.5	105	1836	16.9	15.4	115	3457	16.0	29.0	109	1545	17.4	13.0	109
LHJ FAMILY GRP COMBO(GROSS)	16764	5899	22.9	35.2	111	2593	23.8	15.5	115	4779	22.1	28.5	107	2030	22.8	12.1	107
LIFE	4254	1280	5.0	30.1	95	603	5.5	14.2	106	1077	5.0	25.3	95	377	4.2	8.9	95
L.A. TIMES HOME MAGAZINE	1145	440	1.7	38.4	121	*174	1.6	15.2	113	310	1.4	27.1	101	**114	1.3	10.0	101
MADEMOISELLE	2884	901	3.5	31.2	98	480	4.4	16.6	124	840	3.9	29.1	109	326	3.7	11.3	109
MC CALL'S	13460	5022	19.5	37.3	117	2159	19.9	16.0	119	4020	18.6	29.9	112	1683	18.9	12.5	112
MC CALL'S/WRK MOTHER (GROSS)	14606	5395	21.0	36.9	116	2338	21.5	16.0	119	4432	20.5	30.3	114	1849	20.8	12.7	114
MECHANIX ILLUSTRATED	772	*202	0.8	26.2	82	*131	1.2	17.0	126	*238	1.1	30.8	115	**150	1.7	19.4	115
METROPOLITAN HOME	967	399	1.6	41.3	130	*287	0.8	9.0	67	251	1.2	26.0	97	**97	1.1	10.0	97
MONEY	1588	589	2.3	37.1	117	*237	2.2	14.9	111	345	1.6	21.7	81	*190	2.1	12.0	111
MOTHER EARTH NEWS	1002	383	1.5	38.2	120	**111	1.0	11.1	83	259	1.2	25.8	97	**69	0.8	6.9	97
MS.	825	298	1.2	36.1	114	*126	1.2	15.3	114	257	1.2	31.2	117	**125	1.4	15.2	117
NATIONAL ENQUIRER	10336	3325	12.9	32.2	101	1302	12.0	12.6	94	2845	13.1	27.5	103	1103	12.4	10.7	103
NATIONAL GEOGRAPHIC	9597	3524	13.7	36.7	116	1239	11.4	12.9	96	2595	12.0	27.0	101	949	10.7	9.9	101
NATIONAL SUNDAY MAGAZINE PKG	49558	16283	63.3	32.9	103	6812	62.7	13.7	102	13526	62.5	27.3	102	5722	64.4	11.5	102
NATURAL HISTORY	573	*127	0.5	22.2	70	**56	0.5	9.8	73	*117	0.5	20.4	76	*74	0.8	12.9	76
NEW WOMAN	1699	576	2.2	33.9	107	*217	2.0	12.8	95	453	2.1	26.7	100	*186	2.1	10.9	100
NEW YORK INCLUDING CUE	443	*139	0.5	31.4	99	**41	0.4	9.3	69	**69	0.3	15.6	58	**18	0.2	4.1	58
THE NEW YORKER	1270	391	1.5	30.8	97	*113	1.0	8.9	66	261	1.2	20.6	77	*102	1.1	8.0	77
NEWSWEEK	6277	2215	8.6	35.3	111	1008	9.3	16.1	120	1712	7.9	27.3	102	677	7.6	10.8	102
THE N.Y. TIMES DAILY EDITION	1205	385	1.5	32.0	101	*127	1.2	10.5	79	260	1.2	21.6	81	*163	1.8	13.5	81
THE N.Y. TIMES MAGAZINE	2081	543	2.1	26.1	82	277	2.5	13.3	99	470	2.2	22.6	85	298	3.4	14.3	99
OHIO	788	340	1.3	43.1	136	*143	1.3	18.1	135	*186	0.9	23.6	88	**66	0.7	8.4	88
ON CABLE	1158	316	1.2	27.3	86	**133	1.2	11.5	86	254	1.2	21.9	82	*119	1.3	10.3	82
1001 HOME IDEAS	2852	1170	4.5	41.0	129	484	4.5	17.0	126	808	3.7	28.3	106	276	3.1	9.7	106
ORGANIC GARDENING	1658	526	2.0	31.7	100	*205	1.9	12.4	92	446	2.1	26.9	101	*211	2.4	12.7	101
OUTDOOR LIFE	896	330	1.3	36.8	116	**142	1.3	15.8	118	336	1.6	37.5	140	**118	1.3	13.2	140
PARADE MAGAZINE	24275	7440	28.9	30.6	96	3267	30.0	13.5	100	6475	29.9	26.7	100	2713	30.5	11.2	100

FABRIC SOFTENERS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	BOUNCE				CLING FREE SHEETS				DOWNY				FINAL TOUCH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	25727	100.0	31.8	100	10873	100.0	13.4	100	21638	100.0	26.7	100	8891	100.0	11.0	100
PARENTS	3845	1514	5.9	39.4	124	771	7.1	20.1	149	1249	5.8	32.5	122	588	6.6	15.3	139
PENTHOUSE	831	291	1.1	35.0	110	**107	1.0	12.9	96	*286	1.3	34.4	129	**137	1.5	16.5	150
PEOPLE	11645	3933	15.3	33.8	106	1720	15.8	14.8	110	3093	14.3	26.6	99	1164	13.1	10.0	91
PLAYBOY	2006	599	2.3	29.9	94	259	2.4	12.9	96	480	2.2	23.9	90	*212	2.4	10.6	96
POPULAR HOT RODDING	297	**112	0.4	37.7	119	**59	0.5	19.9	148	**127	0.6	42.8	160	**38	0.4	12.8	117
POPULAR MECHANICS	1018	*326	1.3	32.0	101	*157	1.4	15.4	115	*310	1.4	30.5	114	**173	1.9	17.0	155
POPULAR SCIENCE	878	266	1.0	30.3	95	**148	1.4	16.9	126	*266	1.2	30.3	113	**92	1.0	10.5	95
PREVENTION	3913	1353	5.3	34.6	109	615	5.7	15.7	117	1090	5.0	27.9	104	459	5.2	11.7	107
PSYCHOLOGY TODAY	1710	684	2.7	40.0	126	*178	1.6	10.4	78	456	2.1	26.7	100	*113	1.3	6.6	60
READER'S DIGEST	22204	7813	30.4	35.2	111	3234	29.7	14.6	108	6090	28.1	27.4	103	2530	28.5	11.4	104
REDBOOK	7684	2985	11.6	38.8	122	1125	10.3	14.6	109	2419	11.2	31.5	118	971	10.9	12.6	115
ROAD & TRACK	410	*179	0.7	43.7	137	**71	0.7	17.3	129	**91	0.4	22.2	83	**24	0.3	5.9	53
ROLLING STONE	969	419	1.6	43.2	136	*176	1.6	18.2	135	291	1.3	30.0	112	*128	1.4	13.2	120
RUNNER'S WORLD	298	**129	0.5	43.3	136	**24	0.2	8.1	60	**40	0.2	13.4	50	**14	0.2	4.7	43
SATURDAY EVENING POST	1169	411	1.6	35.2	111	*215	2.0	18.4	137	413	1.9	35.3	132	*209	2.4	17.9	163
SCIENCE 84	587	*271	1.1	46.2	145	**39	0.4	6.6	49	*171	0.8	29.1	109	**34	0.4	5.8	53
SCIENCE DIGEST	482	*197	0.8	40.9	129	**66	0.6	13.7	102	*154	0.7	32.0	120	**62	0.7	12.9	117
SCIENTIFIC AMERICAN	594	*245	1.0	41.2	130	**56	0.5	9.4	70	*147	0.7	24.7	93	**33	0.4	5.6	51
SELF	2089	710	2.8	34.0	107	256	2.4	12.3	91	635	2.9	30.4	114	*234	2.6	11.2	102
SEVENTEEN	2411	840	3.3	34.8	110	307	2.8	12.7	95	689	3.2	28.6	107	*221	2.5	9.2	83
SKI	480	*195	0.8	40.6	128	**53	0.5	11.0	82	*141	0.7	29.4	110	**34	0.4	7.1	65
SMITHSONIAN	2760	1066	4.1	38.6	122	368	3.4	13.3	99	696	3.2	25.2	94	*176	2.0	6.4	58
SOAP OPERA DIGEST	3013	1008	3.9	33.5	105	412	3.8	13.7	102	906	4.2	30.1	113	414	4.7	13.7	125
SOUTHERN LIVING	4184	1491	5.8	35.6	112	725	6.7	17.3	129	1040	4.8	24.9	93	266	3.0	6.4	58
SPORT	559	**102	0.4	18.2	57	**86	0.8	15.4	115	*227	1.0	40.6	152	**85	1.0	15.2	139
THE SPORTING NEWS	436	*223	0.9	51.1	161	**90	0.8	20.6	154	**206	1.0	47.2	177	**80	0.9	18.3	167
SPORTS AFIELD	493	*207	0.8	42.0	132	**131	1.2	26.6	198	*174	0.8	35.3	132	**43	0.5	8.7	79
SPORTS ILLUSTRATED	2758	994	3.9	36.0	113	552	5.1	20.0	149	782	3.6	28.4	106	*235	2.6	8.5	78
STAR	7456	2370	9.2	31.8	100	920	8.5	12.3	92	2195	10.1	29.4	110	919	10.3	12.3	112
SUNDAY	24936	7815	30.4	31.3	99	3327	30.6	13.3	99	6410	29.6	25.7	96	3011	33.9	12.1	110
SUNSET	2124	783	3.0	36.9	116	261	2.4	12.3	92	531	2.5	25.0	94	*180	2.0	8.5	77
TV GUIDE	21661	7212	28.0	33.3	105	3009	27.7	13.9	103	5994	27.7	27.7	104	2630	29.6	12.1	111
TENNIS	550	*187	0.7	34.0	107	**66	0.6	12.0	89	**145	0.7	26.4	99	**48	0.5	8.7	79
TIME	8880	3025	11.8	34.1	107	1274	11.7	14.3	107	2234	10.3	25.2	94	1056	11.9	11.9	108
TOWN & COUNTRY	917	293	1.1	32.0	101	**109	1.0	11.9	89	214	1.0	23.3	87	**72	0.8	7.9	72
TRAVEL & LEISURE	972	393	1.5	40.4	127	*160	1.5	16.5	123	269	1.2	27.7	104	**95	1.1	9.8	89
TRUE STORY	3356	1108	4.3	33.0	104	479	4.4	14.3	106	959	4.4	28.6	107	364	4.1	10.8	99
U.S. NEWS & WORLD REPORT	3410	1285	5.0	37.7	119	542	5.0	15.9	118	1018	4.7	29.9	112	366	4.1	10.7	98
USA TODAY	1759	514	2.0	29.2	92	277	2.5	15.7	117	523	2.4	29.7	111	*226	2.5	12.8	117
US	1873	660	2.6	35.2	111	265	2.4	14.1	105	712	3.3	38.0	142	288	3.2	15.4	140
VOGUE	3909	1263	4.9	32.3	102	564	5.2	14.4	107	1052	4.9	26.9	101	337	3.8	8.6	79
MALL STREET JOURNAL	1886	690	2.7	36.6	115	251	2.3	13.3	99	464	2.1	24.6	92	*181	2.0	9.6	87
WEIGHT WATCHERS	2120	813	3.2	38.3	121	427	3.9	20.1	150	717	3.3	33.8	127	237	2.7	11.2	102
WOMAN'S DAY	14172	5070	19.7	35.8	113	2133	19.6	15.1	112	3862	17.8	27.3	102	1895	21.3	13.4	122
WORKING MOTHER	1146	373	1.4	32.5	102	*180	1.7	15.7	117	412	1.9	36.0	135	*166	1.9	14.5	132
WORKING WOMAN	1322	515	2.0	39.0	123	*232	2.1	17.5	131	443	2.0	33.5	125	*153	1.7	11.6	105
WORLD TENNIS	*163	**66	0.3	40.5	127	**30	0.3	18.4	137	**34	0.2	20.9	78	**11	0.1	6.7	61
ZIFF-DAVIS MAG NETWK (GROSS)	2532	832	3.2	32.9	103	325	3.0	12.8	96	726	3.4	28.7	107	*240	2.7	9.5	86
BLAIR INSERTS	43657	13905	54.0	31.9	100	5885	54.1	13.5	100	11550	53.4	26.5	99	4976	56.0	11.4	104
DAILY NEWSPAPERS																	
READ ANY	51633	16941	65.8	32.8	103	7154	65.8	13.9	103	13987	64.6	27.1	101	5995	67.4	11.6	106
READ ONE	43463	14223	55.3	32.7	103	6115	56.2	14.1	105	11614	53.7	26.7	100	5061	56.9	11.6	106
READ TWO OR MORE	8170	2718	10.6	33.3	105	1039	9.6	12.7	95	2373	11.0	29.0	109	934	10.5	11.4	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17297	67.2	32.8	103	7251	66.7	13.8	103	14226	65.7	27.0	101	6149	69.2	11.7	106
READ ONE	46126	15197	59.1	32.9	104	6377	58.6	13.8	103	12309	56.9	26.7	100	5366	60.4	11.6	106
READ TWO OR MORE	6552	2100	8.2	32.1	101	874	8.0	13.3	99	1916	8.9	29.2	109	782	8.8	11.9	109
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.84				29.77				27.31				26.46			
30 DAY REACH	71455	22802	88.6	31.9	100	9710	89.3	13.6	101	18984	87.7	26.6	99	7764	87.3	10.9	99
50 SHWG - 30 DAY AV FREQ	14.56	14.77				15.60				14.28				13.95			
30 DAY REACH	67742	21516	83.6	31.8	100	9274	85.3	13.7	102	18196	84.1	26.9	101	7373	82.9	10.9	99
25 SHWG - 30 DAY AV FREQ	7.94	7.93				8.53				7.73				7.48			
30 DAY REACH	62117	20046	77.9	32.3	102	8445	77.7	13.6	101	16756	77.4	27.0	101	6908	77.7	11.1	101
CABLE TV: HOME WIRED	32077	11016	42.8	34.3	108	4752	43.7	14.8	110	8465	39.1	26.4	99	4142	46.6	12.9	118
HOME NOT WIRED	48909	17170	57.2	30.1	95	6120	56.3	12.5	93	13173	60.9	26.9	101	4749	53.4	9.7	88
HAVE PAY CABLE	15935	5791	22.5	36.3	114	2619	24.1	16.4	122	4128	19.1	25.9	97	2226	25.0	14.0	127

FABRIC SOFTENERS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	25727	100.0	31.8	100	10873	100.0	13.4	100	21638	100.0	26.7	100	8891	100.0	11.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14461	56.2	32.9	104	6176	56.8	14.1	105	11838	54.7	27.0	101	4883	54.9	11.1	101
10:00 AM - 3:00 PM	30659	10400	40.4	33.9	107	4104	37.7	13.4	100	8722	40.3	28.4	106	3535	39.8	11.5	101
3:00 PM - 7:00 PM	31045	10417	40.5	33.6	106	4489	41.3	14.5	108	8735	40.4	28.1	105	3565	40.1	11.5	101
7:00 PM - MIDNIGHT	15767	5169	20.1	32.8	103	2227	20.5	14.1	105	4255	19.7	27.0	101	1674	18.8	10.6	101
MIDNIGHT - 6:00 AM	9120	3021	11.7	33.1	104	1321	12.1	14.5	108	2509	11.6	27.5	103	1102	12.4	12.1	101
6:00 AM - MIDNIGHT	58527	19122	74.3	32.7	103	8246	75.8	14.1	105	16016	74.0	27.4	102	6545	73.6	11.2	101
ENTIRE DAY	59311	19354	75.2	32.6	103	8352	76.8	14.1	105	16193	74.8	27.3	102	6675	75.1	11.3	101
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	5758	22.4	35.6	112	2497	23.0	15.4	115	4217	19.5	28.1	98	1737	21.7	11.9	101
ALL NEWS	2256	684	2.7	30.3	95	*223	2.1	9.9	74	559	2.6	24.8	93	*238	2.7	10.5	95
AOR/PROGRESSIVE	3874	1233	4.8	31.8	100	583	5.4	15.0	112	1023	4.7	26.4	99	501	5.6	12.9	101
BEAUTIFUL MUSIC	5660	1873	7.3	33.1	104	926	8.5	16.4	122	1445	6.7	25.5	96	653	7.3	11.3	101
BLACK	2204	527	2.0	23.9	75	264	2.4	12.0	89	671	3.1	30.4	114	270	3.0	12.5	101
CLASSICAL	1418	407	1.6	28.7	90	*209	1.9	14.7	110	307	1.4	21.7	81	*152	1.7	10.7	95
COUNTRY	9538	3001	11.7	31.5	99	1611	14.8	16.9	126	2636	12.2	27.8	103	985	10.9	10.1	101
GOLDEN OLDIES	12648	4313	16.8	34.1	107	1774	16.3	14.0	104	3508	16.2	27.7	104	1261	14.2	10.0	100
MOR/NOSTALGIA	1191	385	1.5	32.3	102	*98	0.9	8.2	61	346	1.6	29.1	109	*207	2.3	17.4	101
NEWS/TALK	4757	1725	6.7	36.3	114	841	7.7	17.7	132	1220	5.6	25.6	96	563	6.3	11.8	101
RELIGIOUS	3863	1233	4.8	31.9	100	442	4.1	11.4	85	1011	4.7	26.2	98	382	4.3	9.9	95
SOFT ROCK	3084	877	3.4	28.4	90	341	3.1	11.1	82	788	3.6	25.6	96	342	3.8	11.1	101
URBAN CONTEMPORARY	521	*155	0.6	29.8	94	*71	0.7	13.6	102	*125	0.6	24.0	90	*102	1.1	19.6	101
WIRED NETWORKS:	1585	419	1.6	26.4	83	*208	1.9	13.1	98	468	2.2	29.5	111	*216	2.4	13.6	101
ABC CONTEMPORARY	3261	1201	4.7	36.8	116	498	4.6	15.3	114	845	3.9	25.9	97	374	4.2	11.5	101
ABC DIRECTION	2316	624	2.4	26.9	85	304	2.8	13.1	98	715	3.3	30.9	116	265	3.0	11.4	101
ABC ENTERTAINMENT	4834	1496	5.8	30.9	97	789	7.3	16.3	122	1235	5.7	25.5	96	545	6.1	11.3	101
ABC FM	2202	703	2.7	31.9	100	276	2.5	12.5	93	678	3.1	30.8	115	319	3.6	14.5	101
ABC INFORMATION	5425	1726	6.7	31.8	100	649	6.0	12.0	89	1524	7.0	28.1	105	619	7.0	11.4	101
ABC ROCK	1677	504	2.0	30.1	95	*212	1.9	12.6	94	560	2.6	33.4	125	275	3.1	16.4	101
CBS	4430	1488	5.8	33.6	106	561	5.2	12.7	94	1108	5.1	25.0	94	473	5.3	10.7	95
MUTUAL	4992	1670	6.5	33.5	105	673	6.2	13.5	100	1373	6.3	27.5	103	566	6.4	11.3	101
WNCN	4679	1764	6.9	37.7	119	646	5.9	13.8	103	1275	5.9	27.2	102	701	7.9	15.0	101
RADIO/AM	1994	673	2.6	33.8	106	314	2.9	15.7	117	563	2.6	28.2	106	*290	3.3	14.5	101
RKO ONE	2298	704	2.7	30.6	96	381	3.5	16.6	123	587	2.7	25.5	96	264	3.0	11.5	101
RKO TWO	3311	1111	4.3	33.6	106	396	3.6	12.0	89	802	3.7	24.2	91	348	3.9	10.5	95
THE SOURCE	2114	697	2.7	33.0	104	*272	2.5	12.9	96	522	2.4	24.7	92	*266	3.0	12.5	101
NON-WIRED: BLAIR	8654	2736	10.6	31.6	100	1166	10.7	13.5	100	2322	10.7	26.8	100	867	9.8	10.0	100
INTERNET	12025	3947	15.3	32.8	103	2017	18.6	16.8	125	3070	14.2	25.5	96	1400	15.7	11.6	101
KATZ RADIO GROUP	15359	5231	20.3	34.1	107	2304	21.2	15.0	112	3978	18.4	25.9	97	1774	20.0	11.6	101
SUPERNET	10628	3447	13.4	32.4	102	1319	12.1	12.4	92	3108	14.4	29.2	109	1371	15.4	12.9	101
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2619	10.2	30.2	95	1075	9.9	12.4	92	2307	10.7	26.6	100	911	10.2	10.5	95
WKDAY 9:00 AM - 1:00 PM	12163	3782	14.7	31.1	98	1671	15.4	13.7	102	3356	15.5	27.6	103	1462	16.4	12.0	101
WKDAY 1:00 PM - 4:30 PM	16150	5024	19.5	31.1	98	2132	19.6	13.2	98	4611	21.3	28.6	107	1918	21.6	11.9	101
WKDAY 4:30 PM - 7:30 PM	22463	6862	26.7	30.5	96	2847	26.2	12.7	94	6083	28.1	27.1	101	2646	29.8	11.8	101
WKDAY 7:30 PM - 8:00 PM	31795	9957	38.7	31.3	99	4148	38.1	13.0	97	8834	40.8	27.8	104	3748	42.2	11.8	101
WKDAY 11:00 PM - 11:30 PM	23977	8052	31.3	33.6	106	3611	33.2	15.1	112	6611	30.6	27.6	103	2655	29.9	11.1	101
WKDAY 11:30 PM - 1:00 AM	7703	2693	10.5	35.0	110	1121	10.3	14.6	108	2132	9.9	27.7	104	919	10.3	11.9	101
M-SAT 8-11 PM-SUN 7-11 PM	33800	10766	41.8	31.9	100	4604	42.3	13.6	101	9381	43.4	27.8	104	3944	44.4	11.7	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2268	8.8	34.7	109	859	7.9	13.1	98	1811	8.4	27.7	104	786	8.8	12.0	101
ANOTHER WORLD	N 4620	1510	5.9	32.7	103	695	6.4	15.0	112	1375	6.4	29.8	111	524	5.9	11.3	101
AS THE WORLD TURNS	C 5614	1625	6.3	28.9	91	621	5.7	11.1	82	1689	7.8	30.1	113	615	6.9	11.0	101
CAPITOL	C 3396	1029	4.0	30.3	95	412	3.8	12.1	90	934	4.3	27.5	103	427	4.8	12.6	101
CBS MORN. NEWS 1	C 1446	420	1.6	29.0	91	149	1.4	10.3	77	375	1.7	25.9	97	153	1.7	10.6	95
CBS MORN. NEWS 2	C 1207	384	1.5	31.8	100	146	1.3	12.1	90	292	1.3	24.2	91	114	1.3	9.4	95
DAYS OF OUR LIVES	N 5877	1862	7.2	31.7	100	898	8.3	15.3	114	1594	7.4	27.1	102	719	8.1	12.2	101
FACTS OF LIFE - DAYTIME	N 2290	725	2.8	31.7	100	241	2.2	10.5	78	518	2.4	22.6	85	236	2.7	10.3	95
FAMILY FEUD	A 3023	838	3.3	27.7	87	410	3.8	13.6	101	949	4.4	31.4	117	316	3.6	10.5	95
GENERAL HOSPITAL	A 6097	1851	7.2	30.4	96	831	7.6	13.6	102	1621	7.5	26.6	100	715	8.0	11.7	101
GOOD MORNING, AMERICA-730	A 3515	1194	4.6	34.0	107	489	4.5	13.9	104	948	4.4	27.0	101	401	4.5	11.4	101
GOOD MORNING, AMERICA-830	A 2818	976	3.8	34.6	109	463	4.3	16.4	122	799	3.7	28.4	106	300	3.4	10.6	95
GUIDING LIGHT	C 5339	1623	6.3	30.4	96	668	6.1	12.5	93	1628	7.5	30.5	114	679	7.6	12.7	101
ONE LIFE TO LIVE	A 4478	1498	5.8	33.5	105	565	5.2	12.6	94	1397	6.5	31.2	117	480	5.4	10.7	95
PRESS YOUR LUCK	C 2244	682	2.7	30.4	96	358	3.3	16.0	119	614	2.8	27.4	102	277	3.1	12.3	101
PRICE IS RIGHT 1	C 4348	1316	5.1	30.3	95	595	5.5	13.7	102	1224	5.7	28.2	105	487	5.5	11.2	101
PRICE IS RIGHT 2	C 5014	1571	6.1	31.3	99	716	6.6	14.3	106	1395	6.4	27.8	104	603	6.8	12.0	101
RYAN'S HOPE	A 3150	911	3.5	28.9	91	434	4.0	13.8	103	940	4.3	29.8	112	455	5.1	14.4	101
SALE OF THE CENTURY	N 2695	795	3.1	29.5	93	296	2.7	11.0	82	779	3.6	28.9	108	313	3.5	11.6	101
SEARCH FOR TOMORROW	N 2319	714	2.8	30.8	97	368	3.4	15.9	118	612	2.8	26.4	99	236	2.7	10.2	101
TODAY SHOW 1	N 2693	713	2.8	26.5	83	254	2.3	9.4	70	685	3.2	25.4	95	268	3.0	10.0	100
TODAY SHOW 2	N 2498	735	2.9	29.4	93	217	2.0	8.7	65	647	3.0	25.9	97	270	3.0	10.8	101
\$25,000 PYRAMID	C 2753	692	2.7	25.1	79	412	3.8	15.0	111	809	3.7	29.4	110	374	4.2	13.6	101
WHEEL OF FORTUNE	N 4388	1340	5.2	30.5	96	620	5.7	14.1	105	1207	5.6	27.5	103	547	6.2	12.5	101
YOUNG AND THE RESTLESS	C 5695	1697	6.6	29.8	94	737	6.8	12.9	96	1771	8.2	31.1	116	635	7.1	11.2	101
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	551	2.1	31.3	99	283	2.6</										

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	25727	100.0	31.8	100	10873	100.0	13.4	100	21638	100.0	26.7	100	8891	100.0	11.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	7846	30.5	30.1	95	3270	30.1	12.5	93	7191	33.2	27.6	103	3024	34.0	11.6	106
NETWORK AFFILIATES - LATE	20261	6846	26.6	33.8	106	3059	28.1	15.1	112	5529	25.6	27.3	102	2184	24.6	10.8	98
INDEPENDENTS - LATE	2076	604	2.3	29.1	92	202	1.9	9.7	72	526	2.4	25.3	95	212	2.4	10.2	93
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	3405	13.2	32.6	103	1398	12.9	13.4	100	3001	13.9	28.7	107	1145	12.9	11.0	100
ABC MONDAY NIGHT MOVIE	A 6412	2170	8.4	33.8	107	856	7.9	13.3	99	1750	8.1	27.3	102	756	8.5	11.8	107
ABC SUNDAY NIGHT MOVIE	A 12407	4011	15.6	32.3	102	1672	15.4	13.5	100	3173	14.7	25.6	96	1431	16.1	11.5	105
ABC WORLD NEWS TONIGHT	A 6176	1855	7.2	30.0	95	721	6.6	11.7	87	1746	8.1	28.3	106	747	8.4	12.1	110
AFTERMASH	C 5863	1814	7.1	30.9	97	797	7.3	13.6	101	1749	8.1	29.8	112	551	6.2	9.4	86
ALICE	C 9594	2914	11.3	30.4	96	1150	10.6	12.0	89	2879	13.3	30.0	112	1130	12.7	11.8	107
AMERICAN PARADE	C 6622	2126	8.3	32.1	101	838	7.7	12.7	94	1842	8.5	27.8	104	726	8.2	11.0	100
BENSON	A 10886	3396	13.2	31.2	98	1479	13.6	13.6	101	2879	13.3	26.4	99	1169	13.1	10.7	98
BLUE THUNDER	A 5036	1710	6.6	34.0	107	636	5.8	12.6	94	1370	6.3	27.2	102	583	6.6	11.6	105
CAGNEY & LACEY	C 9965	3337	13.0	33.5	105	1446	13.3	14.5	108	2651	12.3	26.6	100	1285	14.5	12.9	117
CBS EVENING NEWS-DEAN	C 3491	877	3.4	25.1	79	458	4.2	13.1	98	960	4.4	27.5	103	524	5.9	15.0	137
CBS EVENING NEWS-RATHER	C 7123	1965	7.6	27.6	87	791	7.3	11.1	83	2047	9.5	28.7	108	753	8.5	10.6	96
CBS SAT. NEWS-SCHIEFFER	C 3621	1066	4.1	29.4	93	437	4.0	12.1	90	1178	5.4	32.5	122	364	4.1	10.1	92
CBS SATURDAY NIGHT MOVIE	C 5436	1694	6.6	31.2	98	732	6.7	13.5	100	1530	7.1	28.1	105	666	7.5	12.3	112
CBS WEDNESDAY NIGHT MOVIE	C 6100	1849	7.2	30.3	95	734	6.8	12.0	90	1674	7.7	27.4	103	712	8.0	11.7	106
CHEERS	N 8889	2826	11.0	31.8	100	1228	11.3	13.8	103	2259	10.4	25.4	95	1020	11.5	11.5	105
DALLAS	C 22109	6988	27.2	31.6	99	2863	26.3	12.9	96	6442	29.8	29.1	109	2695	30.3	12.2	111
DIFF'RENT STROKES	N 6940	2032	7.9	29.3	92	882	8.1	12.7	95	1839	8.5	26.5	99	712	8.0	10.3	93
DOUBLE TROUBLE	N 7223	2615	10.2	36.2	114	1184	10.9	16.4	122	1946	9.0	26.9	101	841	9.5	11.6	106
DUCK FACTORY	N 5595	1728	6.7	30.9	97	782	7.2	14.0	104	1589	7.3	28.4	106	664	7.5	11.9	108
DUKES OF HAZZARD	C 5768	1708	6.6	29.6	93	702	6.5	12.2	91	1807	8.4	31.3	117	598	6.7	10.4	94
DYNASTY	A 20053	6279	24.4	31.3	99	2530	23.3	12.6	94	5716	26.4	28.5	107	2420	27.2	12.1	110
FACTS OF LIFE	N 8087	2807	10.9	34.7	109	1311	12.1	16.2	121	2161	10.0	26.7	100	886	10.0	11.0	100
FALCON CREST	C 20046	6604	25.7	32.9	104	2707	24.9	13.5	101	5965	27.6	29.8	111	2494	28.1	12.4	113
FALL GUY	A 9084	3135	12.2	34.5	109	1159	10.7	12.8	95	2585	11.9	28.5	107	1035	11.6	11.4	104
FAMILY TIES	N 7964	2421	9.4	30.4	96	1076	9.9	13.5	101	2259	10.4	28.4	106	987	11.1	12.4	113
FANTASY ISLAND	A 7687	2378	9.2	30.9	97	980	9.0	12.7	95	2078	9.6	27.0	101	787	8.9	10.2	93
FOULUPS, BLEEP & BLUNDERS	A 8861	2732	10.6	30.8	97	1137	10.5	12.8	96	2431	11.2	27.4	103	1050	11.8	11.8	108
FOUR SEASONS	C 5095	1446	5.6	28.4	89	617	5.7	12.1	90	1476	6.8	29.0	108	442	5.0	8.7	79
GIMME A BREAK	N 8838	2469	9.6	27.9	88	1024	9.4	11.6	86	2504	11.6	28.3	106	995	11.2	11.3	103
HART TO HART	A 8978	3185	12.4	35.5	112	1325	12.2	14.8	110	2314	10.7	25.8	96	888	10.0	9.9	90
HILL STREET BLUES	N 8590	3025	11.8	35.2	111	1150	10.6	13.4	100	2226	10.3	25.9	97	1064	12.0	12.4	113
HOTEL	A 14085	4593	17.9	32.6	103	1926	17.7	13.7	102	3931	18.2	27.9	104	1705	19.2	12.1	110
JEFFERSONS	C 9360	2823	11.0	30.2	95	1096	10.1	11.7	87	2750	12.7	29.4	110	1071	12.0	11.4	104
JENNIFER SLEPT HERE	N 5841	1849	7.2	31.7	100	788	7.2	13.5	100	1529	7.1	26.2	98	584	6.6	10.0	91
KATE & ALLIE	C 9206	3033	11.8	32.9	104	1294	11.9	14.1	105	2516	11.6	27.3	102	1152	13.0	12.5	114
KNIGHT RIDER	N 7076	2247	8.7	31.8	100	1015	9.3	14.3	107	2162	10.0	30.6	114	803	9.0	11.3	103
LOVE BOAT	A 12219	3619	14.1	29.6	93	1611	14.8	13.2	98	3315	15.3	27.1	102	1389	15.6	11.4	104
MAGNUM PI	C 11199	3686	14.3	32.9	104	1691	15.6	15.1	112	3268	15.1	29.2	109	1184	13.3	10.6	96
MAMA'S FAMILY	N 6057	1897	7.4	31.3	99	772	7.1	12.7	95	1651	7.6	27.3	102	683	7.7	11.3	103
MASTER, THE	N 3598	1204	4.7	33.5	105	567	5.2	15.8	117	976	4.5	27.1	102	350	3.9	9.7	89
MATT HOUSTON	A 6344	1938	7.5	30.5	96	865	8.0	13.6	102	1787	8.3	28.2	105	774	8.7	12.2	111
NBC MONDAY NIGHT MOVIE	N 11994	3845	14.9	32.1	101	1635	15.0	13.6	102	3446	15.9	28.7	108	1402	15.8	11.7	106
NBC NIGHTLY NEWS	N 5132	1621	6.3	31.6	99	739	6.8	14.4	107	1486	6.9	29.0	108	745	8.4	14.5	132
NBC NIGHTLY NEWS-SAT	N 3375	910	3.5	27.0	85	343	3.2	10.2	76	874	4.0	25.9	97	493	5.5	14.6	133
NBC NIGHTLY NEWS-SUN	N 3130	946	3.7	30.2	95	337	3.1	10.8	80	781	3.6	25.0	93	415	4.7	13.3	121
NBC SUNDAY NIGHT MOVIE	N 8284	2382	9.3	28.8	91	1275	11.7	15.4	115	2394	11.1	28.9	108	938	10.5	11.3	103
NEWMART	C 9240	3091	12.0	33.5	105	1273	11.7	13.8	103	2519	11.6	27.3	102	1165	13.1	12.6	115
ONE DAY AT A TIME	C 7288	2228	8.7	30.6	96	983	9.0	13.5	100	1941	9.0	26.6	100	786	8.8	10.8	98
PEOPLE ARE FUNNY	N 4855	1596	6.2	32.9	103	592	5.4	12.2	91	1267	5.9	26.1	98	445	5.0	9.2	83
REAL PEOPLE	N 8869	2733	10.6	30.8	97	1342	12.3	15.1	113	2447	11.3	27.6	103	917	10.3	10.3	94
REMINGTON STEELE	N 7743	2611	10.1	33.7	106	1092	10.0	14.1	105	2071	9.6	26.7	100	1006	11.3	13.0	118
RIPLEY'S BELIEVE IT - NOT	A 5345	1801	7.0	33.7	106	813	7.5	15.2	113	1560	7.2	29.2	109	526	5.9	9.8	90
RIPTIDE	N 6988	2393	9.3	34.2	108	993	9.1	14.2	106	2048	9.5	29.3	110	898	10.1	12.9	117
SCARECROW & MRS. KING	C 10002	3188	12.4	31.9	100	1286	11.8	12.9	96	2899	13.4	29.0	108	1136	12.8	11.4	103
SIMON & SIMON	C 10638	3356	13.0	31.5	99	1572	14.5	14.8	110	3106	14.4	29.2	109	1127	12.7	10.6	96
60 MINUTES	C 13293	3854	15.0	29.0	91	1641	15.1	12.3	92	3646	16.8	27.4	103	1563	17.6	11.8	107
ST. ELSEWHERE	N 7017	2462	9.6	35.1	110	1140	10.5	16.2	121	1910	8.8	27.2	102	841	9.5	12.0	109
THREE'S COMPANY	A 10917	3664	14.2	33.6	106	1603	14.7	14.7	109	3233	14.9	29.6	111	1211	13.6	11.1	101
T.J. HOOKER	A 9204	2932	11.4	31.9	100	1090	10.0	11.8	88	2513	11.6	27.3	102	994	11.2	10.8	98
TONIGHT SHOW	N 2372	837	3.3	35.3	111	276	2.5	11.6	87	557	2.6	23.5	88	262	2.9	11.0	101
TRAPPER JOHN, M.D.	C 9846	2985	11.6	30.3	95	1111	10.2	11.3	84	2921	13.5	29.7	111	1185	13.3	12.0	110
TV BLOOPERS & PRAC. JOKES	N 9105	2789	10.8	30.6	96	1200	11.0	13.2	98	2602	12.0	28.6	107	1107	12.5	12.2	111
20/20	A 9387	3248	12.6	34.6	109	1428	13.1	15.2	113	2504	11.6	26.7	100	1063	12.0	11.3	103
WEBSTER	A 11067	3533	13.7	31.9	100	1496	13.8	13.5	101	3069	14.2	27.7	104	1187	13.4	10.7	98
WORLD NEWS - SUN	A 3062	972	3.8	31.7	100	396	3.6	12.9	95	866	4.0	28.3	106	270	3.0	8.8	80
YELLOW ROSE	N 4978	1594	6.2	32.0	101	647	6.0	13.0	97	1464	6.8	29.4	110	547	6.2	11.0	100
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	3104	12.1	35.0	110	1272	11.7	14.3	107	2764	12.8	31.1	117	1094	12.3	12.3	112
BASKETBALL - COLLEGE GAMES	4080	1418	5.5	34.8	109	585	5.4	14.3	107	1338							

	TOTAL U.S. '000	ALL CLING FREE				ALL STA-PUF				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	11955	100.0	14.8	100	4487	100.0	5.5	100																
18 - 24	9282	1435	12.0	15.5	105	*339	7.6	3.7	66																
25 - 34	19072	3018	25.2	15.8	107	1077	24.0	5.6	102																
35 - 44	14591	2710	22.7	18.6	126	1016	22.6	7.0	126																
45 - 54	11345	1763	14.7	15.5	105	808	18.0	7.1	129																
55 - 64	11635	1506	12.6	12.9	88	610	13.6	5.2	95																
65 OR OLDER	15061	1524	12.7	10.1	69	637	14.2	4.2	76																
18 - 34	28354	4452	37.2	15.7	106	1416	31.6	5.0	90																
18 - 49	48339	7912	66.2	16.4	111	2865	63.9	5.9	107																
25 - 54	45008	7491	62.7	16.6	113	2901	64.7	6.4	116																
35 - 49	19985	3459	28.9	17.3	117	1449	32.3	7.3	131																
50 OR OLDER	32647	4044	33.8	12.4	84	1622	36.1	5.0	90																
GRADUATED COLLEGE	11155	1829	15.3	16.4	111	*510	11.4	4.6	83																
ATTENDED COLLEGE	13682	2450	20.5	17.9	121	886	19.7	6.5	117																
GRADUATED HIGH SCHOOL	33880	5511	46.1	16.3	110	1965	43.8	5.8	105																
DID NOT GRADUATE HIGH SCHOOL	22270	2166	18.1	9.7	66	1126	25.1	5.1	91																
EMPLOYED	40306	6897	57.7	17.1	116	2259	50.3	5.6	101																
EMPLOYED FULL-TIME	32850	5730	47.9	17.4	118	1955	43.6	6.0	107																
EMPLOYED PART-TIME	7456	1167	9.8	15.7	106	*305	6.8	4.1	74																
NOT EMPLOYED	40680	5059	42.3	12.4	84	2228	49.7	5.5	99																
PROFESSIONAL/MANAGER	10392	1964	16.4	18.9	128	*508	11.3	4.9	88																
TECH/CLERICAL/SALES	17574	3137	26.2	17.9	121	1004	22.4	5.7	103																
PRECISION/CRAFT	985	**111	0.9	11.3	76	**83	1.8	8.4	152																
OTHER EMPLOYED	11354	1684	14.1	14.8	100	665	14.8	5.9	106																
SINGLE	9863	1195	10.0	12.1	82	*347	7.7	3.5	64																
MARRIED	51375	8157	68.2	15.9	108	3095	69.0	6.0	109																
DIVORCED/SEPARATED/WIDOWED	19748	2603	21.8	13.2	89	1045	23.3	5.3	96																
PARENTS	32590	5273	44.1	16.2	110	1998	44.5	6.1	111																
WHITE	70416	10780	90.2	15.3	104	3964	88.3	5.6	102																
BLACK	8778	961	8.0	10.9	74	466	10.4	5.3	96																
OTHER	1791	**215	1.8	12.0	81	**57	1.3	3.2	57																
NORTHEAST-CENSUS	17786	2376	19.9	13.4	90	'791	17.6	4.4	80																
NORTH CENTRAL	20741	3416	28.6	16.5	112	1366	30.4	6.6	119																
SOUTH	27775	3827	32.0	13.8	93	1615	36.0	5.8	105																
WEST	14683	2336	19.5	15.9	108	715	15.9	4.9	88																
NORTHEAST-MKTG.	17961	2328	19.5	13.0	88	855	19.1	4.8	86																
EAST CENTRAL	11885	1808	15.1	15.2	103	658	14.7	5.5	100																
WEST CENTRAL	14090	2418	20.2	17.2	116	957	21.3	6.8	123																
SOUTH	24081	3397	28.4	14.1	96	1449	32.3	6.0	109																
PACIFIC	12969	2004	16.8	15.5	105	*568	12.7	4.4	79																
COUNTY SIZE A	32439	4782	40.0	14.7	100	1809	40.3	5.6	101																
COUNTY SIZE B	24915	3766	31.5	15.1	102	1307	29.1	5.2	95																
COUNTY SIZE C	12930	1905	15.9	14.7	100	775	17.3	6.0	108																
COUNTY SIZE D	10703	1503	12.6	14.0	95	596	13.3	5.6	101																
METRO CENTRAL CITY	24518	3372	28.2	13.8	93	1190	26.5	4.9	88																
METRO SUBURBAN	35919	5596	46.8	15.6	106	2174	48.5	6.1	109																
NON METRO	20549	2987	25.0	14.5	98	1123	25.0	5.5	99																
TOP 5 ADI'S	18341	2630	22.0	14.3	97	860	19.2	4.7	85																
TOP 10 ADI'S	25378	3631	30.4	14.3	97	1203	26.8	4.7	86																
TOP 20 ADI'S	36488	5430	45.4	14.9	101	1958	43.6	5.4	97																
HSGLD INC. \$50,000 OR MORE	6612	1275	10.7	19.3	131	*394	8.8	6.0	108																
\$40,000 OR MORE	12659	2319	19.4	18.3	124	722	16.1	5.7	103																
\$30,000 OR MORE	24698	4277	35.8	17.3	117	1468	32.7	5.9	107																
\$25,000 OR MORE	32077	5671	47.4	17.7	120	1904	42.4	5.9	107																
\$20,000 - \$24,999	9144	1552	13.0	17.0	115	*418	9.3	4.6	83																
\$15,000 - \$19,999	8728	1189	9.9	13.6	92	*526	11.7	6.0	109																
\$10,000 - \$14,999	12562	1781	14.9	14.2	96	638	14.2	5.1	92																
UNDER \$10,000	18475	1762	14.7	9.5	65	1001	22.3	5.4	98																
HOUSEHOLD OF 1 PERSON	11987	1416	11.8	11.8	80	467	10.4	3.9	70																
2 PEOPLE	26577	3861	32.3	14.5	98	1554	34.6	5.8	106																
3 OR 4 PEOPLE	30617	4662	39.0	15.2	103	1909	42.5	6.2	113																
5 OR MORE PEOPLE	11804	2017	16.9	17.1	116	*557	12.4	4.7	85																
NO CHILD IN HSGLD	46165	6476	54.2	14.0	95	2361	52.6	5.1	92																
CHILD(REN) UNDER 2 YRS	5325	839	7.0	15.8	107	**239	5.3	4.5	81																
2 - 5 YEARS	14221	2078	17.4	14.6	99	793	17.7	5.6	101																
6 - 11 YEARS	15117	2170	18.2	14.4	97	965	21.5	6.4	115																
12 - 17 YEARS	16611	2730	22.8	16.4	111	1022	22.8	6.2	111																
RESIDENCE OWNED	55884	8573	71.7	15.3	104	3073	68.5	5.5	99																
VALUE: \$50,000 OR MORE	31744	4977	41.6	15.7	106	1605	35.8	5.1	91																
VALUE: UNDER \$50,000	24140	3596	30.1	14.9	101	1468	32.7	6.1	110																

FABRIC SOFTENERS: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL CLING FREE				ALL STA-PUF											
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		10986	11955	100.0	14.8	100	4487	100.0	5.5	100								
MAGAZINES	QUINTILE 1	15799	2814	23.5	17.8	121	973	21.7	6.2	111								
	QUINTILE 2	17259	2626	22.0	15.2	103	1012	22.6	5.9	106								
	QUINTILE 3	13545	2091	17.5	15.4	105	726	16.2	5.4	97								
	QUINTILE 4	15133	2191	18.3	14.5	98	851	19.0	5.6	101								
	QUINTILE 5	19250	2234	18.7	11.6	79	926	20.6	4.8	87								
NEWSPAPERS	QUINTILE 1	12413	1813	15.2	14.6	99	547	12.2	4.4	80								
	QUINTILE 2	24116	3538	29.6	14.7	99	1515	33.8	6.3	113								
	QUINTILE 3	11261	2024	16.9	18.0	122	738	16.4	6.6	118								
	QUINTILE 4	20255	3094	25.9	15.3	103	984	21.9	4.9	88								
	QUINTILE 5	12940	1487	12.4	11.5	78	702	15.6	5.4	98								
OUTDOOR	QUINTILE 1	14852	2408	20.1	16.2	110	1042	23.2	7.0	127								
	QUINTILE 2	15725	2403	20.1	15.3	104	802	17.9	5.1	92								
	QUINTILE 3	16330	2557	21.4	15.7	106	1048	23.4	6.4	116								
	QUINTILE 4	16744	2298	19.2	13.7	93	743	16.6	4.4	80								
	QUINTILE 5	17334	2288	19.1	13.2	89	852	19.0	4.9	89								
RADIO-DRIVE TIME	QUINTILE 1	15911	2449	20.5	15.4	104	926	20.6	5.8	105								
	QUINTILE 2	14837	2326	19.5	15.7	106	797	17.8	5.4	97								
	QUINTILE 3	15339	2413	20.2	15.7	107	837	18.7	5.5	98								
	QUINTILE 4	16723	2503	20.9	15.0	101	984	21.9	5.9	106								
	QUINTILE 5	18176	2265	18.9	12.5	84	943	21.0	5.2	94								
RADIO-MID- DAY	QUINTILE 1	21020	3145	26.3	15.0	101	1150	25.6	5.5	99								
	QUINTILE 2	21610	3164	26.5	14.6	99	1155	25.7	5.3	96								
	QUINTILE 3	18355	2566	21.5	14.7	100	1182	26.6	5.7	103								
	QUINTILE 4	15988	2487	20.8	15.6	105	942	21.0	5.9	106								
	QUINTILE 5	15626	2152	18.0	13.8	93	694	15.5	4.4	80								
RADIO-TOTAL	QUINTILE 1	16723	2691	22.5	16.1	109	1027	22.9	6.1	111								
	QUINTILE 2	16342	2745	23.0	16.8	114	997	22.2	6.1	110								
	QUINTILE 3	16306	1881	15.7	11.5	78	827	18.4	5.1	92								
	QUINTILE 4	15953	2260	18.9	14.2	96	778	17.3	4.9	88								
	QUINTILE 5	16137	2621	21.9	16.2	110	1005	22.4	6.2	112								
TV-PRIME TIME	QUINTILE 1	16420	2542	21.3	15.5	105	909	20.3	5.5	100								
	QUINTILE 2	16687	2303	19.3	13.8	93	762	17.0	4.6	82								
	QUINTILE 3	15789	2230	18.7	14.1	96	1033	23.0	6.5	118								
	QUINTILE 4	17736	4087	34.2	14.7	100	1506	33.6	5.4	98								
	QUINTILE 5	26489	3818	31.9	14.4	98	1615	36.0	6.1	110								
TV-DAYTIME	QUINTILE 1	26761	4050	33.9	15.1	103	1366	30.4	5.1	92								
	QUINTILE 2	16345	2316	19.4	14.2	96	895	19.9	5.5	99								
	QUINTILE 3	16447	2405	20.1	14.6	99	847	18.9	5.1	93								
	QUINTILE 4	15980	2581	21.6	16.2	109	1028	22.9	6.4	116								
	QUINTILE 5	15887	2399	20.1	15.1	102	790	17.6	5.0	90								
TV-TOTAL	QUINTILE 1	16326	2255	18.9	13.8	94	926	20.6	5.7	102								
	QUINTILE 2	16345	2316	19.4	14.2	96	895	19.9	5.5	99								
	QUINTILE 3	16447	2405	20.1	14.6	99	847	18.9	5.1	93								
	QUINTILE 4	15980	2581	21.6	16.2	109	1028	22.9	6.4	116								
	QUINTILE 5	15887	2399	20.1	15.1	102	790	17.6	5.0	90								
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 1	20721	3444	28.8	16.6	113	1325	29.5	6.4	115								
	QUINTILE 2	19186	3079	25.8	16.0	109	1132	25.2	5.9	106								
	QUINTILE 3	21899	2954	24.7	13.5	91	1151	25.7	5.3	95								
	QUINTILE 4	15451	2830	23.7	18.3	124	978	21.8	6.3	114								
	QUINTILE 5	25953	3857	32.3	14.9	101	1369	30.5	5.3	95								
MAGAZINES-OUTDOOR: DUAL	QUINTILE 1	24400	3342	28.0	13.7	93	1437	32.0	5.9	106								
	QUINTILE 2	18049	2856	23.9	15.8	107	1093	24.4	6.1	109								
	QUINTILE 3	23571	3847	32.3	16.4	111	1394	31.1	5.9	107								
	QUINTILE 4	23278	3187	26.7	13.7	93	1155	25.7	5.0	90								
	QUINTILE 5	15459	2550	21.3	16.5	112	1066	23.8	6.9	124								
MAGAZINES-TELEVISION: DUAL	QUINTILE 1	25829	4154	34.7	16.1	109	1387	30.9	5.4	97								
	QUINTILE 2	26039	3437	28.7	13.2	89	1300	29.0	5.0	90								
	QUINTILE 3	16605	2772	23.2	16.7	113	991	22.1	6.0	108								
	QUINTILE 4	26834	3750	31.4	14.0	95	1529	34.1	5.7	103								
	QUINTILE 5	23346	3445	28.8	14.8	100	1351	30.1	5.8	104								
NEWSPAPERS-OUTDOOR: DUAL	QUINTILE 1	17133	2573	21.5	15.0	102	917	20.4	5.4	97								
	QUINTILE 2	25892	3861	32.3	14.9	101	1643	36.6	6.3	115								
	QUINTILE 3	23167	3554	29.7	15.3	104	1259	28.1	5.4	98								
	QUINTILE 4	17159	2554	21.4	14.9	101	1079	24.0	6.3	113								
	QUINTILE 5	26214	3953	33.1	15.1	102	1487	33.1	5.7	102								
NEWSPAPERS-RADIO: DUAL	QUINTILE 1	23412	3347	28.0	14.3	97	1114	24.8	4.8	86								
	QUINTILE 2	15303	2649	22.2	17.3	117	1026	22.9	6.7	121								
	QUINTILE 3	24901	3663	30.6	14.7	100	1473	32.8	5.9	107								
	QUINTILE 4	26492	3699	30.9	14.0	95	1201	26.8	4.5	82								
	QUINTILE 5	14794	2296	19.2	15.5	105	974	21.7	6.6	119								
OUTDOOR-TELEVISION: DUAL	QUINTILE 1	25437	4019	33.6	15.8	107	1502	33.5	5.9	107								
	QUINTILE 2	27877	4014	33.6	14.4	98	1437	32.0	5.2	93								
	QUINTILE 3	14794	2296	19.2	15.5	105	974	21.7	6.6	119								
	QUINTILE 4	25437	4019	33.6	15.8	107	1502	33.5	5.9	107								
	QUINTILE 5	27877	4014	33.6	14.4	98	1437	32.0	5.2	93								
RADIO-TELEVISION: DUAL	QUINTILE 1	15996	2441	20.4	15.3	103	873	19.5	5.5	99								
	QUINTILE 2	25478	3794	31.7	14.9	101	1371	30.6	5.4	97								
	QUINTILE 3	26573	3946	33.2	14.9	101	1595	35.5	6.0	108								
	QUINTILE 4	15996	2441	20.4	15.3	103	873	19.5	5.5	99								
	QUINTILE 5	25478	3794	31.7	14.9	101	1371	30.6	5.4	97								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL CLING FREE				ALL STA-PUF				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	11955	100.0	14.8	100	4487	100.0	5.5	100																
ATLANTIC MONTHLY	415	**65	0.5	15.7	106	**10	0.2	2.4	43																
BARRON'S	453	**98	0.8	21.6	147	**64	1.4	14.1	255																
BETTER HOMES & GARDENS	16256	2611	21.8	16.1	109	1040	23.2	6.4	115																
BON APPETIT	2535	413	3.5	16.3	110	**104	2.3	4.1	74																
BUSINESS WEEK	1278	*192	1.6	15.0	102	**75	1.7	5.9	106																
CAR AND DRIVER	378	**74	0.6	19.6	133	**36	0.8	9.5	172																
CBS MAGAZINE NETWORK (GROSS)	1498	*226	1.9	15.1	102	**128	2.9	8.5	154																
CHANGING TIMES	1505	305	2.6	20.3	137	**75	1.7	5.0	90																
COLONIAL HOMES	1231	*185	1.5	15.0	102	**77	1.7	6.3	113																
CONDE NAST MAG. PKG. (GROSS)	14146	2546	21.3	18.0	122	873	19.5	6.2	111																
CONSUMERS DIGEST	1323	*235	2.0	17.8	120	**80	1.8	6.0	109																
COSMOPOLITAN	7102	1256	10.5	17.7	120	404	9.0	5.7	103																
COUNTRY LIVING	2481	419	3.5	16.9	114	*136	3.0	5.5	99																
CUISINE	1472	*205	1.7	13.9	94	**101	2.3	6.9	124																
CYCLE WORLD	425	**43	0.4	10.1	69	**85	1.9	20.0	361																
DCI:CREATIVE IDEAS FOR LIV	2510	399	3.3	15.9	108	*191	4.3	7.6	137																
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1198	10.0	17.9	121	438	9.8	6.5	118																
DISCOVER	894	*171	1.4	19.1	130	**49	1.1	5.5	99																
EBONY	3507	409	3.4	11.7	79	242	5.4	6.9	125																
ESQUIRE	1083	*134	1.1	12.4	84	**56	1.2	5.2	93																
ESSENCE	1830	219	1.8	12.0	81	*117	2.6	6.4	115																
FAMILY CIRCLE	15930	2634	22.0	16.5	112	1039	23.2	6.5	118																
THE FAMILY HANDYMAN	1126	*230	1.9	20.4	138	**77	1.7	6.8	123																
FAMILY WEEKLY	11468	1881	15.7	16.4	111	633	14.1	5.5	100																
FIELD & STREAM	2234	504	4.2	22.6	153	**118	2.6	5.3	95																
FOOD & WINE	579	**83	0.7	14.3	97	**38	0.8	6.6	118																
FORBES	728	**125	1.0	17.2	116	**52	1.2	7.1	129																
FORTUNE	906	*150	1.3	16.6	112	**81	1.8	8.9	161																
GENTLEMEN'S QUARTERLY	791	**142	1.2	18.0	122	**35	0.8	4.4	80																
GLAMOUR	5265	991	8.3	18.8	128	341	7.6	6.5	117																
GOLF DIGEST	636	**112	0.9	17.6	119	**35	0.8	5.5	99																
GOLF DIGEST/TENNIS (GROSS)	1186	*185	1.5	15.6	106	**57	1.3	4.8	87																
GOLF MAGAZINE	441	**68	0.6	15.4	104	**6	0.1	1.4	25																
GOLF MAGAZINE/SKI (GROSS)	922	**121	1.0	13.1	89	**11	0.2	1.2	22																
GOOD HOUSEKEEPING	16487	2757	23.1	16.7	113	989	22.0	6.0	108																
HARPER'S BAZAAR	2423	458	3.8	18.9	128	*178	4.0	7.3	133																
HEALTH	1994	314	2.6	15.7	107	*184	4.1	9.2	167																
HEARST MAG CORP. BUY (GROSS)	44101	7490	62.7	17.0	115	2729	60.8	6.2	112																
HEARST MAN POWER (GROSS)	1993	372	3.1	18.7	126	*173	3.9	8.7	157																
HEARST WOMAN POWER (GROSS)	31274	5300	44.3	16.9	115	1895	42.2	6.1	109																
HOUSE BEAUTIFUL	3623	585	4.9	16.1	109	*196	4.4	5.4	98																
INC.	283	**94	0.8	33.2	225	**33	0.7	11.7	210																
JET	2928	344	2.9	11.7	80	*208	4.6	7.1	128																
LADIES' HOME JOURNAL	11918	2031	17.0	17.0	115	778	17.3	6.5	118																
LHJ FAMILY GRP COMBO(GROSS)	16764	2861	23.9	17.1	116	1144	25.5	6.8	123																
LIFE	4254	683	5.7	16.1	109	268	6.0	6.3	114																
L.A. TIMES HOME MAGAZINE	1145	*174	1.5	15.2	103	**53	1.2	4.6	84																
MADMOISELLE	2884	564	4.7	19.6	132	*197	4.4	6.8	123																
MC CALL'S	13460	2462	20.6	18.3	124	808	18.0	6.0	108																
MC CALL'S/HRK MOTHER (GROSS)	14606	2682	22.4	18.4	124	861	19.2	5.9	106																
MECHANIX ILLUSTRATED	772	*132	1.1	17.1	116	**64	1.4	8.3	150																
METROPOLITAN HOME	967	*142	1.2	14.7	99	**36	0.8	3.7	67																
MONEY	1588	*265	2.2	16.7	113	**142	3.2	8.9	161																
MOTHER EARTH NEWS	1002	*123	1.0	12.3	83	**52	1.2	5.2	94																
MS.	825	*135	1.1	16.4	111	**39	0.9	4.7	85																
NATIONAL ENQUIRER	10336	1445	12.1	14.0	95	647	14.4	6.3	113																
NATIONAL GEOGRAPHIC	9597	1520	12.7	15.8	107	516	11.5	5.4	97																
NATIONAL SUNDAY MAGAZINE PKG	49558	7606	63.6	15.3	104	2934	65.4	5.9	107																
NATURAL HISTORY	573	**56	0.5	9.8	66	**0	0.0	0.0	0																
NEW WOMAN	1699	323	2.7	19.0	129	*148	3.3	8.7	157																
NEW YORK INCLUDING CUE	443	**45	0.4	10.2	69	**4	0.1	0.9	16																
THE NEW YORKER	1270	*129	1.1	10.2	69	**58	1.3	4.6	82																
NEWSWEEK	6277	1115	9.3	17.8	120	339	7.6	5.4	97																
THE N.Y. TIMES DAILY EDITION	1205	*134	1.1	11.1	75	**41	0.9	3.4	61																
THE N.Y. TIMES MAGAZINE	2081	283	2.4	13.6	92	**56	1.2	2.7	49																
OMNI	788	*143	1.2	18.1	123	**57	1.3	7.2	131																
ON CABLE	1158	*142	1.2	12.3	83	**69	1.5	6.0	108																
1001 HOME IDEAS	2852	516	4.3	18.1	123	*183	4.1	6.4	116																
ORGANIC GARDENING	1658	*230	1.9	13.9	94	*140	3.1	8.4	152																
OUTDOOR LIFE	896	*154	1.3	17.2	116	**20	0.4	2.2	40																
PARADE MAGAZINE	24275	3649	30.5	15.0	102	1414	31.5	5.8	105																

	TOTAL U.S. '000	ALL CLING FREE				ALL STA-PUF				A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D								
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	11955	100.0	14.8	100	4487	100.0	5.5	100								
PARENTS	3845	800	6.7	20.8	141	*236	5.3	6.1	111								
PENTHOUSE	831	**107	0.9	12.9	87	**81	1.8	9.7	176								
PEOPLE	11645	1895	15.9	16.3	110	686	15.3	5.9	106								
PLAYBOY	2006	270	2.3	13.5	91	**99	2.2	4.9	89								
POPULAR HOT RODDING	297	**63	0.5	21.2	144	**33	0.7	11.1	201								
POPULAR MECHANICS	1018	*166	1.4	16.3	110	**118	2.6	11.6	209								
POPULAR SCIENCE	878	**162	1.4	18.5	125	**69	1.5	7.9	142								
PREVENTION	3913	710	5.9	18.1	123	*233	5.2	6.0	107								
PSYCHOLOGY TODAY	1710	*227	1.9	13.3	90	**75	1.7	4.4	79								
READER'S DIGEST	22204	3634	30.4	16.4	111	1307	29.1	5.9	106								
REDBOOK	7684	1287	10.8	16.7	113	502	11.2	6.5	118								
ROAD & TRACK	410	**86	0.7	21.0	142	**24	0.5	5.9	106								
ROLLING STONE	969	*183	1.5	18.9	128	**51	1.1	5.3	95								
RUNNER'S WORLD	298	**46	0.4	15.4	105	**29	0.6	9.7	176								
SATURDAY EVENING POST	1169	*241	2.0	20.6	140	**64	1.4	5.5	99								
SCIENCE 84	587	**39	0.3	6.6	45	**27	0.6	4.6	83								
SCIENCE DIGEST	482	**67	0.6	13.9	94	**42	0.9	8.7	157								
SCIENTIFIC AMERICAN	594	**56	0.5	9.4	64	**26	0.6	4.4	79								
SELF	2089	315	2.6	15.1	102	**120	2.7	5.7	104								
SEVENTEEN	2411	345	2.9	14.3	97	**97	2.2	4.0	73								
SKI	480	**53	0.4	11.0	75	**5	0.1	1.0	19								
SMITHSONIAN	2760	377	3.2	13.7	93	**92	2.1	3.3	60								
SOAP OPERA DIGEST	3013	448	3.7	14.9	101	*174	3.9	5.8	104								
SOUTHERN LIVING	4184	799	6.7	19.1	129	*247	5.5	5.9	107								
SPORT	559	**90	0.8	16.1	109	**51	1.1	9.1	165								
THE SPORTING NEWS	436	**94	0.8	21.6	146	**29	0.6	6.7	120								
SPORTS AFIELD	493	*139	1.2	28.2	191	**14	0.3	2.8	51								
SPORTS ILLUSTRATED	2758	594	5.0	21.5	146	*190	4.2	6.9	124								
STAR	7456	1024	8.6	13.7	93	460	10.3	6.2	111								
SUNDAY	24936	3808	31.9	15.3	103	1582	35.3	6.3	115								
SUNSET	2124	325	2.7	15.3	104	**95	2.1	4.5	81								
TV GUIDE	21661	3188	26.7	14.7	100	1346	30.0	6.2	112								
TENNIS	550	**73	0.6	13.3	90	**22	0.5	4.0	72								
TIME	8880	1439	12.0	16.2	110	527	11.7	5.9	107								
TOWN & COUNTRY	917	*161	1.3	17.6	119	**75	1.7	8.2	148								
TRAVEL & LEISURE	972	*184	1.5	18.9	128	**73	1.6	7.5	136								
TRUE STORY	3356	494	4.1	14.7	100	*264	5.9	7.9	142								
U.S. NEWS & WORLD REPORT	3410	607	5.1	17.8	121	*169	3.8	5.0	89								
USA TODAY	1759	298	2.5	16.9	115	**64	1.4	3.6	66								
US	1873	312	2.6	16.7	113	**97	2.2	5.2	93								
VOGUE	3909	676	5.7	17.3	117	*215	4.8	5.5	99								
WALL STREET JOURNAL	1886	266	2.2	14.1	96	**108	2.4	5.7	103								
WEIGHT WATCHERS	2120	478	4.0	22.5	153	*164	3.7	7.7	140								
WOMAN'S DAY	14172	2470	20.7	17.4	118	841	18.7	5.9	107								
WORKING MOTHER	1146	*220	1.8	19.2	130	**53	1.2	4.6	83								
WORKING WOMAN	1322	*274	2.3	20.7	140	**98	2.2	7.4	134								
WORLD TENNIS	*163	**34	0.3	20.9	141	**0	0.0	0.0	0								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	368	3.1	14.5	98	*207	4.6	8.2	148								
BLAIR INSERTS	43657	6548	54.8	15.0	102	2689	59.9	6.2	111								
DAILY NEWSPAPERS																	
READ ANY	51633	7912	66.2	15.3	104	2917	65.0	5.6	102								
READ ONE	43463	6761	56.6	15.6	105	2566	57.2	5.9	107								
READ TWO OR MORE	8170	1152	9.6	14.1	96	351	7.8	4.3	78								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8038	67.2	15.3	103	3087	68.8	5.9	106								
READ ONE	46126	7098	59.4	15.4	104	2851	63.5	6.2	112								
READ TWO OR MORE	6552	939	7.9	14.3	97	236	5.3	3.6	65								
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.52				32.10											
30 DAY REACH	71455	10702	89.5	15.0	101	4018	89.5	5.6	101								
50 SHMG - 30 DAY AV FREQ	14.56	15.42				16.83											
30 DAY REACH	67742	10251	85.7	15.1	103	3845	85.7	5.7	103								
25 SHMG - 30 DAY AV FREQ	7.94	8.42				9.12											
30 DAY REACH	62117	9360	78.3	15.1	102	3555	79.2	5.7	103								
CABLE TV: HOME WIRED	32077	5187	43.4	16.2	110	1929	43.0	6.0	109								
HOME NOT WIRED	48909	6769	56.6	13.8	94	2558	57.0	5.2	94								
HAVE PAY CABLE	15935	2838	23.7	17.8	121	1080	24.1	6.8	122								

	TOTAL U.S. '000	A '000	ALL CLING B % DOWN	FREE C % ACROSS	D % INDX	A '000	ALL STA-PUF B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	11955	100.0	14.8	100	4487	100.0	5.5	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6858	57.4	15.6	106	2480	55.3	5.6	102								
10:00 AM - 3:00 PM	30659	4557	38.1	14.9	101	1694	37.8	5.5	100								
3:00 PM - 7:00 PM	31045	5005	41.9	16.1	109	1765	39.3	5.7	103								
7:00 PM - MIDNIGHT	15767	2525	21.1	16.0	108	907	20.2	5.8	104								
MIDNIGHT - 6:00 AM	9120	1485	12.4	16.3	110	626	14.0	6.9	124								
6:00 AM - MIDNIGHT	58527	9197	76.9	15.7	106	3284	73.2	5.6	101								
ENTIRE DAY	59311	9306	77.8	15.7	106	3339	74.4	5.6	102								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2702	22.6	16.7	113	1018	22.7	6.3	114								
ALL NEWS	2256	*271	2.3	12.0	81	**95	2.1	4.2	76								
ADR/PROGRESSIVE	3874	685	5.7	17.7	120	*161	3.6	4.2	75								
BEAUTIFUL MUSIC	5660	993	8.3	17.5	119	318	7.1	5.6	101								
BLACK	2204	286	2.4	13.0	88	*114	2.5	5.2	93								
CLASSICAL	1418	*217	1.8	15.3	104	**97	2.2	6.8	123								
CHR/ROCK	9538	1808	15.1	19.0	128	580	12.9	6.1	110								
COUNTRY	12648	1929	16.1	15.3	103	822	18.3	6.5	117								
GOLDEN OLDIES	1191	*141	1.2	11.8	80	**82	1.8	6.9	124								
MOR/NOSTALGIA	4757	924	7.7	19.4	132	268	6.0	5.6	102								
NEWS/TALK	3863	533	4.5	13.8	93	*191	4.3	4.9	89								
RELIGIOUS	3084	396	3.3	12.8	87	*164	3.7	5.3	96								
SOFT ROCK	521	**76	0.6	14.6	99	**42	0.9	8.1	146								
URBAN CONTEMPORARY	1585	249	2.1	15.7	106	*131	2.9	8.3	149								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	532	4.5	16.3	111	*198	4.4	6.1	110								
ABC DIRECTON	2316	372	3.1	16.1	109	*158	3.5	6.8	123								
ABC ENTERTAINMENT	4834	847	7.1	17.5	119	*278	6.2	5.8	104								
ABC FM	2202	321	2.7	14.6	99	*136	3.0	6.2	111								
ABC INFORMATION	5425	715	6.0	13.2	89	327	7.3	6.0	109								
ABC ROCK	1677	*280	2.3	16.7	113	**113	2.5	6.7	122								
CBS	4430	653	5.5	14.7	100	*186	4.1	4.2	76								
MUTUAL	4992	789	6.6	15.8	107	348	7.8	7.0	126								
NBC	4679	744	6.2	15.9	108	301	6.7	6.4	116								
RADIORADIO	1994	349	2.9	17.5	119	**139	3.1	7.0	126								
RKO ONE	2298	457	3.8	19.9	135	*133	3.0	5.8	104								
RKO TWO	3311	446	3.7	13.5	91	*160	3.6	4.8	87								
THE SOURCE	2114	355	3.0	16.8	114	**91	2.0	4.3	78								
NON-WIRED: BLAIR	8654	1279	10.7	14.8	100	522	11.6	6.0	109								
INTERNET	12025	2231	18.7	18.6	126	856	19.1	7.1	128								
KATZ RADIO GROUP	15359	2513	21.0	16.4	111	1019	22.7	6.6	120								
SUPERNET	10628	1417	11.9	13.3	90	544	12.1	5.1	92								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1202	10.1	13.9	94	495	11.0	5.7	103								
WKDAY 9:00 AM - 1:00 PM	12163	1819	15.2	15.0	101	730	16.3	6.0	108								
WKDAY 1:00 PM - 4:30 PM	16150	2328	19.5	14.4	98	921	20.5	5.7	103								
WKDAY 4:30 PM - 7:30 PM	22463	3136	26.2	14.0	95	1237	27.6	5.5	99								
WKDAY 7:30 PM - 8:00 PM	31795	4567	38.2	14.4	97	1690	37.7	5.3	96								
WKDAY 11:00 PM - 11:30 PM	23977	3910	32.7	16.3	110	1330	29.6	5.5	100								
WKDAY 11:30 PM - 1:00 AM	7703	1231	10.3	16.0	108	501	11.2	6.5	117								
M-SAT 8-11 PM-SUN 7-11 PM	33800	5046	42.2	14.9	101	1830	40.8	5.4	98								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	966	8.1	14.8	100	468	10.4	7.2	129								
ANOTHER WORLD	N 4620	756	6.3	16.4	111	233	5.2	5.0	91								
AS THE WORLD TURNS	C 5614	662	5.5	11.8	80	304	6.8	5.4	98								
CAPITOL	C 3396	451	3.8	13.3	90	185	4.1	5.4	98								
CBS MORN. NEWS 1	C 1446	157	1.3	10.9	74	*49	1.1	3.4	61								
CBS MORN. NEWS 2	C 1207	151	1.3	12.5	85	**28	0.6	2.3	42								
DAYS OF OUR LIVES	N 5877	1018	8.5	17.3	117	336	7.5	5.7	103								
FACTS OF LIFE - DAYTIME	N 2290	274	2.3	12.0	81	138	3.1	6.0	109								
FAMILY FEUD	A 3023	428	3.6	14.2	96	209	4.7	6.9	125								
GENERAL HOSPITAL	A 6097	870	7.3	14.3	97	277	6.2	4.5	82								
GOOD MORNING, AMERICA-730	A 3515	544	4.6	15.5	105	262	5.8	7.5	135								
GOOD MORNING, AMERICA-830	A 2818	516	4.3	18.3	124	165	3.7	5.9	106								
GUIDING LIGHT	C 5339	744	6.2	13.9	94	308	6.9	5.8	104								
ONE LIFE TO LIVE	A 4478	596	5.0	13.3	90	283	6.3	6.3	114								
PRESS YOUR LUCK	C 2244	385	3.2	17.2	116	136	3.0	6.1	109								
PRICE IS RIGHT 1	C 4348	638	5.3	14.7	99	227	5.1	5.2	94								
PRICE IS RIGHT 2	C 5014	763	6.4	15.2	103	283	6.3	5.6	102								
RYAN'S HOPE	A 3150	522	4.4	16.6	112	201	4.5	6.4	115								
SALE OF THE CENTURY	N 2695	336	2.8	12.5	84	146	3.3	5.4	98								
SEARCH FOR TOMORROW	N 2319	411	3.4	17.7	120	*154	3.4	6.6	120								
TODAY SHOW 1	N 2693	288	2.4	10.7	72	140	3.1	5.2	94								
TODAY SHOW 2	N 2498	241	2.0	9.6	65	137	3.1	5.5	99								
\$25,000 PYRAMID	C 2753	438	3.7	15.9	108	154	3.4	5.6	101								
WHEEL OF FORTUNE	N 4388	671	5.6	15.3	104	225	5.0	5.1	93								
YOUNG AND THE RESTLESS	C 5695	799	6.7	14.0	95	305	6.8	5.4	97								
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	305	2.6	17.3	117	*93	2.1	5.3	95								
NBA PLAYOFF GAME -1	C 1136	172	1.4	15.1	103	*57	1.3	5.0	91								
NBC MAJOR LEAGUE PRE-GAME	N 953	**94	0.8	9.9	67	**24	0.5	2.5	45								
SPORTSWORLD - SUN	N 1233	*180	1.5	14.6	99	**69	1.5	5.6	101								
SUNDAY MORNING	C 1611	294	2.5	18.2	124	*96	2.1	6.0	108								

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SOAPS & DETERGENTS FOR FINE FABRICS

BASE = FEMALE HOMEMAERS (80986)

QUESTIONNAIRE PAGE H-17

		'000	%	UNWEIGHTED						
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?	YES	56235	69.4	5605						
	NO	24751	30.6	2830						
		ALL		SOLE	PRIMARY	SECONDARY				
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED
IF YES										
5B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?										
LIQUID		39820	49.2	18691	23.1	13982	17.3	7147	8.8	4738
POWDER		36903	45.6	15069	18.6	14199	17.5	7635	9.4	4263
FLAKES		2953	3.6	143	.2	2115	2.6	695	.9	370
DO NOT KNOW		270	.3							30
5C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
AJAX		1619	2.0	174	.2	1152	1.4	294	.4	194
ALL LIQUID		1093	1.3	130	.2	742	.9	222	.3	121
ALL POWDER		1812	2.2	306	.4	1215	1.5	292	.4	210
AMWAY		2144	2.6	577	.7	1255	1.5	313	.4	259
ARIEL		361	.4	25	*	244	.3	94	.1	47
BOLD/BOLD &		5646	7.0	802	1.0	3773	4.7	1071	1.3	609
CHEER		7646	9.4	1007	1.2	5284	6.5	1355	1.7	873
COLD POWER		2047	2.5	180	.2	1351	1.7	516	.6	246
DASH		1656	2.0	258	.3	1013	1.3	386	.5	209
DREFT		2049	2.5	235	.3	1322	1.6	493	.6	232
DYNAMO		3660	4.5	323	.4	2316	2.9	1022	1.3	387
ERA		5631	7.0	941	1.2	3619	4.5	1070	1.3	658
FAB		3877	4.8	413	.5	2438	3.0	1026	1.3	425
FRESH START		2612	3.2	423	.5	1598	2.0	590	.7	282
HANDLE WITH CARE		688	.8	90	.1	405	.5	194	.2	89
IVORY LIQUID		5091	6.3	789	1.0	3484	4.3	819	1.0	670
IVORY SNOW		3681	4.5	797	1.0	2195	2.7	689	.9	416
LUX FLAKES		737	.9	184	.2	378	.5	174	.2	110
LUX LIQUID		1029	1.3	151	.2	650	.8	228	.3	125
OKYDOL		3184	3.9	442	.5	1952	2.4	790	1.0	379
PALMOLIVE LIQUID		1871	2.3	102	.1	1459	1.8	309	.4	222
PUREX LIQUID		1335	1.6	109	.1	991	1.2	235	.3	130
PUREX POWDER		2242	2.8	534	.7	1273	1.6	436	.5	220
SOLO		1878	2.4	254	.3	1349	1.7	375	.5	235
TIDE		12777	15.8	2860	3.5	8300	10.2	1618	2.0	1470
MISK		8612	10.6	1070	1.3	5717	7.1	1826	2.3	978
MOOLITE LIQUID		24000	29.6	10091	12.5	10553	13.0	3357	4.1	2850
MOOLITE POWDER		4970	6.1	1286	1.6	2458	3.0	1227	1.5	599
OTHER BRANDS		6290	7.8	1895	2.3	3143	3.9	1252	1.5	701
DO NOT KNOW		990	1.2							97

		'000	%	UNWEIGHTED
5D. ABOUT HOW MANY WASHLOADS USING SOAPS OR DETERGENTS FOR FINE FABRICS WERE DONE BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?				
EIGHT OR MORE	H	3692	4.6	406
SIX OR SEVEN	H	2507	3.1	287
FOUR OR FIVE	H	6180	7.6	626
THREE	M	7439	9.2	883
TWO	M	12331	15.2	1437
ONE	L	15243	18.8	1889
NONE	L	8842	10.9	1077

SOAPS & DETERGENTS FOR FINE FABRICS: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	56235	100.0	69.4	100	12379	100.0	15.3	100	19770	100.0	24.4	100	24085	100.0	29.7	100
18 - 24	9282	6208	11.0	66.9	96	1624	13.1	17.5	114	1969	10.0	21.2	87	2615	10.9	28.2	95
25 - 34	19072	12850	22.9	67.4	97	2910	23.5	15.3	100	4304	21.8	22.6	92	5636	23.4	29.6	99
35 - 44	14591	9894	17.6	67.8	98	2331	18.8	16.0	105	3401	17.2	23.3	95	4163	17.3	28.5	96
45 - 54	11345	7943	14.1	70.0	101	1949	15.7	17.2	112	2933	14.8	25.9	106	3061	12.7	27.0	91
55 - 64	11635	8658	15.4	74.4	107	1713	13.8	14.7	96	3281	16.6	28.2	116	3664	15.2	31.5	106
65 OR OLDER	15061	10682	19.0	70.9	102	1853	15.0	12.3	80	3883	19.6	25.8	106	4947	20.5	32.8	114
18 - 34	28354	19057	33.9	67.2	97	4534	36.6	16.0	105	6273	31.7	22.1	91	8251	34.3	29.1	98
18 - 49	48339	32665	58.1	67.6	97	7758	62.7	16.0	105	10945	55.4	22.6	93	13962	58.0	28.9	97
25 - 54	45008	30687	54.6	68.2	98	7190	58.1	16.0	105	10637	53.8	23.6	97	12860	53.4	28.6	96
35 - 49	19985	13608	24.2	68.1	98	3224	26.0	16.1	106	4672	23.6	23.4	96	5712	23.7	28.6	96
50 OR OLDER	32647	23570	41.9	72.2	104	4622	37.3	14.2	93	8826	44.6	27.0	111	10123	42.0	31.0	104
GRADUATED COLLEGE	11155	8264	14.7	74.1	107	1361	11.0	12.2	80	2580	13.1	23.1	95	4323	17.9	38.8	130
ATTENDED COLLEGE	13682	9805	17.4	71.7	103	1792	14.5	13.1	86	3204	16.2	23.4	96	4809	20.0	35.1	118
GRADUATED HIGH SCHOOL	33880	23553	41.9	69.5	100	5458	44.1	16.1	105	8516	43.1	25.1	103	9579	39.8	28.3	95
DID NOT GRADUATE HIGH SCHOOL	22270	14613	26.0	65.6	94	3769	30.4	16.9	111	5470	27.7	24.6	101	5374	22.3	24.1	81
EMPLOYED	40306	27976	49.7	69.4	100	6065	49.0	15.0	98	9591	48.5	23.8	97	12320	51.2	30.6	103
EMPLOYED FULL-TIME	32850	22718	40.4	69.2	100	4955	40.0	15.1	99	8002	40.5	24.4	100	9761	40.5	29.7	100
EMPLOYED PART-TIME	7456	5258	9.4	70.5	102	1109	9.0	14.9	97	1589	8.0	21.3	87	2560	10.6	34.3	115
NOT EMPLOYED	40680	28259	50.3	69.5	100	6315	51.0	15.5	102	10180	51.5	25.0	103	11765	48.8	28.9	97
PROFESSIONAL/MANAGER	10392	7626	13.6	73.4	106	1412	11.4	13.6	89	2293	11.6	22.1	90	3921	16.3	37.7	127
TECH/CLERICAL/SALES	17574	12111	21.5	68.9	99	2548	20.6	14.5	95	4465	22.6	25.4	104	5098	21.2	29.0	98
PRECISION/CRAFT	985	702	1.2	71.3	103	158	1.3	16.0	105	245	1.2	24.9	102	299	1.2	30.4	102
OTHER EMPLOYED	11354	7536	13.4	66.4	96	1947	15.7	17.1	112	2587	13.1	22.8	93	3003	12.5	26.4	89
SINGLE	9863	6991	12.4	70.9	102	1492	12.1	15.1	99	2441	12.3	24.7	101	3058	12.7	31.0	104
MARRIED	51375	35618	63.3	69.3	100	8375	67.7	16.3	107	12248	62.0	23.8	98	14995	62.3	29.2	98
DIVORCED/SEPARATED/WIDOWED	19748	13626	24.2	69.0	99	2513	20.3	12.7	83	5081	25.7	25.7	105	6032	25.0	30.5	103
PARENTS	32590	21517	38.3	66.0	95	5893	47.6	18.1	118	7310	37.0	22.4	92	8315	34.5	25.5	86
WHITE	70416	49336	87.7	70.1	101	10684	86.3	15.2	99	16962	85.8	24.1	99	21691	90.1	30.8	104
BLACK	8778	5745	10.2	65.4	94	1532	12.4	17.5	114	2432	12.3	27.7	113	1782	7.4	20.3	68
OTHER	1791	1153	2.1	64.4	93	164	1.3	9.2	60	377	1.9	21.0	86	613	2.5	34.2	115
NORTHEAST-CENSUS	17786	12643	22.5	71.1	102	2951	23.8	16.6	109	4424	22.4	24.9	102	5268	21.9	29.6	100
NORTH CENTRAL	20741	15295	27.2	73.7	106	3413	27.6	16.5	108	5330	27.0	25.7	105	6553	27.2	31.6	106
SOUTH	27775	18042	32.1	65.0	94	4207	34.0	15.1	99	6673	33.8	24.0	98	7161	29.7	25.8	87
WEST	14683	10254	18.2	69.8	101	1809	14.6	12.3	81	3343	16.9	22.8	93	5103	21.2	34.8	117
NORTHEAST-MKTG.	17961	12504	22.2	69.6	100	2864	23.1	15.9	104	4520	22.9	25.2	103	5120	21.3	28.5	96
EAST CENTRAL	11885	8565	15.2	72.1	104	2038	16.5	17.1	112	3020	15.3	25.4	104	3507	14.6	29.5	99
WEST CENTRAL	14090	10643	18.9	75.5	109	2255	18.2	16.0	105	3618	18.3	25.7	105	4770	19.8	33.9	114
SOUTH	24081	15615	27.8	64.8	93	3727	30.1	15.5	101	5635	28.5	23.4	96	6253	26.0	26.0	87
PACIFIC	12969	8908	15.8	68.7	99	1496	12.1	11.5	75	2977	15.1	23.0	94	4435	18.4	34.2	115
COUNTY SIZE A	32439	22626	40.2	69.7	100	4433	35.8	13.7	89	7939	40.2	24.5	100	10254	42.6	31.6	106
COUNTY SIZE B	24915	17076	30.4	68.5	99	3950	31.9	15.9	104	6086	30.8	24.4	100	7041	29.2	28.3	95
COUNTY SIZE C	12930	9071	16.1	70.2	101	2007	16.2	15.5	102	2999	15.2	23.2	95	4066	16.9	31.4	106
COUNTY SIZE D	10703	7462	13.3	69.7	100	1991	16.1	18.6	122	2747	13.9	25.7	105	2724	11.3	25.5	86
METRO CENTRAL CITY	24518	16325	29.0	66.6	96	3633	29.3	14.8	97	5563	28.1	22.7	93	7129	29.6	29.1	98
METRO SUBURBAN	35919	25757	45.8	71.7	103	5358	43.3	14.9	98	9017	45.6	25.1	103	11383	47.3	31.7	107
NON METRO	20549	14153	25.2	68.9	99	3389	27.4	16.5	108	5191	26.3	25.3	103	5573	23.1	27.1	91
TOP 5 ADI'S	18341	12895	22.9	70.3	101	2577	20.8	14.1	92	4407	22.3	24.0	98	5911	24.5	32.2	108
TOP 10 ADI'S	25378	17603	31.3	69.4	100	3519	28.4	13.9	91	6223	31.5	24.5	100	7862	32.6	31.0	104
TOP 20 ADI'S	36488	25390	45.1	69.6	100	5223	42.2	14.3	94	8812	44.6	24.2	99	11356	47.1	31.1	105
HSOLD INC. \$50,000 OR MORE	6612	5024	8.9	76.0	109	965	7.8	14.6	95	1743	8.8	26.4	108	2317	9.6	35.0	118
\$40,000 OR MORE	12659	9231	16.4	72.9	105	1950	15.8	15.4	101	2964	15.0	23.4	96	4316	17.9	34.1	115
\$30,000 OR MORE	24698	17696	31.5	71.6	103	3715	30.0	15.0	98	5904	29.9	23.9	98	8077	33.5	32.7	110
\$25,000 OR MORE	32077	23085	41.1	72.0	104	4893	39.5	15.3	100	7502	37.9	23.4	96	10691	44.4	33.3	112
\$20,000 - \$24,999	9144	6447	11.5	70.5	102	1515	12.2	16.6	108	2239	11.3	24.5	100	2693	11.2	29.5	99
\$15,000 - \$19,999	8728	5553	9.9	63.6	92	1116	9.0	12.8	84	2022	10.2	23.2	95	2414	10.0	27.7	93
\$10,000 - \$14,999	12562	8982	16.0	71.5	103	2303	18.6	18.3	120	3484	17.6	27.7	114	3195	13.3	25.4	86
UNDER \$10,000	18475	12168	21.6	65.9	95	2553	20.6	13.8	90	4523	22.9	24.5	100	5092	21.1	27.6	93
HOUSEHOLD OF 1 PERSON	11987	8580	15.3	71.6	103	1059	8.6	8.8	58	3042	15.4	25.4	104	4480	18.6	37.4	126
2 PEOPLE	26577	18944	33.7	71.3	103	3267	26.4	12.3	80	6717	34.0	25.3	104	8960	37.2	33.7	113
3 OR 4 PEOPLE	30617	21052	37.4	68.8	99	5625	45.4	18.4	120	7373	37.3	24.1	99	8053	33.4	26.3	88
5 OR MORE PEOPLE	11804	7659	13.6	64.9	93	2429	19.6	20.6	135	2638	13.3	22.3	92	2592	10.8	22.0	74
NO CHILD IN HSOLD	46165	33278	59.2	72.1	104	6059	48.9	13.1	86	11758	59.5	25.5	104	15462	64.2	33.5	113
CHILD(REN) UNDER 2 YRS	5325	3690	6.6	69.3	100	1087	8.8	20.4	134	1163	5.9	21.8	89	1440	6.0	27.0	91
2 - 5 YEARS	14221	8926	15.9	62.8	90	2572	20.8	18.1	118	2831	14.3	19.9	82	3523	14.6	24.8	83
6 - 11 YEARS	15117	9858	17.5	65.2	94	2862	23.1	18.9	124	3519	17.8	23.3	95	3477	14.4	23.0	77
12 - 17 YEARS	16611	10737	19.1	64.6	93	3200	25.9	19.3	126	3852	19.5	23.2	95	3685	15.3	22.2	75
RESIDENCE OWNED	55884	39711	70.6	71.1	102	8320	67.2	14.9	97	14084	71.2	25.2	103	17307	71.9	31.0	104
VALUE: \$50,000 OR MORE	31744	23306	41.4	73.4	106	4352	35.2	13.7	90	8119	41.1	25.6	105	10836	45.0	34.1	115
VALUE: UNDER \$50,000	24140	16405	29.2	68.0	98	3968	32.1	16.4	108	5966	30.2	24.7	101	6471	26.9	26.8	90

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	56235	100.0	69.4	100	12379	100.0	15.3	100	19770	100.0	24.4	100	24085	100.0	29.7	100
MAGAZINES	QUINTILE 1	15799	11912	21.2	75.4	109	2818	22.8	17.8	117	3969	20.1	25.1	103	5125	21.3	32.4	109
	QUINTILE 2	17259	12615	22.4	73.1	105	2797	22.6	16.2	106	4483	22.7	26.0	106	5336	22.2	30.9	104
	QUINTILE 3	13545	9412	16.7	69.5	100	2013	16.3	14.9	97	3075	15.6	22.7	93	4324	18.0	31.9	107
	QUINTILE 4	15133	10056	17.9	66.5	96	2262	18.3	14.9	98	3418	17.3	22.6	93	4376	18.2	28.9	97
	QUINTILE 5	19250	12240	21.8	63.6	92	2489	20.1	12.9	85	4826	24.4	25.1	103	4925	20.4	25.6	86
NEWSPAPERS	QUINTILE 1	12413	9554	17.0	77.0	111	1984	16.0	16.0	105	3686	18.6	29.7	122	3885	16.1	31.3	105
	QUINTILE 2	24116	16956	30.2	70.3	101	3918	31.7	16.2	106	5552	28.1	23.0	94	7487	31.1	31.0	104
	QUINTILE 3	11261	7875	14.0	69.9	101	1874	15.1	16.6	109	2838	14.4	25.2	103	3163	13.1	28.1	94
	QUINTILE 4	20255	13593	24.2	67.1	97	2687	21.7	13.3	87	4413	22.3	21.8	89	6493	27.0	32.1	108
	QUINTILE 5	12940	8256	14.7	63.8	92	1917	15.5	14.8	97	3282	16.6	25.4	104	3057	12.7	23.6	79
OUTDOOR	QUINTILE 1	14852	10248	18.2	69.0	99	1959	15.8	13.2	86	3423	17.3	23.0	94	4867	20.2	32.8	110
	QUINTILE 2	15725	10614	18.9	67.5	97	2236	18.1	14.2	93	3786	19.2	24.1	99	4592	19.1	29.2	98
	QUINTILE 3	16330	11321	20.1	69.3	100	2939	23.7	18.0	118	3829	19.4	23.4	96	4553	18.9	27.9	94
	QUINTILE 4	16744	12034	21.4	71.9	104	2860	23.1	17.1	112	4124	20.9	24.6	101	5051	21.0	30.2	101
	QUINTILE 5	17334	12018	21.4	69.3	100	2386	19.3	13.8	90	4610	23.3	26.6	109	5022	20.9	29.0	97
RADIO-DRIVE TIME	QUINTILE 1	15911	11351	20.2	71.3	103	2551	20.6	16.0	105	4255	21.5	26.7	110	4545	18.9	28.6	96
	QUINTILE 2	14837	10535	18.7	71.0	102	2470	20.0	16.6	109	3741	18.9	25.2	103	4324	18.0	29.1	98
	QUINTILE 3	15339	10562	18.8	68.9	99	2341	18.9	15.3	100	3573	18.1	23.3	95	4648	19.3	30.3	102
	QUINTILE 4	16723	11410	20.3	68.2	98	2472	20.0	14.8	97	4001	20.2	23.9	98	4936	20.5	29.5	99
	QUINTILE 5	18176	12377	22.0	68.1	98	2545	20.6	14.0	92	4200	21.2	23.1	95	5632	23.4	31.0	104
RADIO-MID- DAY	TERCILE 1	21020	14784	26.3	70.3	101	3086	24.9	14.7	96	5212	26.4	24.8	102	6486	26.9	30.9	104
	TERCILE 2	21610	15296	27.2	70.8	102	3694	29.8	17.1	112	5357	27.1	24.8	102	6244	25.9	28.9	97
	TERCILE 3	38355	26155	46.5	68.2	98	5599	45.2	14.6	96	9201	46.5	24.0	98	11354	47.1	29.6	100
RADIO-TOTAL	QUINTILE 1	15988	11521	20.5	72.1	104	2513	20.3	15.7	103	4415	22.3	27.6	113	4593	19.1	28.7	97
	QUINTILE 2	15626	10813	19.2	69.2	100	2566	20.7	16.4	107	3487	17.6	22.3	91	4760	19.8	30.5	102
	QUINTILE 3	16723	11727	20.9	70.1	101	2470	20.0	14.8	97	4281	21.7	25.6	105	4976	20.7	29.8	100
	QUINTILE 4	16342	11222	20.0	68.7	99	2595	21.0	15.9	104	3810	19.3	23.3	96	4816	20.0	29.5	99
	QUINTILE 5	16306	10952	19.5	67.2	97	2235	18.1	13.7	90	3777	19.1	23.2	95	4940	20.5	30.3	102
TV-PRIME TIME	QUINTILE 1	15953	11431	20.3	71.7	103	2336	18.9	14.6	96	4189	21.2	26.3	108	4906	20.4	30.8	103
	QUINTILE 2	16137	11486	20.4	71.2	103	2717	21.9	16.8	110	4118	20.8	25.5	105	4650	19.3	28.8	97
	QUINTILE 3	16420	11434	20.3	69.6	100	2528	20.4	15.4	101	3993	20.2	24.3	100	4914	20.4	29.9	101
	QUINTILE 4	16687	11309	20.1	67.8	98	2575	20.8	15.4	101	3904	19.7	23.4	96	4830	20.1	28.9	97
	QUINTILE 5	15789	10575	18.8	67.0	96	2223	18.0	14.1	92	3566	18.0	22.6	93	4786	19.9	30.3	102
TV-DAYTIME	TERCILE 1	27736	19164	34.1	69.1	100	4595	37.1	16.6	108	6653	33.7	24.0	98	7917	32.9	28.5	96
	TERCILE 2	26489	18372	32.7	69.4	100	4061	32.8	15.3	100	6416	32.5	24.2	99	7895	32.8	29.8	100
	TERCILE 3	26761	18699	33.3	69.9	101	3723	30.1	13.9	91	6702	33.9	25.0	103	8274	34.4	30.9	104
TV-TOTAL	QUINTILE 1	16345	11596	20.6	70.9	102	2660	21.5	16.3	106	4023	20.3	24.6	101	4913	20.4	30.1	101
	QUINTILE 2	16447	11535	20.5	70.1	101	2625	21.2	16.0	104	4060	20.5	24.7	101	4850	20.1	29.5	99
	QUINTILE 3	15980	11220	20.0	70.2	101	2685	21.7	16.8	110	4012	20.3	25.1	103	4524	18.8	28.3	95
	QUINTILE 4	15887	10787	19.2	67.9	98	2270	18.3	14.3	93	3795	19.2	23.9	98	4722	19.6	29.7	100
	QUINTILE 5	16326	11097	19.7	68.0	98	2140	17.3	13.1	86	3881	19.6	23.8	97	5077	21.1	31.1	105
MAGAZINES-NEWSPAPERS: DUAL		20721	15561	27.7	75.1	108	3800	30.7	18.3	120	5514	27.9	26.6	109	6248	25.9	30.2	101
MAGAZINE IMPERATIVE		19186	13476	24.0	70.2	101	2872	23.2	15.0	98	4492	22.7	23.4	96	6111	25.4	31.9	107
NEWSPAPER IMPERATIVE		21899	14937	26.6	68.2	98	3181	25.7	14.5	95	5158	26.1	23.6	96	6598	27.4	30.1	101
MAGAZINES-OUTDOOR: DUAL		15451	11493	20.4	74.4	107	2389	19.3	15.5	101	4065	20.6	26.3	108	5039	20.9	32.6	110
MAGAZINE IMPERATIVE		25953	19023	33.8	73.3	106	4466	36.1	17.2	113	6528	33.0	25.2	103	8029	33.3	30.9	104
OUTDOOR IMPERATIVE		24400	15514	27.6	63.6	92	3425	27.7	14.0	92	5262	26.6	21.6	88	6828	28.3	28.0	94
MAGAZINES-RADIO: DUAL		18049	13220	23.5	73.2	105	3109	25.1	17.2	113	4535	22.9	25.1	103	5577	23.2	30.9	104
MAGAZINE IMPERATIVE		23571	17297	30.8	73.4	106	3751	30.3	15.9	104	5911	29.9	25.1	103	7636	31.7	32.4	109
RADIO IMPERATIVE		23278	15591	27.7	67.0	96	3436	27.8	14.8	97	5707	28.9	24.5	100	6448	26.8	27.7	93
MAGAZINES-TELEVISION: DUAL		15459	11622	20.7	75.2	108	2623	21.2	17.0	111	3767	19.1	24.4	100	5232	21.7	33.8	114
MAGAZINE IMPERATIVE		25829	18457	32.8	71.5	103	4054	32.7	15.7	103	6382	32.3	24.7	101	8021	33.3	31.1	104
TELEVISION IMPERATIVE		26039	17269	30.7	66.3	96	3944	31.9	15.1	99	6240	31.6	24.0	98	7084	29.4	27.2	91
NEWSPAPERS-OUTDOOR: DUAL		16605	12107	21.5	72.9	105	2565	20.7	15.4	101	4051	20.5	24.4	100	5491	22.8	33.1	111
NEWSPAPER IMPERATIVE		26834	19466	34.6	72.5	104	4610	37.2	17.2	112	7084	35.8	26.4	108	7771	32.3	29.0	97
OUTDOOR IMPERATIVE		23346	15104	26.9	64.7	93	3177	25.7	13.6	89	5300	26.8	22.7	93	6628	27.5	28.4	95
NEWSPAPERS-RADIO: DUAL		17133	12663	22.5	73.9	106	3008	24.3	17.6	115	4602	23.3	26.9	110	5053	21.0	29.5	99
NEWSPAPER IMPERATIVE		25892	18483	32.9	71.4	103	4022	32.5	15.5	102	6332	32.0	24.5	100	8129	33.8	31.4	106
RADIO IMPERATIVE		23167	15630	27.8	67.5	97	3388	27.4	14.6	96	5440	27.5	23.5	96	6802	28.2	29.4	99
NEWSPAPERS-TELEVISION: DUAL		17159	12430	22.1	72.4	104	2880	23.3	16.8	110	4445	22.5	25.9	106	5105	21.2	29.8	100
NEWSPAPER IMPERATIVE		26214	18635	33.1	71.1	102	4034	32.6	15.4	101	6408	32.4	24.4	100	8193	34.0	31.3	105
TELEVISION IMPERATIVE		23412	15868	28.2	67.8	98	3653	29.5	15.6	102	5511	27.9	23.5	96	6705	27.8	28.6	96
OUTDOOR-RADIO: DUAL		15303	10565	18.8	69.0	99	2280	18.4	14.9	97	3915	19.8						

SOAPS & DETERGENTS FOR FINE FABRICS: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	56235	100.0	69.4	100	12379	100.0	15.3	100	19770	100.0	24.4	100	24085	100.0	29.7	100
ATLANTIC MONTHLY	415	274	0.5	66.0	95	**67	0.5	16.1	106	**63	0.3	15.2	62	*144	0.6	34.7	117
BARRON'S	453	310	0.6	68.4	99	**81	0.7	17.9	117	**84	0.4	18.5	76	*145	0.6	32.0	108
BETTER HOMES & GARDENS	16256	12207	21.7	75.1	108	2796	22.6	17.2	113	4215	21.3	25.9	106	5196	21.6	32.0	107
BON APPETIT	2535	1844	3.3	72.7	105	345	2.8	13.6	89	571	2.9	22.5	92	927	3.8	36.6	123
BUSINESS WEEK	1278	919	1.6	71.9	104	*182	1.5	14.2	93	323	1.6	25.3	104	414	1.7	32.4	109
CAR AND DRIVER	378	*193	0.3	51.1	74	**32	0.3	8.5	55	**82	0.4	21.7	89	**78	0.3	20.6	69
CBS MAGAZINE NETWORK (GROSS)	1498	1014	1.8	67.7	97	*327	2.6	21.8	143	304	1.5	20.3	83	383	1.6	25.6	86
CHANGING TIMES	1505	1019	1.8	67.7	98	*146	1.2	9.7	63	413	2.1	27.4	112	460	1.9	30.6	103
COLONIAL HOMES	1231	817	1.5	66.4	96	*134	1.1	10.9	71	317	1.6	25.8	105	366	1.5	29.7	100
CONDE NAST MAG. PKG. (GROSS)	14146	10454	18.6	73.9	106	2584	20.9	18.3	120	3493	17.7	24.7	101	4377	18.2	30.9	104
CONSUMERS DIGEST	1323	1026	1.8	77.6	112	*257	2.1	19.4	127	329	1.7	24.9	102	440	1.8	33.3	112
COSMOPOLITAN	7102	5367	9.5	75.6	109	1202	9.7	16.9	111	1906	9.6	26.8	110	2260	9.4	31.8	107
COUNTRY LIVING	2481	1907	3.4	76.9	111	354	2.9	14.3	93	681	3.4	27.4	112	872	3.6	35.1	118
CUISINE	1472	1098	2.0	74.6	107	*246	2.0	16.7	109	229	1.2	15.6	64	624	2.6	42.4	143
CYCLE WORLD	425	*306	0.5	72.0	104	**96	0.8	22.6	148	**92	0.5	21.6	89	**118	0.5	27.8	93
DCI:CREATIVE IDEAS FOR LIV	2510	1885	3.4	75.1	108	386	3.1	15.4	101	682	3.4	27.2	111	817	3.4	32.5	109
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5039	9.0	75.3	108	1057	8.5	15.8	103	1881	9.5	28.1	115	2101	8.7	31.4	106
DISCOVER	894	676	1.2	75.6	109	**114	0.9	12.8	83	275	1.4	30.8	126	286	1.2	32.0	108
EBONY	3507	2397	4.3	68.3	98	824	6.7	23.5	154	870	4.4	24.8	102	704	2.9	20.1	67
ESQUIRE	1083	739	1.3	68.2	98	*156	1.3	14.4	94	286	1.4	26.4	108	298	1.2	27.5	93
ESSENCE	1830	1369	2.4	74.8	108	435	3.5	23.8	156	495	2.5	27.0	111	439	1.8	24.0	81
FAMILY CIRCLE	15930	11438	20.3	71.8	103	2534	20.5	15.9	104	4135	20.9	26.0	106	4769	19.8	29.9	90
THE FAMILY HANDYMAN	1126	849	1.5	75.4	109	*143	1.2	12.7	83	406	2.1	36.1	148	300	1.2	26.6	90
FAMILY WEEKLY	11468	7961	14.2	69.4	100	1969	15.9	17.2	112	2436	12.3	21.2	87	3556	14.8	31.0	104
FIELD & STREAM	2234	1700	3.0	76.1	110	530	4.3	23.7	155	504	2.5	22.6	92	666	2.8	29.8	100
FOOD & WINE	579	447	0.8	77.2	111	**63	0.5	10.9	71	*167	0.8	28.8	118	*217	0.9	37.5	126
FORBES	728	531	0.9	72.9	105	**112	0.9	15.4	101	*163	0.8	22.4	92	256	1.1	35.2	118
FORTUNE	906	741	1.3	81.8	118	**148	1.2	16.3	107	*182	0.9	20.1	82	412	1.7	45.5	153
GENTLEMEN'S QUARTERLY	791	579	1.0	73.2	105	*183	1.5	23.1	151	*129	0.7	16.3	67	267	1.1	33.8	114
GLAMOUR	5265	4078	7.3	77.5	112	1018	8.2	19.3	126	1388	7.0	26.4	108	1671	6.9	31.7	107
GOLF DIGEST	636	532	0.9	83.6	120	**110	0.9	17.3	113	*152	0.8	23.9	98	270	1.1	42.5	143
GOLF DIGEST/TENNIS (GROSS)	1186	915	1.6	77.2	111	*177	1.4	14.9	98	*305	1.5	25.7	105	433	1.8	36.5	123
GOLF MAGAZINE	441	360	0.6	81.6	118	**49	0.4	11.1	73	**89	0.5	20.2	83	*221	0.9	50.1	169
GOLF MAGAZINE/SKI (GROSS)	922	741	1.3	80.4	116	**60	0.5	6.5	43	*216	1.1	23.4	96	465	1.9	50.4	170
GOOD HOUSEKEEPING	16487	12334	21.9	74.8	108	2839	22.9	17.2	113	4138	20.9	25.1	103	5358	22.2	32.5	109
HARPER'S BAZAAR	2423	1803	3.2	74.4	107	434	3.5	17.9	117	582	2.9	24.0	98	787	3.3	32.5	109
HEALTH	1994	1460	2.6	73.2	105	370	3.0	18.6	121	448	2.3	22.5	92	642	2.7	32.2	108
HEARST MAG CORP. BUY (GROSS)	44101	33057	58.8	75.0	108	7495	60.5	17.0	111	11384	57.6	25.8	106	14178	58.9	32.1	108
HEARST MAN POWER (GROSS)	1993	1580	2.8	79.3	114	403	3.3	20.2	132	578	2.9	29.0	119	599	2.5	30.1	101
HEARST WOMAN POWER (GROSS)	31274	23402	41.6	74.8	108	5409	43.7	17.3	113	8056	40.7	25.8	106	9937	41.3	31.8	107
HOUSE BEAUTIFUL	3623	2606	4.6	71.9	104	586	4.7	16.2	106	879	4.4	24.3	99	1140	4.7	31.5	106
INC.	283	*221	0.4	78.1	112	**69	0.6	24.4	160	**79	0.4	27.9	114	**73	0.3	25.8	87
JET	2928	2050	3.6	70.0	101	658	5.3	22.5	147	795	4.0	27.2	111	597	2.5	20.4	69
LADIES' HOME JOURNAL	11918	8470	15.1	71.1	102	1947	15.7	16.3	107	3104	15.7	26.0	107	3418	14.2	28.7	96
LHJ FAMILY GRP COMBO(GROSS)	16764	12063	21.5	72.0	104	2733	22.1	16.3	107	4324	21.9	25.8	106	5006	20.8	29.9	100
LIFE	4254	3152	5.6	74.1	107	652	5.3	15.3	100	1101	5.6	25.9	106	1399	5.8	32.9	111
L.A. TIMES HOME MAGAZINE	1145	844	1.5	73.7	106	*171	1.4	14.9	98	266	1.3	23.2	95	407	1.7	35.5	120
MADMOISELLE	2884	2128	3.8	73.8	106	488	3.9	16.9	111	738	3.7	25.6	105	902	3.7	31.3	105
MC CALL'S	13460	10258	18.2	76.2	110	2403	19.4	17.9	117	3578	18.1	26.6	109	4277	17.8	31.8	107
MC CALL'S/MRK MOTHER (GROSS)	14606	11081	19.7	75.9	109	2638	21.3	18.1	118	3857	19.5	26.4	108	4586	19.0	31.4	106
MECHANIX ILLUSTRATED	772	611	1.1	79.1	114	**157	1.3	20.3	133	*247	1.2	32.0	131	*208	0.9	26.9	91
METROPOLITAN HOME	967	737	1.3	76.2	110	*115	0.9	11.9	78	195	1.0	20.2	83	427	1.8	44.2	148
MONEY	1588	1141	2.0	71.9	103	*302	2.4	19.0	124	347	1.8	21.9	90	492	2.0	31.0	104
MOTHER EARTH NEWS	1002	722	1.3	72.1	104	**123	1.0	12.3	80	303	1.5	30.2	124	296	1.2	29.5	99
MS.	825	624	1.1	75.6	109	*127	1.0	15.4	101	199	1.0	24.1	99	299	1.2	36.2	122
NATIONAL ENQUIRER	10336	7682	13.7	74.3	107	2122	17.1	20.5	134	2735	13.8	26.5	108	2824	11.7	27.3	92
NATIONAL GEOGRAPHIC	9597	7012	12.5	73.1	105	1400	11.3	14.6	95	2292	11.6	23.9	98	3320	13.8	34.6	116
NATIONAL SUNDAY MAGAZINE PKG	49558	35571	63.3	71.8	103	8001	64.6	16.1	106	12179	61.6	24.6	101	15392	63.9	31.1	104
NATURAL HISTORY	573	427	0.8	74.5	107	**40	0.3	7.0	46	*99	0.5	17.3	71	288	1.2	50.3	169
NEM WOMAN	1699	1147	2.0	67.5	97	275	2.2	16.2	106	394	2.0	23.2	95	479	2.0	28.2	95
NEW YORK INCLUDING CUE	443	355	0.6	80.1	115	**40	0.3	9.0	59	*101	0.5	22.8	93	214	0.9	48.3	162
THE NEW YORKER	1270	953	1.7	75.0	108	*135	1.1	10.6	70	295	1.5	23.2	95	523	2.2	41.2	138
NEWSWEEK	6277	4725	8.4	75.3	108	1057	8.5	16.8	110	1632	8.3	26.0	107	2035	8.4	32.4	109
THE N.Y. TIMES DAILY EDITION	1205	926	1.6	76.8	111	*133	1.1	11.0	72	279	1.4	23.2	95	514	2.1	42.7	143
THE N.Y. TIMES MAGAZINE	2081	1571	2.8	75.5	109	280	2.3	13.5	88	468	2.4	22.5	92	823	3.4	39.5	133
OMNI	788	455	0.8	57.7	83	**58	0.5	7.4	48	*157	0.8	19.9	82	240	1.0	30.5	102
ON CABLE	1158	722	1.3	62.3	90	*222	1.8	19.2	125	*257	1.3	22.2	91	*242	1.0	20.9	70
1001 HOME IDEAS	2852	2134	3.8	74.8	108	417	3.4	14.6	96	771	3.9	27.0	111	946	3.9	33.2	112
ORGANIC GARDENING	1658	1272	2.3	76.7	110	312	2.5	18.8	123	455	2.3	27.4	112	506	2.1	30.5	103
OUTDOOR LIFE	896	658	1.2	73.4	106	*180	1.5	20.1	131	*190	1.0	21.2	87	*288	1.2	32.1	108
PARADE MAGAZINE	24275	17843	31.7	73.5	106	3925	31.7	16.2	106	6407	32.4	26.4	108	7511	31.2	30.9	104

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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SOAPS & DETERGENTS FOR FINE FABRICS: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	56235	100.0	69.4	100	12379	100.0	15.3	100	19770	100.0	24.4	100	24085	100.0	29.7	100
PARENTS	3845	2658	4.7	69.1	100	683	5.5	17.8	116	784	4.0	20.4	84	1191	4.9	31.0	104
PENTHOUSE	831	569	1.0	68.5	99	**140	1.1	16.8	110	*131	0.7	15.8	65	*298	1.2	35.9	121
PEOPLE	11645	8470	15.1	72.7	105	1898	15.3	16.3	107	2785	14.1	23.9	98	3787	15.7	32.5	109
PLAYBOY	2006	1388	2.5	69.2	100	315	2.5	15.7	103	462	2.3	23.0	94	611	2.5	30.5	102
POPULAR HOT RODDING	297	*216	0.4	72.7	105	**56	0.5	18.9	123	**78	0.4	26.3	108	**82	0.3	27.6	93
POPULAR MECHANICS	1018	898	1.6	88.2	127	*216	1.7	21.2	139	431	2.2	42.3	173	*252	1.0	24.8	83
POPULAR SCIENCE	878	693	1.2	78.9	114	**105	0.8	12.0	78	*296	1.5	33.7	138	292	1.2	33.3	112
PREVENTION	3913	3168	5.6	81.0	117	773	6.2	19.8	129	1029	5.2	26.3	108	1366	5.7	34.9	117
PSYCHOLOGY TODAY	1710	1263	2.2	73.9	106	*240	1.9	14.0	92	371	1.9	21.7	89	652	2.7	38.1	128
READER'S DIGEST	22204	16222	28.8	73.1	105	3702	29.9	16.7	109	5564	28.1	25.1	103	6955	28.9	31.3	105
REDBOOK	7684	5701	10.1	74.2	107	1369	11.1	17.8	117	2013	10.2	26.2	107	2320	9.6	30.2	102
ROAD & TRACK	410	*262	0.5	63.9	92	**53	0.4	12.9	85	**89	0.5	21.7	89	**120	0.5	29.3	98
ROLLING STONE	969	761	1.4	78.5	113	**160	1.3	16.5	108	277	1.4	28.6	117	324	1.3	33.4	112
RUNNER'S WORLD	298	*249	0.4	83.6	120	**54	0.4	18.1	119	*31	0.2	10.4	43	*165	0.7	55.4	186
SATURDAY EVENING POST	1169	911	1.6	77.9	112	*237	1.9	20.3	133	360	1.8	30.8	126	314	1.3	26.9	90
SCIENCE 84	587	429	0.8	73.1	105	**86	0.7	14.7	96	*159	0.8	27.1	111	*184	0.8	31.3	105
SCIENCE DIGEST	482	322	0.6	66.8	96	**75	0.6	15.6	102	*57	0.3	11.8	48	*190	0.8	39.4	133
SCIENTIFIC AMERICAN	594	473	0.8	76.9	115	**87	0.7	14.6	96	*128	0.6	21.5	88	*258	1.1	43.4	146
SELF	2089	1399	2.5	67.0	96	434	3.5	20.8	136	438	2.2	21.0	86	527	2.2	25.2	85
SEVENTEEN	2411	1806	3.2	74.9	108	445	3.6	18.5	121	687	3.5	28.5	117	674	2.8	28.0	94
SKI	480	381	0.7	79.4	114	**11	0.1	2.3	15	*126	0.6	26.3	108	*244	1.0	50.8	171
SMITHSONIAN	2760	2139	3.8	77.5	112	363	2.9	13.2	86	629	3.2	22.8	93	1147	4.8	41.6	140
SOAP OPERA DIGEST	3013	2256	4.0	74.9	108	719	5.8	23.9	156	648	3.3	21.5	88	888	3.7	29.5	99
SOUTHERN LIVING	4184	3154	5.6	75.4	109	671	5.4	16.0	105	1199	6.1	28.7	117	1284	5.3	30.7	103
SPORT	559	425	0.8	76.0	109	**131	1.1	23.4	153	*132	0.7	23.6	97	*162	0.7	29.0	97
THE SPORTING NEWS	436	384	0.7	88.1	127	**113	0.9	25.9	170	**103	0.5	23.6	97	**168	0.7	38.5	130
SPORTS AFIELD	493	361	0.6	73.2	105	**113	0.9	22.9	150	**91	0.5	18.5	76	*157	0.7	31.8	107
SPORTS ILLUSTRATED	2758	2021	3.6	73.3	106	544	4.4	19.7	129	616	3.1	22.3	91	861	3.6	31.2	105
STAR	7456	5636	10.0	75.6	109	1786	14.4	24.0	157	1764	8.9	23.7	97	2087	8.7	28.0	94
SUNDAY	24936	18057	32.1	72.4	104	4043	32.7	16.2	106	6449	32.6	25.9	106	7565	31.4	30.3	102
SUNSET	2124	1450	2.6	68.3	98	*199	1.6	9.4	61	419	2.1	19.7	81	833	3.5	39.2	132
TV GUIDE	21661	15132	26.9	69.9	101	3739	30.2	17.3	113	5234	26.5	24.2	99	6159	25.6	28.4	96
TENNIS	550	383	0.7	69.6	100	*67	0.5	12.2	80	*152	0.8	27.6	113	*163	0.7	29.6	100
TIME	8880	6738	12.0	75.9	109	1519	12.3	17.1	112	2216	11.2	25.0	102	3003	12.5	33.8	114
TOWN & COUNTRY	917	804	1.4	87.7	126	*121	1.0	13.2	86	279	1.4	30.4	125	404	1.7	44.1	148
TRAVEL & LEISURE	972	780	1.4	80.2	116	*170	1.4	17.5	114	276	1.4	28.4	116	333	1.4	34.3	115
TRUE STORY	3356	2265	4.0	67.5	97	699	5.6	20.8	136	769	3.9	22.9	94	797	3.3	23.7	80
U.S. NEWS & WORLD REPORT	3410	2563	4.6	75.2	108	448	3.6	13.1	86	1009	5.1	29.6	121	1106	4.6	32.4	109
USA TODAY	1759	1283	2.3	72.9	105	*282	2.3	16.0	105	495	2.5	28.1	115	507	2.1	28.8	97
US	1873	1342	2.4	71.6	103	344	2.8	18.4	120	482	2.4	25.7	105	515	2.1	27.5	92
VOGUE	3909	2850	5.1	72.9	105	643	5.2	16.4	108	930	4.7	23.8	97	1277	5.3	32.7	110
MALL STREET JOURNAL	1886	1367	2.4	72.5	104	*301	2.4	16.0	104	444	2.2	23.5	96	623	2.6	33.0	111
WEIGHT WATCHERS	2120	1666	3.0	78.6	113	419	3.4	19.8	129	550	2.8	25.9	106	697	2.9	32.9	111
WOMAN'S DAY	14172	10587	18.8	74.7	108	2605	21.0	18.4	120	3579	18.1	25.3	103	4403	18.3	31.1	104
WORKING MOTHER	1146	824	1.5	71.9	104	*236	1.9	20.6	135	280	1.4	24.4	100	308	1.3	26.9	90
WORKING WOMAN	1322	1004	1.8	75.9	109	258	2.1	19.5	128	317	1.6	24.0	98	430	1.8	32.5	109
WORLD TENNIS	*163	*102	0.2	62.6	90	**15	0.1	9.2	60	**40	0.2	24.5	101	**48	0.2	29.4	99
ZIFF-DAVIS MAG NETHK (GROSS)	2532	1867	3.3	73.7	106	423	3.4	16.7	109	744	3.8	29.4	120	700	2.9	27.6	93
BLAIR INSERTS	43657	31586	56.2	72.4	104	6839	55.2	15.7	102	11117	56.2	25.5	104	13631	56.6	31.2	105
DAILY NEWSPAPERS																	
READ ANY	51633	36688	65.2	71.1	102	8158	65.9	15.8	103	12602	63.7	24.4	100	15927	66.1	30.8	104
READ ONE	43463	30433	54.1	70.0	101	6918	55.9	15.9	104	10184	51.5	23.4	96	13330	55.3	30.7	103
READ TWO OR MORE	8170	6255	11.1	76.6	110	1240	10.0	15.2	99	2418	12.2	29.6	121	2597	10.8	31.8	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	37803	67.2	71.8	103	8377	67.7	15.9	104	13043	66.0	24.8	101	16382	68.0	31.1	105
READ ONE	46126	32780	58.3	71.1	102	7392	59.7	16.0	105	11248	56.9	24.4	100	14139	58.7	30.7	103
READ TWO OR MORE	6552	5023	8.9	76.7	110	985	8.0	15.0	98	1795	9.1	27.4	112	2243	9.3	34.2	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.52				25.42				27.90				28.30			
30 DAY REACH	71455	49454	87.9	69.2	100	10998	88.8	15.4	101	17115	86.6	24.0	98	21341	88.6	29.9	100
50 SHWG - 30 DAY AV FREQ	14.56	14.53				13.26				14.87				14.96			
30 DAY REACH	67742	46850	83.3	69.2	100	10540	85.1	15.6	102	16060	81.2	23.7	97	20250	84.1	29.9	101
25 SHWG - 30 DAY AV FREQ	7.94	7.90				7.18				8.08				8.13			
30 DAY REACH	62117	43108	76.7	69.4	100	9738	78.7	15.7	103	14778	74.7	23.8	97	18592	77.2	29.9	101
CABLE TV: HOME WIRED	32077	22548	40.1	70.3	101	5353	43.2	16.7	109	7474	37.8	23.3	95	9721	40.4	30.3	102
HAVE PAY CABLE	48909	33686	59.9	68.9	99	7026	56.8	14.4	94	12296	62.2	25.1	103	14364	59.6	29.4	99

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	
TOTAL FEMALE HOMEOWNERS	80986	56235	100.0	69.4	100	12379	100.0	15.3	100	19770	100.0	24.4	100	24085	100.0	29.7	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	30906	55.0	70.4	101	6775	54.7	15.4	101	11118	56.2	25.3	104	13014	54.0	29.6	100	
10:00 AM - 3:00 PM	30659	21579	38.4	70.4	101	4739	38.3	15.5	101	7569	38.3	24.7	101	9272	38.5	30.2	102	
3:00 PM - 7:00 PM	31045	21727	38.6	70.0	101	5021	40.6	16.2	106	7489	37.9	24.1	99	9217	38.3	29.7	100	
7:00 PM - MIDNIGHT	15767	11179	19.9	70.9	102	2502	20.2	15.9	104	4057	20.5	25.7	105	4620	19.2	29.3	99	
MIDNIGHT - 6:00 AM	9120	6654	11.8	73.0	105	1404	11.3	15.4	101	2437	12.3	26.7	109	2813	11.7	30.8	104	
6:00 AM - MIDNIGHT	58527	41145	73.2	70.3	101	9143	73.9	15.6	102	14542	73.6	24.8	102	17460	72.5	29.8	100	
ENTIRE DAY	59311	41722	74.2	70.3	101	9270	74.9	15.6	102	14785	74.8	24.9	102	17668	73.4	29.8	100	
AVG DAILY M-F CUME: 6AM-MONT FORMATS:																		
ADULT CONTEMPORARY	16172	11811	21.0	73.0	105	2386	19.3	14.8	97	4525	22.9	28.0	115	4900	20.3	30.3	102	
ALL NEWS	2256	1590	2.8	70.5	101	305	2.5	13.5	88	580	2.9	25.7	105	705	2.9	31.3	105	
AOR/PROGRESSIVE	3874	2678	4.8	69.1	100	588	4.7	15.2	99	888	4.5	22.9	94	1202	5.0	31.0	104	
BEAUTIFUL MUSIC	5660	4115	7.3	72.7	105	939	7.6	16.6	109	1398	7.1	24.7	101	1778	7.4	31.4	106	
BLACK	2204	1539	2.7	69.8	101	462	3.7	21.0	137	577	2.9	26.2	107	500	2.1	22.7	76	
CLASSICAL	1418	1016	1.8	71.7	103	*186	1.5	13.1	86	267	1.4	18.8	77	564	2.3	39.8	134	
CHR/ROCK	9538	6476	11.5	67.9	98	1522	12.3	16.0	104	2144	10.8	22.5	92	2810	11.7	29.5	99	
COUNTRY	12648	8791	15.6	69.5	100	2126	17.2	16.8	110	3087	15.6	24.4	100	3578	14.9	28.3	95	
GOLDEN OLDIES	1191	849	1.5	71.3	103	*211	1.7	17.7	116	323	1.6	27.1	111	314	1.3	26.4	89	
MOR/NOSTALGIA	4757	3392	6.0	71.3	103	747	6.0	15.7	103	1188	6.0	25.0	102	1457	6.0	30.6	103	
NEWS/TALK	3863	2707	4.8	70.1	101	400	3.2	10.4	68	1038	5.3	26.9	110	1269	5.3	32.9	110	
RELIGIOUS	3084	2094	3.7	67.9	98	432	3.5	14.0	92	749	3.8	24.3	99	912	3.8	29.6	99	
SOFT ROCK	521	353	0.6	67.8	98	**47	0.4	9.0	59	*153	0.8	29.4	120	*153	0.6	29.4	99	
URBAN CONTEMPORARY	1585	1156	2.1	72.9	105	370	3.0	23.3	153	474	2.4	29.9	123	312	1.3	19.7	66	
MIXED NETWORKS:																		
ABC CONTEMPORARY	3261	2088	3.7	64.0	92	506	4.1	15.5	102	793	4.0	24.3	100	789	3.3	24.2	81	
ABC DIRECTION	2316	1690	3.0	73.0	105	418	3.4	18.0	118	648	3.3	28.0	115	623	2.6	26.9	90	
ABC ENTERTAINMENT	4834	3406	6.1	70.5	101	726	5.9	15.0	98	1298	6.6	26.9	110	1383	5.7	28.6	96	
ABC FM	2202	1528	2.7	69.4	100	393	3.2	17.8	117	554	2.8	25.2	103	581	2.4	26.4	89	
ABC INFORMATION	5425	3934	7.0	72.5	104	784	6.3	14.5	95	1353	6.8	24.9	102	1796	7.5	33.1	111	
ABC ROCK	1677	1180	2.1	70.4	101	*322	2.6	19.2	126	380	1.9	22.7	93	479	2.0	28.6	96	
CBS	4430	3170	5.6	71.6	103	485	3.9	10.9	72	1178	6.0	26.6	109	1507	6.3	34.0	114	
MUTUAL	4992	3802	6.8	76.2	110	837	6.8	16.8	110	1434	7.3	28.7	118	1531	6.4	30.7	103	
NBC	4679	3334	5.9	71.3	103	661	5.3	14.1	92	1141	5.8	24.4	100	1533	6.4	32.8	110	
RADIO/VIDEO	1994	1392	2.5	69.8	101	282	2.3	14.1	93	461	2.3	23.1	95	650	2.7	32.6	110	
RKO ONE	2298	1616	2.9	70.3	101	430	3.5	18.7	122	565	2.9	24.6	101	621	2.6	27.0	91	
RKO TWO	3311	2184	3.9	66.0	95	519	4.2	15.7	103	767	3.9	23.2	95	898	3.7	27.1	91	
THE SOURCE	2114	1523	2.7	72.0	104	323	2.6	15.3	100	533	2.7	25.2	103	667	2.8	31.6	106	
NON-HIRED: BLAIR	8654	6382	11.3	73.7	106	1323	10.7	15.3	100	2528	12.8	29.2	120	2531	10.5	29.2	98	
INTERNET	12025	8385	14.9	69.7	100	1721	13.9	14.3	94	3051	15.4	25.4	104	3613	15.0	30.0	101	
KATZ RADIO GROUP	15359	11152	19.8	72.6	105	2270	18.3	14.8	97	3972	20.1	25.9	106	4910	20.4	32.0	107	
SUPERNET	10628	7333	13.0	69.0	99	2003	16.2	18.8	123	2418	12.2	22.8	93	2913	12.1	27.4	92	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	6064	10.8	70.0	101	1280	10.3	14.8	97	2154	10.9	24.9	102	2630	10.9	30.4	102	
WKDAY 9:00 AM - 1:00 PM	12163	8445	15.0	69.4	100	1996	16.1	16.4	107	3001	15.2	24.7	101	3447	14.3	28.3	95	
WKDAY 1:00 PM - 4:30 PM	16150	11213	19.9	69.4	100	2675	21.6	16.6	108	3973	20.1	24.6	101	4564	18.9	28.3	95	
WKDAY 4:30 PM - 7:30 PM	22463	15624	27.8	69.6	100	3651	29.5	16.3	106	5409	27.4	24.1	99	6565	27.3	29.2	98	
WKDAY 7:30 PM - 8:00 PM	31795	22323	39.7	70.2	101	4947	40.0	15.6	102	7807	39.5	24.6	101	9568	39.7	30.1	101	
WKDAY 11:00 PM - 11:30 PM	23977	17199	30.6	71.7	103	3786	30.6	15.8	103	6032	30.5	25.2	103	7381	30.6	30.8	104	
WKDAY 11:30 PM - 1:00 AM	7703	5568	9.9	72.3	104	1270	10.3	16.5	108	2013	10.2	26.1	107	2285	9.5	29.7	100	
M-SAT 8-11 PM+SUN 7-11 PM	33800	23815	42.3	70.5	101	5262	42.5	15.6	102	8428	42.6	24.9	102	10124	42.0	30.0	101	
WKDAY DAYTIME NTKM 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	4642	8.3	71.0	102	1166	9.4	17.8	117	1650	8.3	25.2	103	1826	7.6	27.9	94
ANOTHER WORLD	N	4620	3460	6.2	74.9	108	721	5.8	15.6	102	1352	6.8	29.3	120	1386	5.8	30.0	101
AS THE WORLD TURNS	C	5614	3658	6.5	65.2	94	928	7.5	16.5	108	1267	6.4	22.6	92	1463	6.1	26.1	88
CAPITOL	C	3396	2201	3.9	64.8	93	654	5.3	19.3	126	711	3.6	20.9	86	836	3.5	24.6	83
CBS MORN. NEWS 1	C	1446	1005	1.8	69.5	100	260	2.1	18.0	118	383	1.9	26.5	109	362	1.5	25.0	84
CBS MORN. NEWS 2	C	1207	803	1.4	66.9	96	186	1.5	15.4	101	282	1.4	23.4	96	334	1.4	27.7	93
DAYS OF OUR LIVES	N	5877	4371	7.8	74.4	107	893	7.2	15.2	99	1604	8.1	27.3	112	1874	7.8	31.9	107
FACTS OF LIFE - DAYTIME	N	2290	1544	2.7	67.4	97	297	2.4	13.0	85	638	3.2	27.9	114	608	2.5	26.6	89
FAMILY FEUD	A	3023	1954	3.5	64.6	93	467	3.8	15.4	101	659	3.3	21.8	89	827	3.4	27.4	92
GENERAL HOSPITAL	A	6097	4218	7.5	69.2	100	1033	8.3	16.9	111	1423	7.2	23.3	96	1761	7.3	28.9	97
GOOD MORNING, AMERICA-730 A	A	3515	2478	4.4	70.5	102	448	3.6	12.7	83	932	4.7	26.5	109	1098	4.6	31.2	105
GOOD MORNING, AMERICA-830 A	A	2818	2075	3.7	73.6	106	369	3.0	13.1	86	695	3.5	24.7	101	1011	4.2	35.9	121
GUIDING LIGHT	C	5339	3633	6.5	68.0	98	930	7.5	17.4	114	1287	6.5	24.1	99	1416	5.9	26.5	89
ONE LIFE TO LIVE	A	4478	3110	5.5	69.5	100	709	5.7	15.									

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SOAPS & DETERGENTS FOR FINE FABRICS: TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	LIQUID				POWDER				FLAKES				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	39820	100.0	49.2	100	36903	100.0	45.6	100	2953	100.0	3.6	100				
18 - 24	9282	3950	9.9	42.6	87	4260	11.5	45.9	101	303	10.3	3.3	90				
25 - 34	19072	9262	23.3	48.6	99	8167	22.1	42.8	94	620	21.0	3.3	89				
35 - 44	14591	6875	17.3	47.1	96	6193	16.8	42.4	93	397	13.4	2.7	75				
45 - 54	11345	5590	14.0	49.3	100	5203	14.1	45.9	101	243	8.2	2.1	59				
55 - 64	11635	6401	16.1	55.0	112	5454	14.8	46.9	103	482	16.3	4.1	114				
65 OR OLDER	15061	7743	19.4	51.4	105	7626	20.7	50.6	111	908	30.7	6.0	165				
18 - 34	28354	13211	33.2	46.6	95	12427	33.7	43.8	96	924	31.3	3.3	89				
18 - 49	48339	22709	57.0	47.0	96	21108	57.2	43.7	96	1417	48.0	2.9	80				
25 - 54	45008	21727	54.6	48.3	98	19564	53.0	43.5	95	1260	42.7	2.8	77				
35 - 49	19985	9498	23.9	47.5	97	8681	23.5	43.4	95	494	16.7	2.5	68				
50 OR OLDER	32647	17111	43.0	52.4	107	15795	42.8	48.4	106	1536	52.0	4.7	129				
GRADUATED COLLEGE	11155	6552	16.5	58.7	119	4695	12.7	42.1	92	493	16.7	4.4	121				
ATTENDED COLLEGE	13682	7657	19.2	56.0	114	5504	14.9	40.2	88	432	14.6	3.2	87				
GRADUATED HIGH SCHOOL	33880	16552	41.6	48.9	99	15942	43.2	47.1	103	1182	40.0	3.5	96				
DID NOT GRADUATE HIGH SCHOOL	22270	9059	22.7	40.7	83	10762	29.2	48.3	106	847	28.7	3.8	104				
EMPLOYED	40306	20508	51.5	50.9	103	17367	47.1	43.1	95	1326	44.9	3.3	90				
EMPLOYED FULL-TIME	32850	16629	41.8	50.6	103	14095	38.2	42.9	94	1151	39.0	3.5	96				
EMPLOYED PART-TIME	7456	3878	9.7	52.0	106	3272	8.9	43.9	96	175	5.9	2.3	64				
NOT EMPLOYED	40680	19312	48.5	47.5	97	19536	52.9	48.0	105	1627	55.1	4.0	110				
PROFESSIONAL/MANAGER	10392	6091	15.3	58.6	119	4199	11.4	40.4	89	441	14.9	4.2	116				
TECH/CLERICAL/SALES	17574	8808	22.1	50.1	102	7682	20.8	43.7	96	469	15.9	2.7	73				
PRECISION/CRAFT	985	492	1.2	49.9	102	382	1.0	38.8	85	18	0.6	1.8	50				
OTHER EMPLOYED	11354	5117	12.9	45.1	92	5105	13.8	45.0	99	399	13.5	3.5	96				
SINGLE	9863	4936	12.4	50.0	102	4174	11.3	42.3	93	398	13.5	4.0	111				
MARRIED	51375	25464	63.9	49.6	101	23417	63.5	45.6	100	1761	59.6	3.4	94				
DIVORCED/SEPARATED/WIDOWED	19748	9419	23.7	47.7	97	9312	25.2	47.2	103	794	26.9	4.0	110				
PARENTS	32590	14309	35.9	43.9	89	14540	39.4	44.6	98	950	32.2	2.9	80				
WHITE	70416	35443	89.0	50.3	102	31929	86.5	45.3	100	2443	82.7	3.5	95				
BLACK	8778	3527	8.9	40.2	82	4298	11.6	49.0	107	415	14.1	4.7	130				
OTHER	1791	849	2.1	47.4	96	477	1.8	37.8	83	95	3.2	5.3	145				
NORTHEAST-CENSUS	17786	9971	25.0	56.1	114	7754	21.0	43.6	96	513	17.4	2.9	79				
NORTH CENTRAL	20741	10964	27.5	52.9	108	9756	26.4	47.0	103	858	29.1	4.1	113				
SOUTH	27775	11649	29.3	41.9	85	12908	35.0	46.5	102	991	33.6	3.6	98				
WEST	14683	7236	18.2	49.3	100	6485	17.6	44.2	97	592	20.0	4.0	111				
NORTHEAST-MKTG.	17961	9769	24.5	54.4	111	7797	21.1	43.4	95	561	19.0	3.1	86				
EAST CENTRAL	11885	6129	15.4	51.6	105	5892	16.0	49.6	109	427	14.5	3.6	99				
WEST CENTRAL	14090	7685	19.3	54.5	111	6529	17.7	46.3	102	544	18.4	3.9	106				
SOUTH	24081	10041	25.2	41.7	85	11078	30.0	46.0	101	857	29.0	3.6	98				
PACIFIC	12969	6197	15.6	47.8	97	5607	15.2	43.2	95	564	19.1	4.3	119				
COUNTY SIZE A	32439	17036	42.8	52.5	107	13492	36.6	41.6	91	1520	51.5	4.7	129				
COUNTY SIZE B	24915	11994	30.1	48.1	98	11766	31.9	47.2	104	765	25.9	3.1	84				
COUNTY SIZE C	12930	6104	15.3	47.2	96	6172	16.7	47.7	105	401	13.6	3.1	85				
COUNTY SIZE D	10703	4686	11.8	43.8	89	5474	14.8	51.1	112	267	9.0	2.5	68				
METRO CENTRAL CITY	24518	11552	29.0	47.1	96	10910	29.6	44.5	98	1173	39.7	4.8	131				
METRO SUBURBAN	35919	18846	47.3	52.5	107	15920	43.1	44.3	97	1189	40.3	3.3	91				
NON METRO	20549	9423	23.7	45.9	93	10073	27.3	49.0	108	591	20.0	2.9	79				
TOP 5 ADI'S	18341	9996	25.1	54.5	111	7379	20.0	40.2	88	876	29.7	4.8	131				
TOP 10 ADI'S	25378	13185	33.1	52.0	106	10233	27.7	40.3	88	1169	39.6	4.6	126				
TOP 20 ADI'S	36488	19142	48.1	52.5	107	15159	41.1	41.5	91	1613	54.6	4.4	121				
MSHLD INC. \$50,000 OR MORE	6612	4250	10.7	64.3	131	2563	6.9	38.8	85	243	8.2	3.7	101				
\$40,000 OR MORE	12659	7468	18.8	59.0	120	5044	13.7	39.8	87	497	16.8	3.9	108				
\$30,000 OR MORE	24698	13761	34.6	55.7	113	10346	28.0	41.9	92	932	31.6	3.8	103				
\$25,000 OR MORE	32077	17743	44.6	55.3	112	13576	36.8	42.3	93	1196	40.5	3.7	102				
\$20,000 - \$24,999	9144	4561	11.5	49.9	101	4164	11.3	45.5	100	312	10.6	3.4	94				
\$15,000 - \$19,999	8728	3680	9.2	42.2	86	3827	10.4	43.8	96	203	6.9	2.3	64				
\$10,000 - \$14,999	12562	6217	15.6	49.5	101	6397	17.3	50.9	112	464	15.7	3.7	101				
UNDER \$10,000	18475	7619	19.1	41.2	84	8939	24.2	48.4	106	779	26.4	4.2	116				
HOUSEHOLD OF 1 PERSON	11987	6264	15.7	52.3	106	5465	14.8	45.6	100	550	18.6	4.6	126				
2 PEOPLE	26577	13722	34.5	51.6	105	12395	33.6	46.6	102	1218	41.2	4.6	126				
3 OR 4 PEOPLE	30617	14761	37.1	48.2	98	13610	36.9	44.5	98	858	29.1	2.8	77				
5 OR MORE PEOPLE	11804	5074	12.7	43.0	87	5434	14.7	46.0	101	328	11.1	2.8	76				
NO CHILD IN MSHLD	46165	24585	61.7	53.3	108	21275	57.7	46.1	101	1957	66.3	4.2	116				
CHILD(REN) UNDER 2 YRS	5325	2360	5.9	44.3	90	2683	7.3	50.4	111	257	8.7	4.8	132				
2 - 5 YEARS	14221	6054	15.2	42.6	87	6315	17.1	44.4	97	420	14.2	3.0	81				
6 - 11 YEARS	15117	6656	16.7	44.0	90	6563	17.8	43.4	95	427	14.5	2.8	77				
12 - 17 YEARS	16611	6855	17.2	41.3	84	7221	19.6	43.5	95	286	9.7	1.7	47				
RESIDENCE OWNED	55884	28818	72.4	51.6	105	25804	69.9	46.2	101	2165	73.3	3.9	106				
VALUE: \$50,000 OR MORE	31744	17440	43.8	54.9	112	14224	38.5	44.8	98	1361	46.1	4.3	118				
VALUE: UNDER \$50,000	24140	11378	28.6	47.1	96	11580	31.4	48.0	105	804	27.2	3.3	91				

SOAPS & DETERGENTS FOR FINE FABRICS: TYPES
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	A	LIQUID B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A	POWDER B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A	FLAKES B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN
			'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000	'000
TOTAL FEMALE HOMEOWNERS		80986	39820	100.0	49.2	100	36903	100.0	45.6	100	2953	100.0	3.6	100				
MAGAZINES	QUINTILE 1	15799	9363	23.5	59.3	121	7253	19.7	45.9	101	728	24.7	4.6	126				
	QUINTILE 2	17259	9120	22.9	52.8	107	8136	22.0	47.1	103	694	23.5	4.0	110				
	QUINTILE 3	13545	6390	16.0	47.2	96	6223	16.9	45.9	101	440	14.9	3.2	89				
	QUINTILE 4	15133	7035	17.7	46.5	95	6636	18.0	43.9	96	525	17.8	3.5	95				
	QUINTILE 5	19250	7912	19.9	41.1	84	8656	23.5	45.0	99	567	19.2	2.9	81				
NEWSPAPERS	QUINTILE 1	12413	7579	19.0	61.1	124	5813	15.8	46.8	103	587	19.9	4.7	130				
	QUINTILE 2	24116	12365	31.1	51.3	104	10981	29.8	45.5	100	1094	37.0	4.5	124				
	QUINTILE 3	11261	5716	14.4	50.8	103	5103	13.8	45.3	99	*349	11.8	3.1	85				
	QUINTILE 4	20255	9380	23.6	46.3	94	8668	23.5	42.8	94	540	18.3	2.7	73				
	QUINTILE 5	12940	4780	12.0	36.9	75	6340	17.2	49.0	108	*384	13.0	3.0	81				
OUTDOOR	QUINTILE 1	14852	7523	18.9	50.7	103	6389	17.3	43.0	94	676	22.9	4.6	125				
	QUINTILE 2	15725	7643	19.2	48.6	99	7136	19.3	45.4	100	549	18.6	3.5	96				
	QUINTILE 3	16330	8039	20.2	49.2	100	7358	19.9	45.1	99	543	18.4	3.3	91				
	QUINTILE 4	16744	8433	21.2	50.4	102	7934	21.5	47.4	104	602	20.4	3.6	99				
	QUINTILE 5	17334	8183	20.5	47.2	96	8087	21.9	46.7	102	583	19.7	3.4	92				
RADIO-DRIVE TIME	QUINTILE 1	15911	8192	20.6	51.5	105	7448	20.2	46.8	103	561	19.0	3.5	97				
	QUINTILE 2	14837	7314	18.4	49.3	100	6913	18.7	46.6	102	570	19.3	3.8	105				
	QUINTILE 3	15339	7482	18.8	48.8	99	6841	18.5	44.6	98	670	22.7	4.4	120				
	QUINTILE 4	16723	8227	20.7	49.2	100	7430	20.1	44.4	98	622	21.1	3.7	102				
	QUINTILE 5	18176	8605	21.6	47.3	96	8271	22.4	45.5	100	531	18.0	2.9	80				
RADIO-MID- DAY	QUINTILE 1	21020	10467	26.3	49.8	101	9525	25.8	45.3	99	729	24.7	3.5	95				
	QUINTILE 2	21610	10966	27.5	50.7	103	10358	28.1	47.9	105	812	27.5	3.8	103				
	QUINTILE 3	38355	18387	46.2	47.9	97	17020	46.1	44.4	97	1412	47.8	3.7	101				
	QUINTILE 4	15988	8301	20.8	51.9	106	7521	20.4	47.0	103	647	21.9	4.0	111				
	QUINTILE 5	15626	7510	18.9	48.1	98	7173	19.4	45.9	101	504	17.1	3.2	88				
RADIO-TOTAL	QUINTILE 1	16723	8372	21.0	50.1	102	7640	20.7	45.7	100	696	23.6	4.2	114				
	QUINTILE 2	16342	8103	20.3	49.6	101	7292	19.8	44.6	98	653	22.1	4.0	110				
	QUINTILE 3	16306	7534	18.9	46.2	94	7277	19.7	44.6	98	454	15.4	2.8	76				
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	8227	20.7	51.6	105	7638	20.7	47.9	105	627	21.2	3.9	108				
	QUINTILE 2	16137	8132	20.4	50.4	102	7552	20.5	46.8	103	664	22.5	4.1	113				
	QUINTILE 3	16420	7949	20.0	48.4	98	7587	20.6	46.2	101	*646	21.9	3.9	108				
	QUINTILE 4	16687	8344	21.0	50.0	102	7014	19.0	42.0	92	585	19.8	3.5	96				
	QUINTILE 5	15789	7168	18.0	45.4	92	7112	19.3	45.0	99	432	14.6	2.7	75				
TV-DAYTIME	QUINTILE 1	27736	12982	32.6	46.8	95	13421	36.4	48.4	106	1041	35.3	3.8	103				
	QUINTILE 2	26489	13322	33.5	50.3	102	11810	32.0	44.6	98	888	30.1	3.4	92				
	QUINTILE 3	26761	13516	33.9	50.5	103	11673	31.6	43.6	96	1024	34.7	3.8	105				
	QUINTILE 4	16345	7751	19.5	47.4	96	8347	22.6	51.1	112	661	22.4	4.0	111				
	QUINTILE 5	16447	8084	20.3	49.2	100	7662	20.8	46.6	102	718	24.3	4.4	120				
TV-TOTAL	QUINTILE 1	15980	8327	20.9	52.1	106	7095	19.2	44.4	97	637	21.6	4.0	109				
	QUINTILE 2	15887	7821	19.6	49.2	100	6680	18.1	42.0	92	*440	14.9	2.8	76				
	QUINTILE 3	16326	7837	19.7	48.0	98	7119	19.3	43.6	96	498	16.9	3.1	84				
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	11981	30.1	57.8	118	9896	26.8	47.8	105	1066	36.1	5.1	141				
	NEWSPAPER IMPERATIVE	19186	9384	23.6	48.9	99	8640	23.4	45.0	99	581	19.7	3.0	83				
	NEWSPAPER IMPERATIVE	21899	10801	27.1	49.3	100	9667	26.2	44.1	97	796	27.0	3.6	100				
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	8726	21.9	56.5	115	7229	19.6	46.8	103	635	21.5	4.1	113				
	OUTDOOR IMPERATIVE	25953	13714	34.4	52.8	107	12262	33.2	47.2	104	1033	35.0	4.0	109				
	OUTDOOR IMPERATIVE	24400	10535	26.5	43.2	88	10546	28.6	43.2	95	917	31.1	3.8	103				
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	9511	23.9	52.7	107	8586	23.3	47.6	104	748	25.3	4.1	114				
	RADIO IMPERATIVE	23571	13030	32.7	55.3	112	10755	29.1	45.6	100	918	31.1	3.9	107				
	RADIO IMPERATIVE	23278	10580	26.6	45.5	92	10574	28.7	45.4	100	788	26.7	3.4	93				
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	8636	21.7	55.9	114	7400	20.1	47.9	105	728	24.7	4.7	129				
	TELEVISION IMPERATIVE	25829	13684	34.4	53.0	108	11483	31.1	44.5	98	906	30.7	3.5	96				
	TELEVISION IMPERATIVE	26039	11340	28.5	43.6	89	12196	33.0	46.8	103	950	32.2	3.6	100				
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	9377	23.5	56.5	115	7483	20.3	45.1	99	808	27.4	4.9	133				
	OUTDOOR IMPERATIVE	26834	14141	35.5	52.7	107	12614	34.2	47.0	103	1064	36.0	4.0	109				
	OUTDOOR IMPERATIVE	23346	9997	25.1	42.8	87	10378	28.1	44.5	98	753	25.5	3.2	88				
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	9332	23.4	54.5	111	8297	22.5	48.4	106	807	27.3	4.7	129				
	RADIO IMPERATIVE	25892	13932	35.0	53.8	109	11603	31.4	44.8	98	1064	36.0	4.1	113				
	RADIO IMPERATIVE	23167	10453	26.3	45.1	92	10436	28.3	45.0	99	687	23.3	3.0	81				
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	9271	23.3	54.0	110	8044	21.8	46.9	103	815	27.6	4.7	130				
	TELEVISION IMPERATIVE	26214	14030	35.2	53.5	109	11617	31.5	44.3	97	980	33.2	3.7	103				
	TELEVISION IMPERATIVE	23412	10119	25.4	43.2	88	11302	30.6	48.3	106	794	26.9	3.4	93				
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	7723	19.4	50.5	103	6887	18.7	45.0	99	657	22.2	4.3	118				
	RADIO IMPERATIVE	24901	12094	30.4	48.6	99	11037	29.9	44.3	97	978	33.1	3.9	108				
	RADIO IMPERATIVE	26492	13312	33.4	50.2	102	12597	34.1	47.6	104	947	32.1	3.6	98				
OUTDOOR-TELEVISION: DUAL	OUTDOOR IMPERATIVE	14794	7132	17.9	48.2	98	6864	18.6	46.4	102	713	24.1	4.8	132				
	TELEVISION IMPERATIVE	25437	12819	32.2	50.4	102	10890	29.5	42.8	94	814	27.6	3.2	88				
	TELEVISION IMPERATIVE	27877	13880	34.9	49.8	101	13731	37.2	49.3	108	1122	38.0	4.0	110				
RADIO-TELEVISION: DUAL	RADIO IMPERATIVE	15996	7970	20.0	49.8	101	7579	20.5	47.4	104	660	22.4	4.1	113				
	TELEVISION IMPERATIVE	25478	12752	32.0	50.1	102	11339	30.7	44.5	98	828	28.0	3.2	89				
	TELEVISION IMPERATIVE	26573	12987	32.6	48.9	99	12527	33.9	47.1	103	1090	36.9	4.1	112				

	TOTAL U.S. '000	LIQUID				POWDER				FLAKES				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	39820	100.0	49.2	100	36903	100.0	45.6	100	2953	100.0	3.6	100				
ATLANTIC MONTHLY	415	172	0.4	41.4	84	*159	0.4	38.3	84	**29	1.0	7.0	192				
BARRON'S	453	*273	0.7	60.3	123	**157	0.4	34.7	76	**67	2.3	14.8	406				
BETTER HOMES & GARDENS	16256	9340	23.5	57.5	117	7851	21.3	48.3	106	778	26.3	4.8	131				
BON APPETIT	2535	1550	3.9	61.1	124	927	2.5	36.6	80	*126	4.3	5.0	136				
BUSINESS WEEK	1278	752	1.9	58.8	120	467	1.3	36.5	80	**85	2.9	6.7	182				
CAR AND DRIVER	378	*137	0.3	36.2	74	*107	0.3	28.3	62	**19	0.6	5.0	138				
CBS MAGAZINE NETWORK (GROSS)	1498	815	2.0	54.4	111	555	1.5	37.0	81	**25	0.8	1.7	46				
CHANGING TIMES	1505	821	2.1	54.6	111	585	1.6	38.9	85	**56	1.9	3.7	102				
COLONIAL HOMES	1231	626	1.6	50.9	103	477	1.3	38.7	85	**69	2.3	5.6	154				
CONDE NAST MAG. PKG. (GROSS)	14146	8107	20.4	57.3	117	6186	16.8	43.7	96	698	23.6	4.9	135				
CONSUMERS DIGEST	1323	838	2.1	63.3	129	639	1.7	48.3	106	**41	1.4	3.1	85				
COSMOPOLITAN	7102	4005	10.1	56.4	115	3347	9.1	47.1	103	*251	8.5	3.5	97				
COUNTRY LIVING	2481	1559	3.9	62.8	128	1160	3.1	46.8	103	**131	4.4	5.3	145				
CUISINE	1472	947	2.4	64.3	131	560	1.5	38.0	83	**88	3.0	6.0	164				
CYCLE WORLD	425	*230	0.6	54.1	110	*177	0.5	41.6	91	**7	0.2	1.6	45				
DCI:CREATIVE IDEAS FOR LIV	2510	1316	3.3	52.4	107	1217	3.3	48.5	106	**126	4.3	5.0	138				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3558	8.9	53.2	108	3394	9.2	50.7	111	393	13.3	5.9	161				
DISCOVER	894	512	1.3	57.3	116	305	0.8	34.1	75	**57	1.9	6.4	175				
EBONY	3507	1559	3.9	44.5	90	1778	4.8	50.7	111	*211	7.1	6.0	165				
ESQUIRE	1083	548	1.4	50.6	103	468	1.3	43.2	95	**101	3.4	9.3	296				
ESSENCE	1830	837	2.1	45.7	93	1070	2.9	58.5	128	**81	2.7	4.4	121				
FAMILY CIRCLE	15930	8588	21.6	53.9	110	7096	19.2	44.5	98	667	22.6	4.2	115				
THE FAMILY HANDYMAN	1126	654	1.6	58.1	118	596	1.6	52.9	116	**27	0.9	2.4	66				
FAMILY WEEKLY	11468	5634	14.1	49.1	100	5307	14.4	46.3	102	378	12.8	3.3	90				
FIELD & STREAM	2234	1233	3.1	55.2	112	1154	3.1	51.7	113	**106	3.6	4.7	130				
FOOD & WINE	579	337	0.8	58.2	118	233	0.6	40.2	88	**16	0.5	2.8	76				
FORBES	728	460	1.2	63.2	129	275	0.7	37.8	83	**57	1.9	7.8	215				
FORTUNE	906	594	1.5	65.6	133	372	1.0	41.1	90	**70	2.4	7.7	212				
GENTLEMEN'S QUARTERLY	791	463	1.2	58.5	119	395	1.1	49.9	110	**52	1.8	6.6	180				
GLAMOUR	5265	3179	8.0	60.4	123	2484	6.7	47.2	104	*321	10.9	6.1	167				
GOLF DIGEST	636	434	1.1	68.2	139	343	0.9	53.9	118	**38	1.3	6.0	164				
GOLF DIGEST/TENNIS (GROSS)	1186	696	1.7	58.7	119	646	1.8	54.5	120	**75	2.5	6.3	173				
GOLF MAGAZINE	441	*299	0.8	67.8	138	*166	0.4	37.6	83	**35	1.2	7.9	218				
GOLF MAGAZINE/SKI (GROSS)	922	634	1.6	68.8	140	316	0.9	34.3	75	**35	1.2	3.8	104				
GOOD HOUSEKEEPING	16487	9439	23.7	57.3	116	7747	21.0	47.0	103	612	20.7	3.7	102				
HARPER'S BAZAAR	2423	1396	3.5	57.6	117	975	2.6	40.2	88	**126	4.3	5.2	143				
HEALTH	1994	1141	2.9	57.2	116	950	2.6	47.6	105	**124	4.2	6.2	171				
HEARST MAG CORP. BUY (GROSS)	44101	25130	63.1	57.0	116	20601	55.8	46.7	103	1851	62.7	4.2	115				
HEARST MAN POWER (GROSS)	1993	1113	2.8	55.8	114	1128	3.1	56.6	124	**77	2.6	3.9	106				
HEARST WOMAN POWER (GROSS)	31274	17693	44.4	56.6	115	14740	39.9	47.1	103	1169	39.6	3.7	103				
HOUSE BEAUTIFUL	3623	1996	5.0	55.1	112	1622	4.4	44.8	98	*165	5.6	4.6	125				
INC.	283	*180	0.5	63.6	129	**131	0.4	46.3	102	**35	1.2	12.4	339				
JET	2928	1344	3.4	45.9	93	1583	4.3	54.1	119	*185	6.3	6.3	173				
LADIES' HOME JOURNAL	11918	6277	15.8	52.7	107	5319	14.4	44.6	98	513	17.4	4.3	118				
LHJ FAMILY GRP COMBO(GROSS)	16764	9033	22.7	53.9	110	7625	20.7	45.5	100	776	26.3	4.6	127				
LIFE	4254	2372	6.0	55.8	113	2002	5.4	47.1	103	*183	6.2	4.3	118				
L.A. TIMES HOME MAGAZINE	1145	706	1.8	61.7	125	488	1.3	42.6	94	**128	4.3	11.2	307				
MADEMOISELLE	2884	1645	4.1	57.0	116	1226	3.3	42.5	93	**108	3.7	3.7	103				
MC CALL'S	13460	7645	19.2	56.8	116	6791	18.4	50.5	111	619	21.0	4.6	126				
MC CALL'S/MRK MOTHER (GROSS)	14606	8306	20.9	56.9	116	7278	19.7	49.8	109	670	22.7	4.6	126				
MECHANIX ILLUSTRATED	772	422	1.1	54.7	111	422	1.1	54.7	120	**55	1.9	7.1	195				
METROPOLITAN HOME	967	571	1.4	59.0	120	479	1.3	49.5	109	**34	1.2	3.5	96				
MONEY	1588	902	2.3	56.8	116	611	1.7	38.5	84	**82	2.8	5.2	142				
MOTHER EARTH NEWS	1002	566	1.4	56.5	115	485	1.3	48.4	106	**55	1.9	5.5	151				
MS.	825	448	1.1	54.3	110	398	1.1	48.2	106	**29	1.0	3.5	96				
NATIONAL ENQUIRER	10336	5089	12.8	49.2	100	5431	14.7	52.5	115	461	15.6	4.5	122				
NATIONAL GEOGRAPHIC	9597	5476	13.8	57.1	116	4118	11.2	42.9	94	444	15.0	4.6	127				
NATIONAL SUNDAY MAGAZINE PKG	49558	26247	65.9	53.0	108	22565	61.1	45.5	100	2096	71.0	4.2	116				
NATURAL HISTORY	573	349	0.9	60.9	124	*166	0.4	29.0	64	**46	1.6	8.0	220				
NEW WOMAN	1699	812	2.0	47.8	97	704	1.9	41.4	91	**92	3.1	5.4	149				
NEW YORK INCLUDING CUE	443	329	0.8	74.3	151	*132	0.4	29.8	65	**28	0.9	6.3	173				
THE NEW YORKER	1270	845	2.1	66.5	135	469	1.3	36.9	81	**54	1.8	4.3	117				
NEWSWEEK	6277	3700	9.3	58.9	120	2778	7.5	44.3	97	*280	9.5	4.5	122				
THE N.Y. TIMES DAILY EDITION	1205	813	2.0	67.5	137	465	1.3	38.6	85	**34	1.2	2.8	77				
THE N.Y. TIMES MAGAZINE	2081	1398	3.5	67.2	137	852	2.3	40.9	90	*100	3.4	4.8	132				
OMNI	788	353	0.9	44.8	91	239	0.6	30.3	67	**21	0.7	2.7	73				
ON CABLE	1158	524	1.3	45.3	92	494	1.3	42.7	94	**43	1.5	3.7	102				
1001 HOME IDEAS	2852	1615	4.1	56.6	115	1355	3.7	47.5	104	**138	4.7	4.8	133				
ORGANIC GARDENING	1658	916	2.3	55.2	112	922	2.5	55.6	122	**51	1.7	3.1	84				
OUTDOOR LIFE	896	531	1.3	59.3	121	456	1.2	50.9	112	**55	1.9	6.1	168				
PARADE MAGAZINE	24275	13266	33.3	54.6	111	11402	30.9	47.0	103	1164	39.4	4.8	132				

	TOTAL U.S. '000	LIQUID				POWDER				FLAKES				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	39820	100.0	49.2	100	36903	100.0	45.6	100	2953	100.0	3.6	100				
PARENTS	3845	2034	5.1	52.9	108	1787	4.8	46.5	102	*143	4.8	3.7	102				
PENTHOUSE	831	470	1.2	56.6	115	351	1.0	42.2	93	**27	0.9	3.2	89				
PEOPLE	11645	6186	15.5	53.1	108	5138	13.9	44.1	97	419	14.2	3.6	99				
PLAYBOY	2006	1033	2.6	51.5	105	834	2.3	41.6	91	**69	2.3	3.4	94				
POPULAR HOT RODDING	297	*168	0.4	56.6	115	*130	0.4	43.8	96	**0	0.0	0.0	0				
POPULAR MECHANICS	1018	554	1.4	54.4	111	687	1.9	67.5	148	**27	0.9	2.7	73				
POPULAR SCIENCE	878	555	1.4	63.2	129	384	1.0	43.7	96	**42	1.4	4.8	131				
PREVENTION	3913	2488	6.2	63.6	129	1972	5.3	50.4	111	*226	7.7	5.8	158				
PSYCHOLOGY TODAY	1710	1010	2.5	59.1	120	699	1.9	40.9	90	**81	2.7	4.7	130				
READER'S DIGEST	22204	11924	29.9	53.7	109	10554	28.6	47.5	104	997	33.8	4.5	123				
REDBOOK	7684	4249	10.7	55.3	112	3646	9.9	47.4	104	306	10.4	4.0	109				
ROAD & TRACK	410	*187	0.5	45.6	93	*149	0.4	36.3	80	**13	0.4	3.2	87				
ROLLING STONE	969	658	1.7	67.9	138	444	1.2	45.8	101	**25	0.8	2.6	71				
RUNNER'S WORLD	298	*216	0.5	72.5	147	**109	0.3	36.6	80	**0	0.0	0.0	0				
SATURDAY EVENING POST	1169	722	1.8	61.8	126	702	1.9	60.1	132	**38	1.3	3.3	89				
SCIENCE 84	587	316	0.8	53.8	109	*246	0.7	41.9	92	**23	0.8	3.9	107				
SCIENCE DIGEST	482	279	0.7	57.9	118	*154	0.4	32.0	70	**8	0.3	1.7	46				
SCIENTIFIC AMERICAN	594	451	1.1	75.9	154	*141	0.4	23.7	52	**5	0.2	0.8	23				
SELF	2089	1083	2.7	51.8	105	814	2.2	39.0	86	**36	1.2	1.7	47				
SEVENTEEN	2411	1274	3.2	52.8	107	1156	3.1	47.9	105	**46	1.6	1.9	52				
SKI	480	335	0.8	69.8	142	*151	0.4	31.5	69	**0	0.0	0.0	0				
SMITHSONIAN	2760	1702	4.3	61.7	125	1291	3.5	46.8	103	*176	6.0	6.4	175				
SOAP OPERA DIGEST	3013	1536	3.9	51.0	104	1465	4.0	48.6	107	**84	2.8	2.8	76				
SOUTHERN LIVING	4184	2241	5.6	53.6	109	2178	5.9	52.1	114	*268	9.1	6.4	176				
SPORT	559	283	0.7	50.6	103	280	0.8	50.1	110	**5	0.2	0.9	25				
THE SPORTING NEWS	436	*302	0.8	69.3	141	*243	0.7	55.7	122	**0	0.0	0.0	0				
SPORTS AFIELD	493	279	0.7	56.6	115	287	0.8	58.2	128	**42	1.4	8.5	234				
SPORTS ILLUSTRATED	2758	1636	4.1	59.3	121	1187	3.2	43.0	94	**123	4.2	4.5	121				
STAR	7456	3940	9.9	52.8	107	3918	10.6	52.5	115	369	12.5	4.9	136				
SUNDAY	24936	13433	33.7	53.9	110	11145	30.2	44.7	98	1129	38.2	4.5	124				
SUNSET	2124	1133	2.8	53.3	108	806	2.2	37.9	83	**134	4.5	6.3	173				
TV GUIDE	21661	10817	27.2	49.9	102	10031	27.2	46.3	102	892	30.2	4.1	113				
TENNIS	550	262	0.7	47.6	97	303	0.8	55.1	121	*37	1.3	6.7	184				
TIME	8880	5284	13.3	59.5	121	3796	10.3	42.7	94	436	14.8	4.9	135				
TOWN & COUNTRY	917	640	1.6	69.8	142	435	1.2	47.4	104	**98	3.3	10.7	293				
TRAVEL & LEISURE	972	673	1.7	69.2	141	417	1.1	42.9	94	**15	0.5	1.5	42				
TRUE STORY	3356	1287	3.2	38.3	78	1693	4.6	50.4	111	**92	3.1	2.7	75				
U.S. NEWS & WORLD REPORT	3410	1963	4.9	57.6	117	1483	4.0	43.5	95	*250	8.5	7.3	201				
USA TODAY	1759	1026	2.6	58.3	119	776	2.1	44.1	97	**97	3.3	5.5	151				
US	1873	977	2.5	52.2	106	864	2.3	46.1	101	**29	1.0	1.5	42				
VOGUE	3909	2200	5.5	56.3	114	1662	4.5	42.5	93	*233	7.9	6.0	163				
WALL STREET JOURNAL	1886	1206	3.0	63.9	130	788	2.1	41.8	92	**97	3.3	5.1	141				
WEIGHT WATCHERS	2120	1343	3.4	63.3	129	1008	2.7	47.5	104	*73	2.5	3.4	94				
WOMAN'S DAY	14172	7878	19.8	55.6	113	6667	18.1	47.0	103	554	18.8	3.9	107				
WORKING MOTHER	1146	661	1.7	57.7	117	488	1.3	42.6	93	**51	1.7	4.5	122				
WORKING WOMAN	1322	773	1.9	58.5	119	550	1.5	41.6	91	**69	2.3	5.2	143				
WORLD TENNIS	*163	**70	0.2	42.9	87	**66	0.2	40.5	89	**2	0.1	1.2	34				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1518	3.8	60.0	122	1105	3.0	43.6	96	**43	1.5	1.7	47				
BLAIR INSERTS	43657	23641	59.4	54.2	110	19805	53.7	45.4	100	1914	64.8	4.4	120				
DAILY NEWSPAPERS																	
READ ANY	51633	27054	67.9	52.4	107	23495	63.7	45.5	100	2124	71.9	4.1	113				
READ ONE	43463	22190	55.7	51.1	104	19537	52.9	45.0	99	1771	60.0	4.1	112				
READ TWO OR MORE	8170	4864	12.2	59.5	121	3958	10.7	48.4	106	354	12.0	4.3	119				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	27979	70.3	53.1	108	23918	64.8	45.4	100	2150	72.8	4.1	112				
READ ONE	46126	23950	60.1	51.9	106	20946	56.8	45.4	100	1829	61.9	4.0	109				
READ TWO OR MORE	6552	4029	10.1	61.5	125	2973	8.1	45.4	100	321	10.9	4.9	134				
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.62				26.84				30.39							
30 DAY REACH	71455	35262	88.6	49.3	100	32209	87.3	45.1	99	2665	90.2	3.7	102				
50 SHMG - 30 DAY AV FREQ	14.56	14.57				14.21				16.01							
30 DAY REACH	67742	33478	84.1	49.4	101	30446	82.5	44.9	99	2546	86.2	3.8	103				
25 SHMG - 30 DAY AV FREQ	7.94	7.90				7.70				8.71							
30 DAY REACH	62117	30883	77.6	49.7	101	28067	76.1	45.2	99	2356	79.8	3.8	104				
CABLE TV: HOME WIRED	32077	16034	40.3	50.0	102	14727	39.9	45.9	101	1148	38.9	3.6	98				
HOMES NOT WIRED	48909	23786	59.7	48.6	99	22177	60.1	45.3	100	1806	61.2	3.7	101				
HAVE PAY CABLE	15935	8255	20.7	51.8	105	7297	19.8	45.8	100	*497	16.8	3.1	86				

	TOTAL U.S. '000	A '000	LIQUID B % DOWN	C ACROSS % INDX	D 100	A '000	POWDER B % DOWN	C ACROSS % INDX	D 100	A '000	FLAKES B % DOWN	C ACROSS % INDX	D 100	A '000	B % DOWN	C ACROSS % INDX	D 100
TOTAL FEMALE HOMEOWNERS	80986	39820	100.0	49.2	100	36903	100.0	45.6	100	2953	100.0	3.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	21973	55.2	50.0	102	20184	54.7	46.0	101	1643	55.6	3.7	103				
10:00 AM - 3:00 PM	30659	15340	38.5	50.0	102	14237	38.6	46.4	102	1103	37.4	3.6	99				
3:00 PM - 7:00 PM	31045	15485	38.9	49.9	101	13921	37.7	44.8	98	1122	38.0	3.6	99				
7:00 PM - MIDNIGHT	15767	8107	20.4	51.4	105	7320	19.8	46.4	102	678	23.0	4.3	118				
MIDNIGHT - 6:00 AM	9120	4764	12.0	52.2	106	4281	11.6	46.9	103	300	10.2	3.3	90				
6:00 AM - MIDNIGHT	58527	29337	73.7	50.1	102	26868	72.8	45.9	101	2254	76.3	3.9	106				
ENTIRE DAY	99311	29707	74.6	50.1	102	27254	73.9	46.0	101	2292	77.6	3.9	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	8384	21.1	51.8	105	7548	20.5	46.7	102	523	17.7	3.2	89				
ALL NEWS	2256	1198	3.0	53.1	108	945	2.6	41.9	92	*126	4.3	5.6	153				
ADR/PROGRESSIVE	3874	2068	5.2	53.4	109	1717	4.7	44.3	97	*147	5.0	3.8	104				
BEAUTIFUL MUSIC	5660	2940	7.4	51.9	106	2574	7.0	45.5	100	*154	5.2	2.7	75				
BLACK	2204	928	2.3	42.1	86	1105	3.0	50.1	110	*92	3.1	4.2	114				
CLASSICAL	1418	775	1.9	54.7	111	489	1.3	34.5	76	*42	1.4	3.0	81				
CHR/ROCK	9538	4630	11.6	48.5	99	4141	11.2	43.4	95	301	10.2	3.2	87				
COUNTRY	12648	5907	14.8	46.7	95	6115	16.6	48.3	106	529	17.9	4.2	115				
GOLDEN OLDIES	1191	631	1.6	53.0	108	537	1.5	45.1	99	*41	1.4	3.4	94				
MOR/NOSTALGIA	4757	2549	6.4	53.6	109	2251	6.1	47.3	104	*170	5.8	3.6	98				
NEWS/TALK	3863	2146	5.4	55.6	113	1644	4.5	42.6	93	*215	7.3	5.6	153				
RELIGIOUS	3084	1493	3.7	48.4	98	1543	4.2	50.0	110	*123	4.2	4.0	109				
SOFT ROCK	521	*206	0.5	39.5	80	*206	0.6	39.5	87	*20	0.7	3.8	105				
URBAN CONTEMPORARY	1585	856	2.1	54.0	110	901	2.4	56.8	125	*123	4.2	7.8	213				
HIRE NETWORKS:																	
ABC CONTEMPORARY	3261	1510	3.8	46.3	94	1383	3.7	42.4	93	*87	2.9	2.7	73				
ABC DIRECTION	2316	1152	2.9	49.7	101	1129	3.1	48.7	107	*54	1.8	2.3	64				
ABC ENTERTAINMENT	4834	2445	6.1	50.6	103	2346	6.4	48.5	107	*223	7.6	4.6	127				
ABC FM	2202	1085	2.7	49.3	100	1087	2.9	49.4	108	*98	3.3	4.5	122				
ABC INFORMATION	5425	2908	7.3	53.6	109	2484	6.7	45.8	100	245	8.3	4.5	124				
ABC ROCK	1677	906	2.3	54.0	110	802	2.2	47.8	105	*39	1.3	2.3	64				
CBS	4430	2387	6.0	53.9	110	2038	5.5	46.0	101	*188	6.4	4.2	116				
MUTUAL	4992	2826	7.1	56.6	115	2508	6.8	50.2	110	*191	6.5	3.8	105				
NBC	4679	2438	6.1	52.1	106	2182	5.9	46.6	102	*215	7.3	4.6	126				
RADIO/ADIO	1994	1052	2.6	52.8	107	824	2.2	41.3	91	*30	1.0	1.5	41				
RKO ONE	2298	1143	2.9	49.7	101	1111	3.0	48.3	106	*142	4.8	6.2	169				
RKO TWO	3311	1495	3.8	45.2	92	1544	4.2	46.6	102	*160	5.4	4.8	133				
THE SOURCE	2114	1124	2.8	53.2	108	1039	2.8	49.1	108	*74	2.5	3.5	96				
NON-HIRED: BLAIR	8654	4328	10.9	50.0	102	4306	11.7	49.8	109	294	10.0	3.4	93				
INTERNET	12025	6015	15.1	50.0	102	5420	14.7	45.1	99	586	19.8	4.9	134				
KATZ RADIO GROUP	15359	8138	20.4	53.0	108	7204	19.5	46.9	103	677	22.9	4.4	121				
SUPERNET	10628	5212	13.1	49.0	100	4987	13.5	46.9	103	438	14.8	4.1	113				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4289	10.8	49.5	101	4180	11.3	48.3	106	399	13.5	4.6	126				
WKDAY 9:00 AM - 1:00 PM	12163	5763	14.5	47.4	96	5892	16.0	48.4	106	483	16.4	4.0	109				
WKDAY 1:00 PM - 4:30 PM	16150	7593	19.1	47.0	96	7817	21.2	48.4	106	628	21.3	3.9	107				
WKDAY 4:30 PM - 7:30 PM	22463	10944	27.5	48.7	99	10620	28.8	47.3	104	942	31.9	4.2	115				
WKDAY 7:30 PM - 8:00 PM	31795	15804	39.7	49.7	101	15030	40.7	47.3	104	1218	41.2	3.8	105				
WKDAY 11:00 PM - 11:30 PM	23977	12373	31.1	51.6	105	11311	30.7	47.2	104	997	33.8	4.2	114				
WKDAY 11:30 PM - 1:00 AM	7703	3996	10.0	51.9	106	3756	10.2	48.8	107	326	11.0	4.2	116				
M-SAT 8-11 PM-SUN 7-11 PM	33800	17005	42.7	50.3	102	15695	42.5	46.4	102	1305	44.2	3.9	106				
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3190	8.0	48.8	99	3154	8.5	48.2	106	275	9.3	4.2	115				
ANOTHER WORLD	N 4620	2369	5.9	51.3	104	2438	6.6	52.8	116	*207	7.0	4.5	123				
AS THE WORLD TURNS	C 5614	2448	6.1	43.6	89	2578	7.0	45.9	101	183	6.2	3.3	89				
CAPITOL	C 3396	1372	3.4	40.4	82	1569	4.3	46.2	101	112	3.8	3.3	90				
CBS MORN. NEWS 1	C 1446	690	1.7	47.7	97	714	1.9	49.4	108	*73	2.5	5.0	138				
CBS MORN. NEWS 2	C 1207	576	1.4	47.7	97	564	1.5	46.7	103	*71	2.4	5.9	161				
DAYS OF OUR LIVES	N 5877	3037	7.6	51.7	105	2919	7.9	49.7	109	236	8.0	4.0	110				
FACTS OF LIFE - DAYTIME	N 2290	994	2.5	43.4	88	1119	3.0	48.9	107	*97	3.3	4.2	116				
FAMILY FEUD	A 3023	1307	3.3	43.2	88	1399	3.8	46.3	102	111	3.8	3.7	101				
GENERAL HOSPITAL	A 6097	2932	7.4	48.1	98	2943	8.0	48.3	106	250	8.5	4.1	112				
GOOD MORNING, AMERICA-730	A 3515	1776	4.5	50.5	103	1729	4.7	49.2	108	148	5.0	4.2	115				
GOOD MORNING, AMERICA-830	A 2818	1510	3.8	53.6	109	1368	3.7	48.5	107	136	4.6	4.8	132				
GUIDING LIGHT	C 5339	2371	6.0	44.4	90	2497	6.8	46.8	103	221	7.5	4.1	114				
ONE LIFE TO LIVE	A 4478	2046	5.1	45.7	93	2161	5.9	48.3	106	175	5.9	3.9	107				
PRESS YOUR LUCK	C 2244	1053	2.6	46.9	95	1008	2.7	44.9	99	*48	1.6	2.1	59				
PRICE IS RIGHT 1	C 4348	1985	5.0	45.7	93	2045	5.5	47.0	103	188	6.4	4.3	119				
PRICE IS RIGHT 2	C 5014	2328	5.8	46.4	94	2403	6.5	47.9	105	213	7.2	4.2	117				
RYAN'S HOPE	A 3150	1463	3.7	46.4	94	1430	3.9	45.4	100	*87	2.9	2.8	76				
SALE OF THE CENTURY	N 2695	1250	3.1	46.4	94	1355	3.7	50.3	110	*109	3.7	4.0	111				
SEARCH FOR TOMORROW	N 2319	1173	2.9	50.6	103	1295	3.5	55.8	123	*95	3.2	4.1	112				
TODAY SHOW 1	N 2693	1425	3.6	52.9	108	1319	3.6	49.0	107	91	3.1	3.4	93				
TODAY SHOW 2	N 2498	1320	3.3	52.8	107	1176	3.2	47.1	103	*61	2.1	2.4	67				
\$25,000 PYRAMID	C 2753	1339	3.4	48.6	99	1338	3.6	48.6	107	*94	3.2	3.4	94				
WHEEL OF FORTUNE	N 4388	1948	4.9	44.4	90	2260	6.1	51.5	113	229	7.8	5.2	143				
YOUNG AND THE RESTLESS	C 5695	2548	6.4	44.7	91	2771	7.5	48.7	107	256	8.7	4.5	123				
WEEKEND DAYTIME NTKM PRE 6PM																	
ABC MIDE WORLD-SPORTS SAT A	1760	837	2.1	47.6	97	821	2.2	46.6	102	*73	2.5	4.1	114				
NBA PLAYOFF GAME -1	C 1136	483	1.2	42.5	86	544	1.5	47.9	105	*44	1.5	3.9	106				
NBC MAJOR LEAGUE PRE-GAME N	953	402	1.0	42.2	86	468	1.3	49.1	108	*44	1.5	4.6	127				
SPORTSWORLD - SUN	N 1233	578	1.5	46.9	95	661	1.8	53.6	118	*71	2.4	5.8	158				
SUNDAY MORNING	C 1611	793	2.0	49.2	100	772	2.1	47.9	105	*57	1.9	3.5	97				

	TOTAL U.S. '000	A '000	LIQUID B % DOWN	C % ACROSS	D % INDX	A '000	POMDER B % DOWN	C % ACROSS	D % INDX	A '000	FLAKES B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	39820	100.0	49.2	100	36903	100.0	45.6	100	2953	100.0	3.6	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	12865	32.3	49.4	100	12534	34.0	48.1	106	1124	38.1	4.3	118				
NETWORK AFFILIATES - LATE	20261	10443	26.2	51.5	105	9450	25.6	46.6	102	869	29.4	4.3	118				
INDEPENDENTS - LATE	2076	1122	2.8	54.0	110	855	2.3	41.2	90	88	3.0	4.2	116				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	5066	12.7	48.5	99	4645	12.6	44.4	98	322	10.9	3.1	84				
ABC MONDAY NIGHT MOVIE	A 6412	3160	7.9	49.3	100	3114	8.4	48.6	107	232	7.9	3.6	99				
ABC SUNDAY NIGHT MOVIE	A 12407	6286	15.8	50.7	103	5686	15.4	45.8	101	457	15.5	3.7	101				
ABC WORLD NEWS TONIGHT	A 6176	2998	7.5	48.5	99	2850	7.7	46.1	101	157	5.3	2.5	70				
AFTERMASH	C 5863	2859	7.2	48.8	99	2985	8.1	50.9	112	*302	10.2	5.2	141				
ALICE	C 9594	4649	11.7	48.5	99	4663	12.6	48.6	107	316	10.7	3.3	90				
AMERICAN PARADE	C 6622	3390	8.5	51.2	104	3320	9.0	50.1	110	351	11.9	5.3	145				
BENSON	A 10886	5497	13.8	50.5	103	5190	14.1	47.7	105	439	14.9	4.0	111				
BLUE THUNDER	A 5036	2950	6.4	50.6	103	2427	6.6	48.2	106	*146	4.9	2.9	80				
CAGNEY & LACEY	C 9965	5166	13.0	51.8	105	4456	12.1	44.7	98	368	12.5	3.7	101				
CBS EVENING NEWS-DEAN	C 3491	1788	4.5	51.2	104	1792	4.9	51.3	113	*160	5.4	4.6	126				
CBS EVENING NEWS-RATHER	C 7123	3538	8.9	49.7	101	3439	9.3	48.3	106	343	11.6	4.8	132				
CBS SAT. NEWS-SCHIEFFER	C 3621	1819	4.6	50.2	102	1840	5.0	50.8	112	152	5.1	4.2	115				
CBS SATURDAY NIGHT MOVIE	C 5436	2773	7.0	51.0	104	2343	6.3	43.1	95	194	6.6	3.6	98				
CBS WEDNESDAY NIGHT MOVIE	C 6100	2867	7.2	47.0	96	2896	7.8	47.5	104	197	6.7	3.2	89				
CHEERS	M 8889	4644	11.7	52.2	106	3991	10.8	44.9	99	337	11.4	3.8	104				
DALLAS	C 22109	11235	28.2	50.8	103	10373	28.1	46.9	103	1096	37.1	5.0	136				
DIFF'RENT STROKES	N 6940	3173	8.0	45.7	93	3390	9.2	48.8	107	*210	7.1	3.0	83				
DOUBLE TROUBLE	N 7223	3506	8.8	48.5	99	3437	9.3	47.6	104	315	10.7	4.4	120				
DUCK FACTORY	N 5595	2769	7.0	49.5	101	2544	6.9	45.5	100	*157	5.3	2.8	77				
DUKES OF HAZZARD	C 5768	2466	6.2	42.8	87	2876	7.8	49.9	109	288	9.8	5.0	137				
DYNASTY	A 20053	9863	24.8	49.2	100	9227	25.0	46.0	101	675	22.9	3.4	92				
FACTS OF LIFE	N 8087	3908	9.8	48.3	98	3788	10.3	46.8	103	407	13.8	5.0	138				
FALCON CREST	C 20046	10321	25.9	51.5	105	9890	26.8	49.3	108	851	28.8	4.2	116				
FALL GUY	A 9084	4474	11.2	49.3	100	4289	11.6	47.2	104	328	11.1	3.6	99				
FAMILY TIES	N 7964	4036	10.1	50.7	103	3719	10.1	46.7	102	237	8.0	3.0	82				
FANTASY ISLAND	A 7687	3674	9.2	47.8	97	3652	9.9	47.5	104	305	10.3	4.0	109				
FOULUPS, SLEEPS & BLUNDERS	A 8861	4318	10.8	48.7	99	4253	11.5	48.0	105	390	13.2	4.4	121				
FOUR SEASONS	C 5095	2536	6.4	49.8	101	2483	6.7	48.7	107	*295	10.0	5.8	159				
GIMME A BREAK	N 8838	4328	10.9	49.0	100	4141	11.2	46.9	103	308	10.4	3.5	96				
HART TO HART	A 8978	4344	10.9	48.4	98	4286	11.6	47.7	105	347	11.8	3.9	106				
HILL STREET BLUES	N 8590	4408	11.1	51.3	104	3931	10.7	45.8	100	412	14.0	4.8	132				
HOTEL	A 14085	6846	17.2	48.6	99	6425	17.4	45.6	100	495	16.8	3.5	96				
JEFFERSONS	C 9360	4349	10.9	46.5	94	4494	12.2	48.0	105	359	12.2	3.8	105				
JENNIFER SLEPT HERE	N 5841	2672	6.7	45.7	93	2775	7.5	47.5	104	*222	7.5	3.8	104				
KATE & ALLIE	C 9206	4761	12.0	51.7	105	4268	11.6	46.4	102	284	9.6	3.1	85				
KNIGHT RIDER	N 7076	3559	8.9	50.3	102	3513	9.5	49.6	109	*232	7.9	3.3	90				
LOVE BOAT	A 12219	5985	15.0	49.0	100	5834	15.8	47.7	105	477	16.2	3.9	107				
MAGNUM PI	C 11199	5612	14.1	50.1	102	5374	14.6	48.0	105	435	14.7	3.9	107				
MAMA'S FAMILY	N 6057	3125	7.8	51.6	105	2941	8.0	48.6	107	271	9.2	4.5	123				
MASTER, THE	N 3598	1846	4.6	51.3	104	1648	4.5	45.8	101	*112	3.8	3.1	85				
MATT HOUSTON	A 6344	3162	7.9	49.8	101	3004	8.1	47.4	104	*191	6.5	3.0	83				
NBC MONDAY NIGHT MOVIE	N 11994	5781	14.5	48.2	98	5353	14.5	44.6	98	373	12.6	3.1	85				
NBC NIGHTLY NEWS	N 5132	2666	6.7	51.9	106	2418	6.6	47.1	103	213	7.2	4.2	114				
NBC NIGHTLY NEWS-SAT	N 3375	1673	4.2	49.6	101	1645	4.5	48.7	107	*82	2.8	2.4	67				
NBC NIGHTLY NEWS-SUN	N 3130	1519	3.8	48.5	99	1548	4.2	49.5	109	*82	2.8	2.6	72				
NBC SUNDAY NIGHT MOVIE	N 8284	4303	10.8	51.9	106	4097	11.1	49.5	109	*322	10.9	3.9	107				
NEWHART	C 9240	4782	12.0	51.8	105	4311	11.7	46.7	102	328	11.1	3.5	97				
ONE DAY AT A TIME	C 7288	3193	8.0	43.8	89	3383	9.2	46.4	102	240	8.1	3.3	90				
PEOPLE ARE FUNNY	N 4855	2470	6.2	50.9	103	2385	6.5	49.1	108	*210	7.1	4.3	119				
REAL PEOPLE	N 8869	4227	10.6	47.7	97	4251	11.5	47.9	105	335	11.3	3.8	104				
REMINGTON STEELE	N 7743	4009	10.1	51.8	105	3440	9.3	44.4	97	285	9.7	3.7	101				
RIPLEY'S BELIEVE IT - NOT	A 5345	2499	6.3	46.8	95	2346	6.4	43.9	96	*130	4.4	2.4	67				
RIPTIDE	N 6988	3454	8.7	49.4	101	3027	8.2	43.3	95	*273	9.2	3.9	107				
SCARECROW & MRS. KING	C 10002	5013	12.6	50.1	102	4707	12.8	47.1	103	372	12.6	3.7	102				
SIMON & SIMON	C 10638	5141	12.9	48.3	98	5105	13.8	48.0	105	440	14.9	4.1	113				
60 MINUTES	C 13293	6806	17.1	51.2	104	6449	17.5	48.5	106	621	21.0	4.7	128				
ST. ELSEWHERE	N 7017	3789	9.5	54.0	110	3351	9.1	47.8	105	385	13.0	5.5	150				
THREE'S COMPANY	A 10917	5253	13.2	48.1	98	5029	13.6	46.1	101	371	12.6	3.4	93				
T.J. HOOKER	A 9204	4653	11.7	50.6	103	4300	11.7	46.7	103	330	11.2	3.6	98				
TONIGHT SHOW	N 2372	1418	3.6	59.8	122	1124	3.0	47.4	104	97	3.3	4.1	112				
TRAPPER JOHN, M.D.	C 9846	4588	11.5	46.6	95	4753	12.9	48.3	106	346	11.7	3.5	96				
TV BLOOPERS & PRAC. JOKES	N 9105	4437	11.1	48.7	99	3959	10.7	43.5	95	247	8.4	2.7	74				
20/20	A 9387	4982	12.5	53.1	108	4237	11.5	45.1	99	393	13.3	4.2	115				
WEBSTER	A 11067	5505	13.8	49.7	101	5182	14.0	46.8	103	461	15.6	4.2	114				
WORLD NEWS - SUN	A 3062	1642	4.1	53.6	109	1449	3.9	47.3	104	*151	5.1	4.9	135				
YELLOW ROSE	N 4978	2454	6.2	49.3	100	2568	7.0	51.6	113	*156	5.3	3.1	86				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	4781	12.0	53.9	110	4425	12.0	49.8	109	*357	12.1	4.0	110				
BASKETBALL - COLLEGE GAMES	4080	2251	5.7	55.2	112	2080	5.6	51.0	112	*124	4.2	3.0	83				
BASKETBALL - PRO GAMES	3607	2134	5.4	59.2	120	1876	5.1	52.0	114	*164	5.6	4.5	125				
BOWLING	3883	1922	4.8	49.5	101	2092	5.7	53.9	118	*221	7.5	5.7	156				
BOXING	3928	1799	4.5	45.8	93	2049	5.6	52.2	114	*183	6.2	4.7	128				
FOOTBALL - COLLEGE GAMES	6366	3546	8.9	55.7	113	3333	9.0	52.4	115	*309	10.5	4.9	133				
FOOTBALL - PRO GAMES	11300	6100	15.3	54.0	110	5508	14.9	48.7	107	*343	11.6	3.0	83				
GOLF	3378	2040	5.1	60.4	123	1656	4.5	49.0	108	*159	5.4	4.7	129				
POST-SEASON COLL. FOOTBALL	4906	2586	6.5	52.7	107	2612	7.1	53.2	117	*200	6.8	4.1	112				
POST-SEASON PRO FOOTBALL	6120	3512	8.8	57.4	117	2872	7.8	46.9	103	*209	7.1	3.4	94				
TENNIS	3033	1691	4.2	55.8	113	1309	3.5	43.2	95	*116	3.9	3.8	105				
WRESTLING - PROFESSIONAL	3344	1547	3.9	46.3													

	TOTAL U.S. '000	CHEER				ERA				IVORY LIQUID				TIDE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	7646	100.0	9.4	100	5631	100.0	7.0	100	5091	100.0	6.3	100	12777	100.0	15.8	100
18 - 24	9282	1153	15.1	12.4	132	530	9.4	5.7	82	266	5.2	2.9	46	1580	12.4	17.0	108
25 - 34	19072	1551	20.3	8.1	86	1223	21.7	6.4	92	982	19.3	5.1	82	2398	18.8	12.6	80
35 - 44	14591	1021	13.4	7.0	74	1018	18.1	7.0	100	522	10.3	3.6	57	2111	16.5	14.5	92
45 - 54	11345	1089	14.2	9.6	102	878	15.6	7.7	111	747	14.7	6.6	105	1909	14.9	16.8	107
55 - 64	11635	1122	14.7	9.6	102	901	16.0	7.7	111	959	18.8	8.2	131	1946	15.2	16.7	106
65 OR OLDER	15061	1711	22.4	11.4	120	1081	19.2	7.2	103	1617	31.8	10.7	171	2833	22.2	18.8	119
18 - 34	28354	2704	35.4	9.5	101	1753	31.1	6.2	89	1248	24.5	4.4	70	3978	31.1	14.0	89
18 - 49	48339	4324	56.6	8.9	95	3149	55.9	6.5	94	2104	41.3	4.4	69	7078	55.4	14.6	93
25 - 54	45008	3661	47.9	8.1	86	3119	55.4	6.9	100	2250	44.2	5.0	80	6418	50.2	14.3	90
35 - 49	19985	1620	21.2	8.1	86	1396	24.8	7.0	100	857	16.8	4.3	68	3100	24.3	15.5	98
50 OR OLDER	32647	3322	43.4	10.2	108	2482	44.1	7.6	109	2987	58.7	9.1	146	5699	44.6	17.5	111
GRADUATED COLLEGE	11155	845	11.1	7.6	80	653	11.6	5.9	84	854	16.8	7.7	122	1232	9.6	11.0	70
ATTENDED COLLEGE	13682	1262	16.5	9.2	98	1129	20.0	8.3	119	924	18.1	6.8	107	1607	12.6	11.7	74
GRADUATED HIGH SCHOOL	33880	3296	43.1	9.7	103	2426	43.1	7.2	103	2006	39.4	5.9	94	5401	42.3	15.9	101
DID NOT GRADUATE HIGH SCHOOL	22270	2244	29.3	10.1	107	1423	25.3	6.4	92	1308	25.7	5.9	93	4537	35.5	20.4	129
EMPLOYED	40306	3492	45.7	8.7	92	3022	53.7	7.5	108	2078	40.8	5.2	82	5419	42.4	13.4	85
EMPLOYED FULL-TIME	32850	2704	35.4	8.2	87	2486	44.1	7.6	109	1623	31.9	4.9	79	4449	34.8	13.5	86
EMPLOYED PART-TIME	7456	788	10.3	10.6	112	536	9.5	7.2	103	455	8.9	6.1	97	970	7.6	13.0	82
NOT EMPLOYED	40680	4154	54.3	10.2	108	2609	46.3	6.4	92	3013	59.2	7.4	118	7359	57.6	18.1	115
PROFESSIONAL/MANAGER	10392	720	9.4	6.9	73	762	13.5	7.3	105	579	11.4	5.6	89	977	7.6	9.4	60
TECH/CLERICAL/SALES	17574	1725	22.6	9.8	104	1442	25.6	8.2	118	990	19.4	5.6	90	2448	19.2	13.9	88
PRECISION/CRAFT	985	668	0.9	6.9	73	441	0.7	4.2	60	77	1.5	7.8	124	145	1.1	14.7	93
OTHER EMPLOYED	11354	979	12.8	8.6	91	776	13.8	6.8	98	432	8.5	3.8	61	1849	14.5	16.3	103
SINGLE	9863	956	12.5	9.7	103	759	13.5	7.7	111	592	11.6	6.0	95	1516	11.9	15.4	87
MARRIED	51375	4825	63.1	9.4	99	3435	61.0	6.7	96	3124	61.4	6.1	97	7946	62.2	15.5	98
DIVORCED/SEPARATED/WIDOWED	19748	1865	24.4	9.4	100	1436	25.5	7.3	105	1376	27.0	7.0	111	3316	26.0	16.8	106
PARENTS	32590	2998	39.2	9.2	97	1994	35.4	6.1	88	1412	27.7	4.3	69	5020	39.3	15.4	98
WHITE	70416	6538	85.5	9.3	98	5075	90.1	7.2	104	4393	86.3	6.2	99	10743	84.1	15.3	97
BLACK	8778	993	13.0	11.3	120	522	9.3	5.9	86	673	13.2	7.7	122	1790	14.0	20.4	129
OTHER	1791	115	1.5	6.4	68	34	0.6	1.9	27	26	0.5	1.5	23	245	1.9	13.7	87
NORTHEAST-CENSUS	17786	1479	19.3	8.3	88	1816	32.3	10.2	147	1180	23.2	6.6	106	2531	19.8	14.2	90
NORTH CENTRAL	20741	2276	29.8	11.0	116	2053	36.5	9.9	142	1344	26.4	6.5	103	3581	28.0	17.3	109
SOUTH	27775	2755	36.0	9.9	105	1133	20.1	4.1	59	1731	34.0	6.2	99	4584	35.9	16.5	105
WEST	14683	1136	14.9	7.7	82	629	11.2	4.3	62	836	16.4	5.7	91	2082	16.3	14.2	90
NORTHEAST-MKTG.	17961	1497	19.6	8.3	88	1708	30.3	9.5	137	1144	22.5	6.4	101	2358	18.5	13.1	83
EAST CENTRAL	11885	1195	15.6	10.1	106	1145	20.3	9.6	139	847	16.6	7.1	113	2246	17.6	18.9	120
WEST CENTRAL	14090	1596	20.9	11.3	120	1346	23.9	9.6	137	910	17.9	6.5	103	2400	18.8	17.0	108
SOUTH	24081	2401	31.4	10.0	106	927	16.5	3.8	55	1454	28.6	6.0	96	4073	31.9	16.9	107
PACIFIC	12969	957	12.5	7.4	78	505	9.0	3.9	56	738	14.5	5.7	91	1702	13.3	13.1	83
COUNTY SIZE A	32439	2744	35.9	8.5	90	2361	41.9	7.3	105	2313	45.4	7.1	113	4217	33.0	13.0	82
COUNTY SIZE B	24915	2587	33.8	10.4	110	1769	31.4	7.1	102	1456	28.6	5.8	93	4181	32.7	16.8	106
COUNTY SIZE C	12930	1299	17.0	10.0	106	619	11.0	4.8	69	707	13.9	5.5	87	2327	18.2	18.0	114
COUNTY SIZE D	10703	1017	13.3	9.5	101	882	15.7	8.2	119	615	12.1	5.7	91	2053	16.1	19.2	122
METRO CENTRAL CITY	24518	2393	31.3	9.8	103	1495	26.5	6.1	88	1581	31.1	6.4	103	3805	29.8	15.5	98
METRO SUBURBAN	35919	3317	43.4	9.2	98	2674	47.5	7.4	107	2276	44.7	6.3	101	5118	40.1	14.2	90
NON METRO	20549	1937	25.3	9.4	100	1463	26.0	7.1	102	1234	24.2	6.0	96	3854	30.2	18.8	119
TOP 5 ADI'S	18341	1329	17.4	7.2	77	1447	25.7	7.9	113	1180	23.2	6.4	102	2189	17.1	11.9	76
TOP 10 ADI'S	25378	1972	25.8	7.8	82	1798	31.9	7.1	102	1726	33.9	6.8	108	2891	22.6	11.4	72
TOP 20 ADI'S	36488	2907	38.0	8.0	84	2726	48.4	7.5	107	2603	51.1	7.1	113	4522	35.4	12.4	79
HSGLD INC. \$50,000 OR MORE	6612	452	5.9	6.8	72	461	8.2	7.0	100	432	8.5	6.5	104	562	4.4	8.5	54
\$40,000 OR MORE	12659	934	12.2	7.4	78	987	17.5	7.8	112	900	17.7	7.1	113	1222	9.6	9.7	61
\$30,000 OR MORE	24698	2003	26.2	8.1	86	1846	32.8	7.5	107	1616	31.7	6.5	104	2885	22.6	11.7	74
\$25,000 OR MORE	32077	2631	34.4	8.2	87	2483	44.1	7.7	111	2003	39.3	6.2	99	3905	30.6	12.2	77
\$20,000 - \$24,999	9144	1057	13.8	11.6	122	801	14.2	8.8	126	435	8.5	4.8	76	1602	12.5	17.5	111
\$15,000 - \$19,999	8728	651	8.5	7.5	79	361	6.4	4.1	59	345	7.2	4.2	67	1311	10.3	15.0	95
\$10,000 - \$14,999	12562	1398	18.3	11.1	118	866	15.4	6.9	99	986	19.4	7.8	125	2364	18.5	18.8	119
UNDER \$10,000	18475	1909	25.0	10.3	109	1119	19.9	6.1	87	1302	25.6	7.0	112	3595	28.1	19.5	123
HOUSEHOLD OF 1 PERSON	11987	967	12.6	8.1	85	823	14.6	6.9	99	1118	22.0	9.3	148	1775	13.9	14.8	94
2 PEOPLE	26577	2791	36.5	10.5	111	1886	33.5	7.1	102	1826	35.9	6.9	109	4163	32.6	15.7	99
3 OR 4 PEOPLE	30617	2535	33.2	8.3	88	2054	36.5	6.7	96	1644	32.3	5.4	85	4746	37.1	15.5	98
5 OR MORE PEOPLE	11804	1353	17.7	11.5	121	868	15.4	7.4	106	503	9.9	4.3	68	2094	16.4	17.7	112
NO CHILD IN HSGLD	46165	4315	56.4	9.3	99	3454	61.3	7.5	108	3561	69.9	7.7	123	7384	57.8	16.0	101
CHILD(REN) UNDER 2 YRS	5325	580	7.6	10.9	115	315	5.6	5.9	85	226	4.4	4.2	68	829	6.5	15.6	99
2 - 5 YEARS	14221	1434	18.8	10.1	107	942	16.7	6.6	95	587	11.5	4.1	66	2200	17.2	15.5	98
6 - 11 YEARS	15117	1335	17.5	8.8	94	1034	18.4	6.8	98	629	12.4	4.2	66	2454	19.2	16.2	103
12 - 17 YEARS	16611	1609	21.0	9.7	103	1027	18.2	6.2	89	726	14.3	4.4	70	2494	19.5	15.0	95
RESIDENCE OWNED	55884	5341	69.9	9.6	101	4078	72.4	7.3	105	3861	75.8	6.9	110	8933	69.9	16.0	101
VALUE: \$50,000 OR MORE	31744	3032	39.7	9.6	101	2459	43.7	7.7	111	2171	42.6	6.8	109	4260	33.3	14.3	85
VALUE: UNDER \$50,000	24140	2309	30.2	9.6	101	1619	28.8	6.7	96	1690	33.2	7.0	111	4672	36.6	19.4	123

		TOTAL U.S. '000	CHEER				ERA				IVORY LIQUID				TIDE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	7646	100.0	9.4	100	5631	100.0	7.0	100	5091	100.0	6.3	100	12777	100.0	15.8	100
MAGAZINES	QUINTILE 1	15799	1394	18.2	8.8	93	1193	21.2	7.6	109	1083	21.3	6.9	109	2555	20.0	16.2	103
	QUINTILE 2	17259	1871	24.5	10.8	115	1366	24.3	7.9	114	1253	24.6	7.3	115	2579	20.2	14.9	95
	QUINTILE 3	13545	1347	17.6	9.9	105	718	12.8	5.3	76	866	17.0	6.4	102	2066	16.2	15.3	97
	QUINTILE 4	15133	1244	16.3	8.2	87	1084	19.3	7.2	103	788	15.5	5.2	83	2555	20.0	16.9	107
	QUINTILE 5	19250	1790	23.4	9.3	98	1270	22.6	6.6	95	1101	21.6	5.7	91	3023	23.7	15.7	100
NEWSPAPERS	QUINTILE 1	12413	1272	16.6	10.2	109	1123	19.9	9.0	130	1131	22.2	9.1	145	1787	14.0	14.4	91
	QUINTILE 2	24116	2150	28.1	8.9	94	1692	30.0	7.0	101	1670	32.8	6.9	110	3678	28.8	15.3	97
	QUINTILE 3	11261	1136	14.9	10.1	107	839	14.9	7.5	107	587	11.5	5.2	83	1902	14.9	16.9	107
	QUINTILE 4	20255	1801	23.6	8.9	94	1310	23.3	6.5	93	1139	22.4	5.6	89	3102	24.3	15.3	97
	QUINTILE 5	12940	1287	16.8	9.9	105	667	11.8	5.2	74	563	11.1	4.4	69	2309	18.1	17.8	113
OUTDOOR	QUINTILE 1	14852	1406	18.4	9.5	100	1133	20.1	7.6	110	900	17.7	6.1	96	1925	15.1	13.0	82
	QUINTILE 2	15725	1606	21.0	10.2	108	1034	18.4	6.6	95	1017	20.0	6.5	103	2482	19.4	15.8	100
	QUINTILE 3	16330	1502	19.6	9.2	97	1002	17.8	6.1	88	792	15.6	4.8	77	2610	20.4	16.0	101
	QUINTILE 4	16744	1513	19.8	9.0	96	1060	18.8	6.3	91	1262	24.8	7.5	120	2855	22.3	17.1	108
	QUINTILE 5	17334	1619	21.2	9.3	99	1402	24.9	8.1	116	1121	22.0	6.5	103	2906	22.7	16.8	106
RADIO-DRIVE TIME	QUINTILE 1	15911	1703	22.3	10.7	113	1014	18.0	6.4	92	1056	20.7	6.6	106	2776	21.7	17.4	111
	QUINTILE 2	14837	1543	20.2	10.4	110	1334	23.7	9.0	129	805	15.8	5.4	86	2212	17.3	14.9	94
	QUINTILE 3	15339	1313	17.2	8.6	91	1041	18.5	6.8	98	865	17.0	5.6	90	2357	18.4	15.4	97
	QUINTILE 4	16723	1529	20.0	9.1	97	1263	22.4	7.6	109	932	18.3	5.6	89	2400	18.8	14.4	91
	QUINTILE 5	18176	1559	20.4	8.6	91	980	17.4	5.4	78	1434	28.2	7.9	126	3033	23.7	16.7	106
RADIO-MID- DAY	TERCILE 1	21020	2063	27.0	9.8	104	1660	29.5	7.9	114	1306	25.7	6.2	99	3273	25.6	15.6	99
	TERCILE 2	21610	2296	30.0	10.6	113	1556	27.6	7.2	104	1532	30.1	7.1	113	3707	29.0	17.2	109
	TERCILE 3	38355	3287	43.0	8.6	91	2416	42.9	6.3	91	2254	44.3	5.9	93	5797	45.4	15.1	96
RADIO-TOTAL	QUINTILE 1	15988	1799	23.5	11.3	119	1189	21.1	7.4	107	977	19.2	6.1	97	2635	20.6	16.5	104
	QUINTILE 2	15626	1562	20.4	10.0	106	1170	20.8	7.5	108	891	17.5	5.7	91	2628	20.6	16.8	107
	QUINTILE 3	16723	1420	18.6	8.5	90	1346	23.9	8.0	116	1065	20.9	6.4	101	2340	18.3	14.0	89
	QUINTILE 4	16342	1505	19.7	9.2	98	1106	19.6	6.8	97	1122	22.0	6.9	109	2427	19.0	14.9	94
	QUINTILE 5	16306	1360	17.8	8.3	88	820	14.6	5.0	72	1037	20.4	6.4	101	2748	21.5	16.9	107
TV-PRIME TIME	QUINTILE 1	15953	1394	18.2	8.7	93	1143	20.3	7.2	103	1145	22.5	7.2	114	2805	22.0	17.6	111
	QUINTILE 2	16137	1517	19.8	9.4	100	1246	22.1	7.7	111	1125	22.1	7.0	111	2579	20.2	16.0	101
	QUINTILE 3	16420	1776	23.2	10.8	115	1178	20.9	7.2	103	1001	19.7	6.1	97	2490	19.5	15.2	96
	QUINTILE 4	16687	1591	20.8	9.5	101	1059	18.8	6.3	91	1012	19.9	6.1	96	2424	19.0	14.5	92
	QUINTILE 5	15789	1370	17.9	8.7	92	1004	17.8	6.4	91	808	15.9	5.1	81	2479	19.4	15.7	100
TV-DAYTIME	TERCILE 1	27736	2820	36.9	10.2	108	2020	35.9	7.3	105	2045	40.2	7.4	117	5080	39.8	18.3	116
	TERCILE 2	26489	2635	34.5	9.9	105	1926	34.2	7.3	105	1609	31.6	6.1	97	3766	29.5	14.2	90
	TERCILE 3	26761	2191	28.7	8.2	87	1686	29.9	6.3	91	1438	28.2	5.4	85	3931	30.8	14.7	93
TV-TOTAL	QUINTILE 1	16345	1720	22.5	10.5	111	1199	21.3	7.3	106	1326	26.0	8.1	129	3235	25.3	19.8	125
	QUINTILE 2	16447	1476	19.3	9.0	95	1241	22.0	7.5	109	1041	20.4	6.3	101	2809	22.0	17.1	108
	QUINTILE 3	15980	1632	21.3	10.2	108	1156	20.5	7.2	104	1141	22.4	7.1	114	2262	17.7	14.2	90
	QUINTILE 4	15887	1491	19.5	9.4	99	1039	18.5	6.5	94	864	17.0	5.4	87	1990	15.6	12.5	79
	QUINTILE 5	16326	1327	17.4	8.1	86	997	17.7	6.1	88	720	14.1	4.4	70	2481	19.4	15.2	96
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	2047	26.8	9.9	105	1875	33.3	9.0	130	1647	32.4	7.9	126	3292	25.8	15.9	101
		19186	1928	25.2	10.0	106	1030	18.3	5.4	77	1057	20.8	5.5	88	3034	23.7	15.8	100
		21899	1982	25.9	9.1	96	1428	25.4	6.5	94	1441	28.3	6.6	105	3353	26.2	15.3	97
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	1457	19.1	9.4	100	1131	20.1	7.3	105	1064	20.9	6.9	110	2355	18.4	15.2	97
		25953	2561	33.5	9.9	105	1840	32.7	7.1	102	1772	34.8	6.8	109	4168	32.6	16.1	102
		24400	2372	31.0	9.7	103	1568	27.8	6.4	92	1267	24.9	5.2	83	3570	27.9	14.6	93
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	1916	25.1	10.6	112	1352	24.0	7.5	108	1147	22.5	6.4	101	3093	24.2	17.1	109
		23571	2150	28.1	9.1	97	1577	28.0	6.7	96	1774	34.8	7.5	120	3305	25.9	14.0	89
		23278	2296	30.0	9.9	104	1752	31.1	7.5	108	1296	25.5	5.6	89	3655	28.6	15.7	100
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	1546	20.2	10.0	106	1199	21.3	7.8	112	1162	22.8	7.5	120	2586	20.2	16.7	106
		25829	2513	32.9	9.7	103	1760	31.3	6.8	98	1586	31.2	6.1	98	3533	27.7	13.7	87
		26039	2399	31.4	9.2	98	1786	31.7	6.9	99	1757	34.5	6.7	107	4534	35.5	17.4	110
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	1667	21.8	10.0	106	1217	21.6	7.3	105	1101	21.6	6.6	105	2314	18.1	13.9	88
		26834	2551	33.4	9.5	101	2149	38.2	8.0	115	2034	40.0	7.6	121	4502	35.2	16.8	106
		23346	2146	28.1	9.2	97	1441	25.6	6.2	89	1135	22.3	4.9	77	3639	28.5	15.6	99
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	1776	23.2	10.4	110	1348	23.9	7.9	113	1218	23.9	7.1	113	2791	21.8	16.3	103
		25892	2305	30.1	8.9	94	1900	33.7	7.3	106	1961	38.5	7.6	120	3825	29.9	14.8	94
		23167	2415	31.6	10.4	110	1659	29.5	7.2	103	1180	23.2	5.1	81	3772	29.5	16.3	103
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	1638	21.4	9.5	101	1395	24.8	8.1	117	1315	25.8	7.7	122	2936	23.0	17.1	108
		26214	2330	30.5	8.9	94	1960	34.8	7.5	108	1748	34.3	6.7	106	3415	26.7	13.0	83
		23412	2297	30.0	9.8	104	1477	26.2	6.3	91	1448	28.4	6.2	98	4208	32.9	18.0	114
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	1584	20.7	10.4	110	1244	22.1	8.1	117	1070	21.0	7.0	111	2544	19.9	16.6	105
		24901	2253	29.5	9.0	96	1525	27.1	6.1	88	13743							

	TOTAL U.S. '000	CHEER				ERA				IVORY LIQUID				TIDE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	7646	100.0	9.4	100	5631	100.0	7.0	100	5091	100.0	6.3	100	12777	100.0	15.8	100
ATLANTIC MONTHLY	415	**19	0.2	4.6	48	**28	0.5	6.7	97	**22	0.4	5.3	84	**74	0.6	17.8	113
BARRON'S	453	**35	0.5	7.7	82	**16	0.3	3.5	51	**41	0.8	9.1	144	**14	0.1	3.1	20
BETTER HOMES & GARDENS	16256	1607	21.0	9.9	105	1279	22.7	7.9	113	1229	24.1	7.6	120	2764	21.6	17.0	108
BON APPETIT	2535	236	3.1	9.3	99	**208	3.7	8.2	118	275	5.4	10.8	173	259	2.0	10.2	65
BUSINESS WEEK	1278	**71	0.9	5.6	99	**44	0.8	3.4	90	**84	1.6	6.6	105	**124	1.0	9.7	61
CAR AND DRIVER	378	**20	0.3	5.3	56	**17	0.3	4.5	65	**21	0.4	5.6	88	**28	0.2	7.4	47
CBS MAGAZINE NETWORK (GROSS)	1498	**117	1.5	7.8	83	**139	2.5	9.3	133	**96	1.9	6.4	102	**131	1.0	8.7	55
CHANGING TIMES	1505	**144	1.9	9.6	101	**168	3.0	11.2	161	**143	2.8	9.5	151	**186	1.5	12.4	78
COLONIAL HOMES	1231	**82	1.1	6.7	71	**73	1.3	5.9	85	**58	1.1	4.7	75	**107	0.8	8.7	55
CONDE NAST MAG. PKG. (GROSS)	14146	1290	16.9	9.1	97	1119	19.9	7.9	114	804	15.8	5.7	90	2058	16.1	14.5	92
CONSUMERS DIGEST	1323	**87	1.1	6.6	70	**137	2.4	10.4	149	**121	2.4	9.1	145	**174	1.4	13.2	83
COSMOPOLITAN	7102	836	10.9	11.8	125	713	12.7	10.0	144	403	7.9	5.7	90	1104	8.6	15.5	99
COUNTRY LIVING	2481	316	4.1	12.7	135	**194	3.4	7.8	112	**168	3.3	6.8	108	363	2.8	14.6	93
CUISINE	1472	**103	1.3	7.0	74	**114	2.0	7.7	111	**107	2.1	7.3	116	**129	1.0	8.8	56
CYCLE WORLD	425	**32	0.4	7.5	80	**67	1.2	15.8	227	**29	0.6	6.8	109	**50	0.4	11.8	75
DCI:CREATIVE IDEAS FOR LIV	2510	**250	3.3	10.0	105	**159	2.8	6.3	91	**166	3.3	6.6	105	398	3.1	15.9	101
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	656	8.6	9.8	104	298	5.3	4.5	64	508	10.0	7.6	121	1104	8.6	16.5	105
DISCOVER	894	**42	0.5	4.7	90	**37	0.7	4.1	60	**65	1.3	7.3	116	**60	0.5	6.7	43
EBONY	3507	468	6.1	13.3	141	234	4.2	6.7	96	319	6.3	9.1	145	704	5.5	20.1	127
ESQUIRE	1083	**63	0.8	5.8	62	**86	1.5	7.9	114	**52	1.0	4.8	76	**191	1.5	17.6	112
ESSENCE	1830	228	3.0	12.5	132	**168	3.0	9.2	132	**166	3.3	9.1	144	483	3.8	26.4	167
FAMILY CIRCLE	15930	1507	19.7	9.5	100	1237	22.0	7.8	112	1018	20.0	6.4	102	2367	18.5	14.9	94
THE FAMILY HANDYMAN	1126	**113	1.5	10.0	106	**97	1.7	8.6	124	**58	1.1	5.2	82	**199	1.6	17.7	112
FAMILY WEEKLY	11468	970	12.7	8.5	90	698	12.4	6.1	88	696	13.7	6.1	97	1763	13.8	15.4	97
FIELD & STREAM	2234	**183	2.4	8.2	87	**108	1.9	4.8	70	**148	2.9	6.6	105	435	3.4	19.5	123
FOOD & WINE	579	**36	0.5	6.2	66	**40	0.7	6.9	99	**53	1.0	9.2	146	**54	0.4	9.3	59
FORBES	728	**34	0.4	4.7	49	**81	1.4	11.1	160	**43	0.8	5.9	94	**30	0.2	4.1	26
FORTUNE	906	**48	0.6	5.3	56	**97	1.7	10.7	154	**47	0.9	5.2	83	**100	0.8	11.0	70
GENTLEMEN'S QUARTERLY	791	**111	1.5	14.0	149	**101	1.8	12.8	184	**25	0.5	3.2	50	**178	1.4	22.5	143
GLAMOUR	5265	468	6.1	8.9	94	493	8.8	9.4	135	247	4.9	4.7	75	835	6.5	15.9	101
GOLF DIGEST	636	**71	0.9	11.2	118	**75	1.3	11.8	170	**53	1.0	8.3	133	**117	0.9	18.4	117
GOLF DIGEST/TENNIS (GROSS)	1186	**120	1.6	10.1	107	**104	1.8	8.8	126	**68	1.3	5.7	91	**222	1.7	18.7	119
GOLF MAGAZINE	441	**44	0.6	10.0	106	**45	0.8	10.2	147	**29	0.6	6.6	105	**59	0.5	13.4	85
GOLF MAGAZINE/SKI (GROSS)	922	**57	0.7	6.2	65	**93	1.7	10.1	145	**43	0.8	4.7	74	**87	0.7	9.4	60
GOOD HOUSEKEEPING	16487	1594	20.3	9.4	100	1336	23.7	8.1	117	1161	22.8	7.0	112	2542	19.9	15.4	98
HARPER'S BAZAAR	2423	200	2.6	8.3	87	**230	4.1	9.5	137	**117	2.3	4.8	77	277	2.2	11.4	72
HEALTH	1994	**177	2.3	8.9	94	**131	2.3	6.6	94	**118	2.3	5.9	94	353	2.8	17.7	112
HEARST MAG CORP. BUY (GROSS)	44101	4453	58.2	10.1	107	3623	64.3	8.2	118	2812	55.2	6.4	101	6622	51.8	15.0	95
HEARST MAN POWER (GROSS)	1993	**215	2.8	10.8	114	**109	1.9	5.5	79	**167	3.3	8.4	133	359	2.8	18.0	114
HEARST WOMAN POWER (GROSS)	31274	3135	41.0	10.0	106	2610	46.4	8.3	120	1957	38.4	6.3	100	4949	38.7	15.8	100
HOUSE BEAUTIFUL	3623	417	5.5	11.5	122	265	4.7	7.3	105	263	5.2	7.3	115	452	3.5	12.5	79
INC.	283	**14	0.2	4.9	52	**26	0.5	9.2	132	**7	0.1	2.5	39	**24	0.2	8.5	54
JET	2928	317	4.1	10.8	115	196	3.5	6.7	96	231	4.5	7.9	126	650	5.1	22.2	141
LADIES' HOME JOURNAL	11918	1157	15.1	9.7	103	896	15.9	7.5	108	751	14.8	6.3	100	1883	14.7	15.8	100
LHM FAMILY GRP COMBO(GROSS)	16764	1632	21.3	9.7	103	1214	21.6	7.2	104	1003	19.7	6.0	95	2642	20.7	15.8	100
LIFE	4254	469	6.1	11.0	117	330	5.9	7.8	112	393	7.7	9.2	147	779	6.1	18.3	116
L.A. TIMES HOME MAGAZINE	1145	**72	0.9	6.3	67	**47	0.8	4.1	59	**106	2.1	9.3	147	**138	1.1	12.1	76
MADEMOISELLE	2884	285	3.7	9.9	105	248	4.4	8.6	124	**142	2.8	4.9	78	387	3.0	13.4	85
MC CALL'S	13460	1539	20.1	11.4	121	1217	21.6	9.0	130	987	19.4	7.3	117	2410	18.9	17.9	113
MC CALL'S/WRK MOTHER (GROSS)	14606	1643	21.5	11.2	119	1342	23.8	9.2	132	1058	20.8	7.2	115	2570	20.1	17.6	112
MECHANIX ILLUSTRATED	772	**89	1.2	11.5	122	**67	1.2	8.7	125	**90	1.8	11.7	185	**195	1.5	25.3	160
METROPOLITAN HOME	967	**177	2.3	18.3	194	**98	1.7	10.1	146	**86	1.7	8.9	141	**128	1.0	13.2	84
MONEY	1588	**119	1.6	7.5	79	**162	2.9	10.2	147	**104	2.0	6.5	104	**175	1.4	11.0	70
MOTHER EARTH NEWS	1002	**72	0.9	7.2	76	**103	1.8	10.3	148	**58	1.1	5.8	92	**106	0.8	10.6	67
MS.	825	**61	0.8	7.4	78	**83	1.5	10.1	145	**62	1.2	7.5	120	**145	1.1	17.6	111
NATIONAL ENQUIRER	10336	1112	14.5	10.8	114	798	14.2	7.7	111	750	14.7	7.3	115	1992	15.6	19.3	122
NATIONAL GEOGRAPHIC	9597	773	10.1	8.1	85	581	10.3	6.1	87	675	13.3	7.0	112	1258	9.8	13.1	83
NATIONAL SUNDAY MAGAZINE PKG	49558	4807	62.9	9.7	103	3708	65.8	7.5	108	3463	68.0	7.0	111	7608	59.5	15.4	97
NATURAL HISTORY	573	**14	0.2	2.4	26	**22	0.4	3.8	95	**52	1.0	9.1	144	**29	0.2	5.1	32
NEW WOMAN	1699	**206	2.7	12.1	128	**89	1.6	5.2	75	**101	2.0	5.9	95	207	1.6	12.2	77
NEW YORK INCLUDING CUE	443	**16	0.2	3.6	38	**39	0.7	8.8	127	**54	1.1	12.2	194	**30	0.2	6.8	43
THE NEW YORKER	1270	**86	1.1	6.8	72	**109	1.9	8.6	123	**116	2.3	9.1	145	**90	0.7	7.1	45
NEWSWEEK	6277	653	8.5	10.4	110	446	7.9	7.1	102	391	7.7	6.2	99	796	6.2	12.7	80
THE N.Y. TIMES DAILY EDITION	1205	**101	1.3	8.4	89	**120	2.1	10.0	143	**154	3.0	12.8	203	**100	0.8	8.3	53
THE N.Y. TIMES MAGAZINE	2081	**151	2.0	7.3	77	**222	3.9	10.7	153	192	3.8	9.2	147	**238	1.9	11.4	72
OMNI	788	**41	0.5	5.2	55	**33	0.6	4.2	60	**40	0.8	5.1	81	**76	0.6	9.6	61
ON CABLE	1158	**109	1.4	9.4	100	**147	2.6	12.7	183	**58	1.1	5.0	80	**194	1.5	16.8	106
1001 HOME IDEAS	2852	299	3.9	10.5	111	**186	3.3	6.5	94	**135	2.7	4.7	75	406	3.2	14.2	90
ORGANIC GARDENING	1658	**182	2.4	11.0	116	**144	2.6	8.7	125	**137	2.7	8.3	131	285	2.2	17.2	109
OUTDOOR LIFE	896	**83	1.1	9.3	98	**31	0.6	3.5	50	**65	1.3	7.3	115	**180	1.4	20.1	127
PARADE MAGAZINE	24275	2450	32.0	10.1	107	1972	35.0	8.1	117	1872	36.8	7.7	123	3804	29.8	15.7	99

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	CHEER				ERA				IVORY LIQUID				TIDE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	7646	100.0	9.4	100	5631	100.0	7.0	100	5091	100.0	6.3	100	12777	100.0	15.8	100
PARENTS	3845	366	4.8	9.5	101	282	5.0	7.3	105	*201	3.9	5.2	83	562	4.4	14.6	93
PENTHOUSE	831	*47	0.6	5.7	60	*99	0.2	1.1	16	*61	1.2	7.3	117	*87	0.7	10.5	66
PEOPLE	11645	917	12.0	7.9	83	813	14.4	7.0	100	590	11.6	5.1	81	1696	13.3	14.6	92
PLAYBOY	2006	*182	2.4	9.1	96	*90	1.6	4.5	65	*96	1.9	4.8	76	285	2.2	14.2	90
POPULAR HOT RODDING	297	*35	0.5	11.8	125	*21	0.4	7.1	102	*15	0.3	5.1	80	*60	0.5	20.2	128
POPULAR MECHANICS	1018	*105	1.4	10.3	109	*64	1.1	6.3	90	*107	2.1	10.5	167	*274	2.1	26.9	171
POPULAR SCIENCE	878	*75	1.0	8.5	90	*98	1.7	11.2	161	*60	1.2	6.8	109	*118	0.9	13.4	85
PREVENTION	3913	436	5.7	11.1	118	451	8.0	11.5	166	326	6.4	8.3	133	730	5.7	18.7	118
PSYCHOLOGY TODAY	1710	*100	1.3	5.8	62	*61	1.1	3.6	51	*110	2.2	6.4	102	*179	1.4	10.5	66
READER'S DIGEST	22204	2282	29.8	10.3	109	1636	29.1	7.4	106	1602	31.5	7.2	115	3548	27.8	16.0	101
REDBOOK	7684	745	9.7	9.7	103	560	9.9	7.3	105	393	7.7	5.1	81	1304	10.2	17.0	108
ROAD & TRACK	410	*50	0.7	12.2	129	*20	0.4	4.9	70	*16	0.3	3.9	62	*24	0.2	5.9	37
ROLLING STONE	969	*132	1.7	13.6	144	*96	1.7	9.9	142	*62	1.2	6.4	102	*172	1.3	17.8	113
RUNNER'S WORLD	298	*49	0.6	16.4	174	*12	0.2	4.0	58	*31	0.6	10.4	165	*51	0.4	17.1	108
SATURDAY EVENING POST	1169	*117	1.5	10.0	106	*104	1.8	8.9	128	*121	2.4	10.4	165	300	2.3	25.7	163
SCIENCE 84	587	*43	0.6	7.3	78	*40	0.7	6.8	98	*47	0.9	8.0	127	*74	0.6	12.6	80
SCIENCE DIGEST	482	*42	0.5	8.7	92	*30	0.5	6.2	90	*25	0.5	5.2	83	*41	0.3	8.5	54
SCIENTIFIC AMERICAN	594	*15	0.2	2.5	27	*38	0.7	6.4	92	*55	1.1	9.3	147	*20	0.2	3.4	21
SELF	2089	*167	2.2	8.0	85	*101	1.8	4.8	70	*80	1.6	3.8	61	273	2.1	13.1	83
SEVENTEEN	2411	247	3.2	10.2	109	*215	3.8	8.9	128	*148	2.9	6.1	98	385	3.0	16.0	101
SKI	480	*13	0.2	2.7	29	*48	0.9	10.0	144	*14	0.3	2.9	46	*28	0.2	5.8	37
SMITHSONIAN	2760	*206	2.7	7.5	79	*145	2.6	5.3	76	234	4.6	8.5	135	285	2.2	10.3	65
SOAP OPERA DIGEST	3013	375	4.9	12.4	132	303	5.4	10.1	145	*188	3.7	6.2	99	629	4.9	20.9	132
SOUTHERN LIVING	4184	407	5.3	9.7	103	*139	2.5	3.3	48	342	6.7	8.2	130	706	5.5	16.9	107
SPORT	559	*55	0.7	9.8	104	*10	0.2	1.8	26	*28	0.5	5.0	80	*146	1.1	26.1	166
THE SPORTING NEWS	436	*54	0.7	12.4	131	*8	0.1	1.8	26	*21	0.4	4.8	77	*126	1.0	28.9	183
SPORTS AFIELD	493	*68	0.9	13.8	146	*16	0.3	3.2	47	*35	0.7	7.1	113	*45	0.4	9.1	58
SPORTS ILLUSTRATED	2758	297	3.9	10.8	114	*245	4.4	8.9	128	*152	3.0	5.5	88	483	3.8	17.5	111
STAR	7456	747	9.8	10.0	106	620	11.0	8.3	120	518	10.2	6.9	111	1546	12.1	20.7	131
SUNDAY	24936	2391	31.3	9.6	102	1942	34.5	7.8	112	1811	35.6	7.3	116	3744	29.3	15.0	95
SUNSET	2124	*114	1.5	5.4	57	*66	1.2	3.1	45	*185	3.6	8.7	139	*230	1.8	10.8	69
TV GUIDE	21661	1871	24.5	8.6	91	1397	24.8	6.4	93	1338	26.3	6.2	98	3398	26.6	15.7	99
TENNIS	550	*49	0.6	8.9	94	*29	0.5	5.3	76	*15	0.3	2.7	43	*105	0.8	19.1	121
TIME	8880	781	10.2	8.8	93	*62	11.8	7.5	107	617	12.1	6.9	111	1129	8.8	12.7	81
TOWN & COUNTRY	917	*82	1.1	8.9	95	*123	2.2	13.4	193	*82	1.6	8.9	142	*93	0.7	10.1	64
TRAVEL & LEISURE	972	*84	1.1	8.6	92	*83	1.5	8.5	123	*128	2.5	13.2	209	*110	0.9	11.3	72
TRUE STORY	3356	399	5.2	11.9	126	*179	3.2	5.3	77	*166	3.3	4.9	79	749	5.9	22.3	141
U.S. NEWS & WORLD REPORT	3410	304	4.0	8.9	94	255	4.5	7.5	108	221	4.3	6.5	103	449	3.5	13.2	83
USA TODAY	1759	*190	2.5	10.8	114	*177	3.1	10.1	145	*163	3.2	9.3	147	*253	2.0	14.4	91
US	1873	*143	1.9	7.6	81	*180	3.2	9.6	138	*102	2.0	5.4	87	361	2.8	19.3	122
VOGUE	3909	370	4.8	9.5	100	276	4.9	7.1	102	334	6.6	8.5	136	562	4.4	14.4	91
MALL STREET JOURNAL	1886	*202	2.6	10.7	113	*99	1.8	5.2	75	*127	2.5	6.7	107	*212	1.7	11.2	71
WEIGHT WATCHERS	2120	238	3.1	11.2	119	*120	2.1	5.7	81	*188	3.7	8.9	141	390	3.1	18.4	117
WOMAN'S DAY	14172	1648	21.6	11.6	123	1228	21.8	8.7	125	893	17.5	6.3	100	2184	17.1	15.4	98
WORKING MOTHER	1146	*103	1.3	9.0	95	*125	2.2	10.9	157	*71	1.4	6.2	99	*160	1.3	14.0	88
WORKING WOMAN	1322	*47	0.9	5.1	54	*123	2.2	9.3	134	*73	1.4	5.5	88	*152	1.2	11.5	73
WORLD TENNIS	*163	*13	0.2	8.0	84	*11	0.2	6.7	97	*19	0.4	11.7	185	*23	0.2	14.1	89
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*223	2.9	8.8	93	*170	3.0	6.7	97	*172	3.4	6.8	108	416	3.3	16.4	104
BLAIR INSERTS	43657	4294	56.2	9.8	104	3546	63.0	8.1	117	3144	61.8	7.2	115	6643	52.0	15.2	96
DAILY NEWSPAPERS																	
READ ANY	51633	4820	63.0	9.3	99	3854	68.4	7.5	107	3560	69.9	6.9	110	7890	61.8	15.3	97
READ ONE	43463	3996	52.3	9.2	97	3212	57.0	7.4	106	2818	55.4	6.5	103	6664	52.2	15.3	97
READ TWO OR MORE	8170	824	10.8	10.1	107	642	11.4	7.9	113	742	14.6	9.1	144	1226	9.6	15.0	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5050	66.0	9.6	102	4033	71.6	7.7	110	3700	72.7	7.0	112	8030	62.8	15.2	97
READ ONE	46126	4440	58.1	9.6	102	3474	61.7	7.5	108	3021	59.3	6.5	104	7117	55.7	15.4	98
READ TWO OR MORE	6552	609	8.0	9.3	98	558	9.9	8.5	122	679	13.3	10.4	165	913	7.1	13.9	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.29				27.99				26.03				25.83			
30 DAY REACH	71455	6842	89.5	9.6	101	4886	86.8	6.8	98	4490	88.2	6.3	100	10911	85.4	15.3	97
50 SHWG - 30 DAY AV FREQ	14.56	14.51				14.86				13.77				13.55			
30 DAY REACH	67742	6450	84.4	9.5	101	4607	81.8	6.8	98	4244	83.4	6.3	100	10415	81.5	15.4	97
25 SHWG - 30 DAY AV FREQ	7.94	8.00				8.25				7.69				7.33			
30 DAY REACH	62117	5848	76.5	9.4	100	4136	73.5	6.7	96	3812	74.9	6.1	98	9603	75.2	15.5	98
CABLE TV: HOME WIRED	32077	3131	40.9	9.8	103	2447	43.5	7.6	110	1995	39.2	6.2	99	5253	41.1	16.4	104
HOME NOT WIRED	48909	4515	59.1	9.2	98	3184	56.5	6.5	94	3096	60.8	6.3	101	7524	58.9	15.4	98
HAVE PAY CABLE	15935	1669	21.8	10.5	111	1136	20.2	7.1	103	821	16.1	5.2	82	2538	19.9	15.9	101

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	7646	100.0	9.4	100	5631	100.0	7.0	100	5091	100.0	6.3	100	12777	100.0	15.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4258	55.7	9.7	103	3163	56.2	7.2	104	2640	51.9	6.0	96	6930	54.2	15.8	100
10:00 AM - 3:00 PM	30659	3066	40.1	10.0	106	2305	40.9	7.5	108	1981	38.9	6.5	103	4960	38.8	16.2	103
3:00 PM - 7:00 PM	31045	3105	40.6	10.0	106	2403	42.7	7.7	111	1675	32.9	5.4	86	4401	34.4	14.2	90
7:00 PM - MIDNIGHT	15767	1531	20.0	9.7	103	1177	20.9	7.5	107	950	18.7	6.0	96	2443	19.1	15.5	98
MIDNIGHT - 6:00 AM	9120	951	12.4	10.4	110	570	10.1	6.3	90	582	11.4	6.4	102	1441	11.3	15.8	100
6:00 AM - MIDNIGHT	58527	5674	74.2	9.7	103	4330	76.9	7.4	106	3626	71.2	6.2	99	9094	71.2	15.5	98
ENTIRE DAY	59311	5818	76.1	9.8	104	4373	77.7	7.4	106	3689	72.5	6.2	99	9208	72.1	15.5	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1668	21.8	10.3	109	1285	22.8	7.9	114	970	19.1	6.0	95	2499	19.6	15.5	98
ALL NEWS	2256	*154	2.0	6.8	72	*161	2.9	7.1	103	189	3.7	8.4	133	269	2.1	11.9	76
AOR/PROGRESSIVE	3874	442	5.8	11.4	121	329	5.8	8.5	122	*166	3.3	4.3	68	492	3.9	12.7	80
BEAUTIFUL MUSIC	5660	615	8.0	10.9	115	473	8.4	8.4	120	368	7.2	6.5	103	958	7.5	16.9	107
BLACK	2204	287	3.8	13.0	138	*207	3.7	9.4	135	*151	3.0	6.9	109	496	3.9	22.5	143
CLASSICAL	1418	*100	1.3	7.1	75	*80	1.4	5.6	81	*113	2.2	8.0	127	*193	1.5	13.6	86
CHR/ROCK	9538	926	12.1	9.7	103	695	12.3	7.3	105	483	9.5	5.1	81	1169	9.1	12.3	78
COUNTRY	12648	1090	14.3	8.6	91	853	15.1	6.7	97	639	12.6	5.1	80	2175	17.0	17.2	109
GOLDEN OLDIES	1191	*101	1.3	8.5	90	*86	1.5	7.2	104	*60	1.2	5.0	80	*96	0.8	8.1	51
MOR/NOSTALGIA	4757	393	5.1	8.3	88	445	7.9	9.4	135	293	5.8	6.2	98	716	5.6	15.1	95
NEWS/TALK	3863	295	3.9	7.6	81	333	5.9	8.6	124	304	6.0	7.9	125	559	4.4	14.5	92
RELIGIOUS	3084	405	5.3	13.1	139	*165	2.9	5.4	77	*171	3.4	5.5	88	578	4.5	18.7	119
SOFT ROCK	521	*60	0.8	11.5	122	*45	0.8	8.6	124	*12	0.2	2.3	37	*89	0.7	17.1	108
URBAN CONTEMPORARY	1585	*193	2.5	12.2	129	*140	2.5	8.8	127	*146	2.9	9.2	147	316	2.5	19.9	126
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	371	4.9	11.4	121	*228	4.0	7.0	101	*135	2.7	4.1	66	552	4.3	16.9	107
ABC DIRECTION	2316	*247	3.2	10.7	113	207	3.7	8.9	129	*119	2.3	5.1	82	382	3.0	16.5	105
ABC ENTERTAINMENT	4834	366	4.8	7.6	80	381	6.8	7.9	113	214	4.2	4.4	70	925	7.2	19.1	121
ABC FM	2202	267	3.5	12.1	128	*160	2.8	7.3	105	*114	2.2	5.2	82	408	3.2	18.5	117
ABC INFORMATION	5425	520	6.8	9.6	102	384	6.8	7.1	102	386	7.6	7.1	113	864	6.8	15.9	101
ABC ROCK	1677	*270	3.5	16.1	171	*174	3.1	10.4	149	*72	1.4	4.3	68	301	2.4	17.9	114
CBS	4430	454	5.9	10.2	109	334	5.9	7.5	108	400	7.9	9.0	144	623	4.9	14.1	89
MUTUAL	4992	560	7.3	11.2	119	595	10.6	11.9	171	337	6.6	6.8	107	902	7.1	18.1	115
NBC	4679	286	3.7	6.1	65	383	6.8	8.2	118	351	6.9	7.5	119	720	5.6	15.4	98
RADIORADIO	1994	*218	2.9	10.9	116	*147	2.6	7.4	106	*133	2.6	6.7	106	*222	1.7	11.1	71
RKO ONE	2298	*187	2.4	8.1	86	*196	3.5	8.5	123	*94	1.8	4.1	65	291	2.3	12.7	80
RKO TWO	3311	269	3.5	8.1	86	*217	3.9	6.6	94	*133	2.6	4.0	64	498	3.9	15.0	95
THE SOURCE	2114	*239	3.1	11.3	120	*121	2.1	5.7	82	*110	2.2	5.2	83	347	2.7	16.4	104
NON-WIRED: BLAIR	8654	913	11.9	10.6	112	609	10.8	7.0	101	499	9.0	5.3	84	1541	12.1	17.8	113
INTERNET	12025	1249	16.3	10.4	110	1027	18.2	8.5	123	730	14.3	6.1	97	1819	14.2	15.1	96
KATZ RADIO GROUP	15359	1489	19.5	9.7	103	1248	22.2	8.1	117	985	19.3	6.4	102	2285	17.9	14.9	94
SUPERNET	10628	930	12.2	8.8	93	807	14.3	7.6	109	584	11.5	5.5	87	1690	13.2	15.9	101
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	882	11.5	10.2	108	626	11.1	7.2	104	663	13.0	7.7	122	1457	11.4	16.8	107
MKDAY 9:00 AM - 1:00 PM	12163	1179	15.4	9.7	103	888	15.8	7.3	105	961	18.9	7.9	126	2226	17.4	18.3	116
MKDAY 1:00 PM - 4:30 PM	16150	1692	22.1	10.5	111	1235	21.9	7.6	110	1165	22.9	7.2	115	3044	23.8	18.8	119
MKDAY 4:30 PM - 7:30 PM	22463	2156	28.2	9.6	102	1565	27.8	7.0	100	1589	31.2	7.1	113	3851	30.1	17.1	109
MKDAY 7:30 PM - 8:00 PM	31795	3110	40.7	9.8	104	2165	38.4	6.8	98	2101	41.3	6.6	105	5491	43.0	17.3	109
MKDAY 11:00 PM - 11:30 PM	23977	2353	30.8	9.8	104	1891	33.6	7.9	113	1654	32.5	6.9	110	4118	32.2	17.2	109
MKDAY 11:30 PM - 1:00 AM	7703	865	11.3	11.2	119	762	13.5	9.9	142	535	10.5	6.9	110	1331	10.4	17.3	110
M-SAT 8-11 PM-SUN 7-11 PM	33800	3229	42.2	9.6	101	2440	43.3	7.2	104	2267	44.5	6.7	107	5490	43.0	16.2	103
WKDAY DAYTIME MTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	630	8.2	9.6	102	460	8.2	7.0	101	472	9.3	7.2	115	1071	8.4	16.4	104
ANOTHER WORLD	N 4620	504	6.6	10.9	116	403	7.2	8.7	125	344	6.8	7.4	118	1043	8.2	22.6	143
AS THE WORLD TURNS	C 5614	561	7.3	10.0	106	469	8.3	8.4	120	421	8.3	7.5	119	1107	8.7	19.7	125
CAPITOL	C 3396	378	4.9	11.1	118	208	3.7	6.1	88	267	5.2	7.9	125	723	5.7	21.3	135
CBS MORN. NEWS 1	C 1446	146	1.9	10.1	107	*91	1.6	6.3	91	119	2.3	8.2	131	246	1.9	17.0	108
CBS MORN. NEWS 2	C 1207	116	1.5	9.6	102	*67	1.2	5.6	80	85	1.7	7.0	112	173	1.4	14.3	91
DAYS OF OUR LIVES	N 5877	629	8.2	10.7	113	666	11.8	11.3	163	410	8.1	7.0	111	1162	9.1	19.8	125
FACTS OF LIFE - DAYTIME	N 2290	212	2.8	9.3	98	143	2.5	6.2	90	162	3.2	7.1	113	383	3.0	16.7	106
FAMILY FEUD	A 3023	325	4.3	10.8	114	128	2.3	4.2	61	260	5.1	8.6	137	527	4.1	17.4	110
GENERAL HOSPITAL	A 6097	692	9.1	11.3	120	403	7.2	6.6	95	414	8.1	6.8	108	1024	8.0	16.8	106
GOOD MORNING, AMERICA-730	A 3515	409	5.3	11.6	123	202	3.6	5.7	83	323	6.3	9.2	146	482	3.8	13.7	87
GOOD MORNING, AMERICA-830	A 2818	321	4.2	11.4	121	196	3.5	7.0	100	297	5.8	10.5	168	495	3.6	16.1	102
GUIDING LIGHT	C 5339	536	7.0	10.0	106	333	5.9	6.2	90	458	9.0	8.6	136	1145	9.0	21.4	136
ONE LIFE TO LIVE	A 4678	518	6.8	11.6	123	271	4.8	6.1	87	235	4.6	5.2	83	792	6.2	17.7	112
PRESS YOUR LUCK	C 2244	206	2.7	9.2	97	172	3.1	7.7	110	214	4.2	9.5	152	411	3.2	18.3	116
PRICE IS RIGHT 1	C 4348	450	5.9	10.3	110	293	5.2	6.7	97	393	7.7	9.0	144	947			

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	7646	100.0	9.4	100	5631	100.0	7.0	100	5091	100.0	6.3	100	12777	100.0	15.8	100
WKDAY LOCAL EVENING TV NEWS	26063	2465	32.2	9.5	100	1758	31.2	6.7	97	1988	39.0	7.6	121	4481	35.1	17.2	109
NETWORK AFFILIATES - EARLY	20261	1904	24.9	9.4	100	1596	28.3	7.9	113	1360	26.7	6.7	107	3448	27.0	17.0	108
INDEPENDENTS - LATE	2076	176	2.3	8.5	90	145	2.6	7.0	100	121	2.4	5.8	93	282	2.2	13.6	86
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	954	12.5	9.1	97	661	11.7	6.3	91	698	13.7	6.7	106	1690	13.2	16.2	102
ABC MONDAY NIGHT MOVIE	A 6412	664	8.7	10.4	110	493	8.8	7.7	111	439	8.6	6.8	109	1068	8.4	16.7	106
ABC SUNDAY NIGHT MOVIE	A 12407	1130	14.8	9.1	96	895	15.9	7.2	104	830	16.3	6.7	106	1913	15.0	15.4	98
ABC WORLD NEWS TONIGHT	A 6176	609	8.0	9.9	104	464	8.2	7.5	108	508	10.0	8.2	131	998	7.8	16.2	101
AFTERMASH	C 5863	832	10.9	14.2	150	494	8.8	8.4	121	488	9.6	8.3	132	1000	7.8	17.1	108
ALICE	C 9594	1059	13.9	11.0	117	718	12.8	7.5	108	689	13.5	7.2	114	1632	12.8	17.0	108
AMERICAN PARADE	C 6622	633	8.3	9.6	101	381	6.8	5.8	83	433	8.5	6.5	104	1147	9.0	17.3	110
BENSON	A 10886	1063	13.9	9.8	103	699	12.4	6.4	92	789	15.5	7.2	115	1780	13.9	16.4	104
BLUE THUNDER	A 5036	531	6.9	10.5	112	337	6.0	6.7	96	353	6.9	7.0	112	795	6.2	15.8	100
CAGNEY & LACEY	C 9965	967	12.6	9.7	103	873	15.5	8.8	126	633	12.4	6.4	101	1693	13.3	17.0	108
CBS EVENING NEWS-DEAN	C 3491	366	4.8	10.5	111	266	4.7	7.6	110	313	6.1	9.0	143	539	4.2	15.4	98
CBS EVENING NEWS-RATHER	C 7123	745	9.7	10.5	111	457	8.1	6.4	92	649	12.7	9.1	145	1234	9.7	17.3	110
CBS SAT. NEWS-SCHIEFFER	C 3621	354	4.6	9.8	104	176	3.1	4.9	70	364	7.1	10.1	160	665	5.2	18.4	116
CBS SATURDAY NIGHT MOVIE	C 5436	512	6.7	9.4	100	445	7.9	8.2	118	433	8.5	8.0	127	737	5.8	13.6	86
CBS WEDNESDAY NIGHT MOVIE	C 6100	650	8.5	10.7	113	442	7.8	7.2	104	429	8.4	7.0	112	1038	8.1	17.0	108
CHEERS	N 8889	971	12.7	10.9	116	696	12.4	7.8	113	728	14.3	8.2	130	1231	9.6	13.8	88
DALLAS	C 22109	2172	28.4	9.8	104	1594	28.3	7.2	104	1178	23.1	5.3	85	3713	29.1	16.8	106
DIFF'RENT STROKES	N 6940	683	8.9	9.8	104	442	7.8	6.4	92	481	9.4	6.9	110	1290	10.1	18.6	118
DOUBLE TROUBLE	N 7223	804	10.5	11.1	118	431	7.7	6.0	86	448	8.8	6.2	99	1127	8.8	15.6	99
DUCK FACTORY	N 5595	623	8.1	11.1	118	374	6.6	6.7	96	359	7.1	6.4	102	867	6.8	15.5	98
DUKES OF HAZZARD	C 5768	538	7.0	9.3	99	400	7.1	6.9	100	338	6.6	5.9	93	1005	7.9	17.4	110
DYNASTY	A 20053	1766	23.1	8.8	93	1501	26.7	7.5	108	1397	27.4	7.0	111	3106	24.3	15.5	98
FACTS OF LIFE	N 8087	902	11.8	11.2	118	427	7.6	5.3	76	505	9.9	6.2	99	1240	9.7	15.3	97
FALCON CREST	C 20046	2147	28.1	10.7	113	1435	25.5	7.2	103	1086	21.9	5.4	86	3494	27.3	17.4	110
FALL GUY	A 9084	965	12.6	10.6	113	676	12.0	7.4	107	548	10.8	6.0	96	1607	12.6	17.7	112
FAMILY TIES	N 7964	785	10.3	9.9	104	613	10.9	7.7	111	578	11.4	7.3	115	1291	10.1	16.2	103
FANTASY ISLAND	A 7687	680	8.9	8.8	94	553	9.8	7.2	103	454	8.9	5.9	94	1261	9.9	16.4	104
FOULUPS, BLEEPES & BLUNDERS	A 8861	976	12.8	11.0	117	627	11.1	7.1	102	492	9.7	5.6	88	1468	11.5	16.6	105
FOUR SEASONS	C 5095	680	8.9	13.3	141	443	7.9	8.7	125	386	7.6	7.6	121	876	6.9	17.2	109
GIMME A BREAK	N 8838	825	10.8	9.3	99	656	11.6	7.4	107	585	11.5	6.6	105	1412	11.1	16.0	101
HART TO HART	A 8978	885	11.6	9.9	104	569	10.1	6.3	91	522	10.3	5.8	92	1467	11.5	16.3	104
HILL STREET BLUES	N 8590	923	12.1	10.7	114	674	12.0	7.8	113	543	10.7	6.3	101	1191	9.3	13.9	88
HOTEL	A 14085	1250	16.3	8.9	94	1070	19.0	7.6	109	884	17.4	6.3	100	2473	19.4	17.6	111
JEFFERSONS	C 9360	1070	14.0	11.4	121	671	11.9	7.2	103	668	13.1	7.1	114	1587	12.4	17.0	107
JENNIFER SLEPT HERE	N 5841	604	7.9	10.3	110	362	6.4	6.2	89	334	6.6	5.7	91	967	7.6	16.6	105
KATE & ALLIE	C 9206	989	12.9	10.7	114	766	13.6	8.3	120	584	11.5	6.3	101	1470	11.5	16.0	101
KNIGHT RIDER	N 7076	753	9.8	10.6	113	489	8.7	6.9	99	454	8.9	6.4	102	1181	9.2	16.7	106
LOVE BOAT	A 12219	1162	15.2	9.5	101	892	15.8	7.3	105	868	17.0	7.1	113	1905	14.9	15.6	99
MAGNUM PI	C 11199	1066	13.9	9.5	101	892	15.8	8.0	115	671	13.2	6.0	95	1915	15.0	17.1	108
MAMA'S FAMILY	N 6057	681	8.9	11.2	119	367	6.5	6.1	87	428	8.4	7.1	112	1209	9.5	20.0	127
MASTER, THE	N 3598	416	5.4	11.6	122	*274	4.9	7.6	110	256	5.0	7.1	113	553	4.3	15.4	97
MATT HOUSTON	A 6344	512	6.7	8.1	85	448	8.0	7.1	102	388	7.6	6.1	97	1037	8.1	16.3	104
NBC MONDAY NIGHT MOVIE	N 11994	853	11.2	7.1	75	781	13.9	6.5	94	599	11.8	5.0	79	1930	15.1	16.1	102
NBC NIGHTLY NEWS	N 5132	456	6.0	8.9	94	346	6.1	6.7	97	342	6.7	6.7	106	842	6.6	16.4	104
NBC NIGHTLY NEWS-SAT	N 3375	303	4.0	9.0	95	*208	3.7	6.2	89	243	4.8	7.2	115	595	4.7	17.6	112
NBC NIGHTLY NEWS-SUN	N 3130	289	3.8	9.2	98	*261	4.6	8.3	120	223	4.4	7.1	113	393	3.1	12.6	80
NBC SUNDAY NIGHT MOVIE	N 8284	773	10.1	9.3	99	710	12.6	8.6	123	658	12.9	7.9	126	1517	11.9	18.3	116
NEWMART	C 9240	990	12.9	10.7	113	800	14.2	8.7	125	628	12.3	6.8	108	1450	11.3	15.7	99
ONE DAY AT A TIME	C 7288	677	8.9	9.3	98	464	8.2	6.4	92	417	8.2	5.7	91	1087	8.5	14.9	95
PEOPLE ARE FUNNY	N 4855	517	6.8	10.6	113	271	4.8	5.6	80	296	5.8	6.1	97	971	7.6	20.0	127
REAL PEOPLE	N 8869	806	10.5	9.1	96	419	7.4	4.7	68	616	12.1	6.9	110	1530	12.0	17.3	109
REMINGTON STEELE	N 7743	796	10.4	10.3	109	581	10.3	7.5	108	371	7.3	4.8	76	1191	9.3	15.4	97
RIPLEY'S BELIEVE IT - NOT	A 5345	439	5.7	8.2	87	316	5.6	5.9	85	351	6.9	6.6	104	850	6.7	15.9	101
RIPTIDE	N 6988	663	8.7	9.5	100	504	9.0	7.2	104	480	9.4	6.9	109	1145	9.0	16.4	104
SCARECROW & MRS. KING	C 10002	848	11.1	8.5	90	808	14.3	8.1	116	527	10.4	5.3	84	1710	13.4	17.1	108
SIMON & SIMON	C 10638	1057	13.8	9.9	105	824	14.6	7.7	111	681	13.4	6.4	102	1876	14.7	17.6	112
60 MINUTES	C 13293	1399	18.3	10.5	111	937	16.6	7.0	101	1239	24.3	9.3	148	2063	16.1	15.5	98
ST. ELSEWHERE	N 7017	712	9.3	10.1	107	483	8.6	6.9	99	442	8.7	6.3	100	973	7.6	13.9	88
THREE'S COMPANY	A 10917	1101	14.4	10.1	107	736	13.1	6.7	97	602	11.8	5.5	88	1816	14.2	16.6	105
T.J. HOOKER	A 9204	886	11.6	9.6	102	685	12.2	7.4	107	636	12.5	6.9	110	1449	11.3	15.7	100
TONIGHT SHOW	N 2372	202	2.6	8.5	90	245	4.4	10.3	149	202	4.0	8.5	1				

**SOAPS & DETERGENTS FOR FINE FABRICS: BRANDS
(FEMALE HOMEOWNERS)**

	TOTAL U.S. '000	MISK				MOOLITE LIQUID				IVORY LIQUID & SNOW				MOOLITE LIQUID & POWDER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	89986	8612	100.0	10.6	100	24000	100.0	29.6	100	8193	100.0	10.1	100	26765	100.0	33.0	100
18 - 24	9282	646	7.5	7.0	65	2228	9.3	24.0	81	677	8.3	7.3	72	2469	9.2	26.6	80
25 - 34	19072	1901	22.1	10.0	94	5661	23.6	29.7	100	1963	24.0	10.3	102	6102	22.8	32.0	97
35 - 44	14591	1518	17.6	10.4	98	4373	18.2	30.0	101	891	10.9	6.1	60	4883	18.2	33.5	101
45 - 54	11345	1181	13.7	10.4	98	3391	14.1	29.9	101	1016	12.4	9.0	89	3783	14.1	33.3	101
55 - 64	11635	1491	17.3	12.8	121	4000	16.7	34.4	116	1408	17.2	12.1	120	4470	16.7	38.4	116
65 OR OLDER	15061	1875	21.8	12.4	117	4347	18.1	28.9	97	2239	27.3	14.9	147	5057	18.9	33.6	102
18 - 34	28354	2547	29.6	9.0	84	7889	32.9	27.8	94	2640	32.2	9.3	92	8571	32.0	30.2	91
18 - 49	48339	4589	53.3	9.5	89	13945	58.1	28.8	97	3958	48.3	8.2	81	15335	57.3	31.7	96
25 - 54	45008	4600	53.4	10.2	96	13425	55.9	29.8	101	3870	47.2	8.6	85	14768	55.2	32.8	99
35 - 49	19885	2042	23.7	10.2	96	6056	25.2	30.3	102	1318	16.1	6.6	65	6764	25.3	33.8	102
50 OR OLDER	32647	4023	46.7	12.3	116	10055	41.9	30.8	104	4235	51.7	13.0	128	11429	42.7	35.0	106
GRADUATED COLLEGE	11155	1135	13.2	10.2	96	4428	18.4	39.7	134	1490	18.2	13.4	132	4991	18.6	44.7	135
ATTENDED COLLEGE	13682	1333	15.5	9.7	92	4839	20.2	35.4	119	1369	16.7	10.0	99	5431	20.3	39.7	120
GRADUATED HIGH SCHOOL	33880	3796	44.1	11.2	105	10063	41.9	29.7	100	3326	40.6	9.8	97	11150	41.7	32.9	100
DID NOT GRADUATE HIGH SCHOOL	22270	2349	27.3	10.5	99	4669	19.5	21.0	71	2008	24.5	9.0	89	5192	19.4	23.3	71
EMPLOYED	40306	4736	55.0	11.8	110	12686	52.9	31.5	106	3462	42.3	8.6	85	14027	52.4	34.8	105
EMPLOYED FULL-TIME	32850	3923	45.6	11.9	112	10443	43.5	31.8	107	2779	33.9	8.5	84	11523	43.1	35.1	106
EMPLOYED PART-TIME	7456	813	9.4	10.9	103	2243	9.3	30.1	102	683	8.3	9.2	91	2504	9.4	33.6	102
NOT EMPLOYED	40680	3876	45.0	9.5	90	11314	47.1	27.8	94	4731	57.7	11.6	115	12738	47.6	31.3	95
PROFESSIONAL/MANAGER	10392	1029	11.9	9.9	93	4092	17.0	39.4	133	996	12.2	9.6	95	4484	16.8	43.1	131
TECH/CLERICAL/SALES	17574	2185	25.4	12.4	117	5551	23.1	31.6	107	1591	19.4	9.1	89	6197	23.2	35.3	107
PRECISION/CRAFT	985	103	1.2	10.5	98	245	1.0	24.9	84	114	1.4	11.6	114	273	1.0	27.7	84
OTHER EMPLOYED	11354	1419	16.5	12.5	118	2798	11.7	24.6	83	761	9.3	6.7	66	3073	11.5	27.1	82
SINGLE	9863	797	9.3	8.1	76	3185	13.3	32.3	109	905	11.0	9.2	91	3488	13.0	35.4	107
MARRIED	51375	5626	65.3	11.0	103	15275	63.6	29.7	100	5221	63.7	10.2	100	16977	63.4	33.0	100
DIVORCED/SEPARATED/WIDOWED	19748	2190	25.4	11.1	104	5540	23.1	28.1	95	2068	25.2	10.5	104	6300	23.5	31.9	97
PARENTS	32590	3175	36.9	9.7	92	8454	35.2	25.9	88	2822	34.4	8.7	86	9230	34.5	28.3	86
WHITE	70416	7703	89.4	10.9	103	21508	89.6	30.5	103	7133	87.1	10.1	100	23972	89.6	34.0	103
BLACK	8778	725	8.4	8.3	78	1888	7.9	21.5	73	934	11.4	10.6	105	2166	8.1	24.7	75
OTHER	1791	184	2.1	10.3	97	604	2.5	33.7	114	126	1.5	7.0	70	626	2.3	35.0	106
NORTHEAST-CENSUS	17786	2755	32.0	15.5	146	6006	25.0	33.8	114	2168	26.5	12.2	120	6485	24.2	36.5	110
NORTH CENTRAL	20741	2071	24.0	10.0	94	6307	26.3	30.4	103	1798	21.9	8.7	86	7008	26.2	33.8	102
SOUTH	27775	2622	30.4	9.4	89	6898	28.7	24.8	84	2768	33.8	10.0	99	7859	29.4	28.3	86
WEST	14683	1165	13.5	7.9	75	4789	20.0	32.6	110	1459	17.8	9.9	98	5413	20.2	36.9	112
NORTHEAST-MKTG.	17961	2625	30.5	14.6	137	5743	23.9	32.0	108	2056	25.1	11.4	113	6227	23.3	34.7	105
EAST CENTRAL	11885	1440	16.7	12.1	114	3524	14.7	29.7	100	1396	16.3	11.2	111	4023	15.0	33.8	102
WEST CENTRAL	14090	1276	14.8	9.1	85	4571	19.0	32.4	109	1103	13.5	7.8	77	4985	18.6	35.4	107
SOUTH	24081	2254	26.2	9.4	88	6082	25.3	25.3	85	2399	29.3	10.0	98	6885	25.7	28.6	87
PACIFIC	12969	1018	11.8	7.8	74	4081	17.0	31.5	106	1300	15.9	10.0	99	4645	17.4	35.8	108
COUNTY SIZE A	32439	3416	39.7	10.5	99	10707	44.6	33.0	111	3512	42.9	10.8	107	11836	44.2	36.5	110
COUNTY SIZE B	24915	2810	32.6	11.3	106	7091	29.5	28.5	96	2434	29.7	9.8	97	8021	30.0	32.2	97
COUNTY SIZE C	12930	1420	16.5	11.0	103	3765	15.7	29.1	98	1329	16.2	10.3	102	4172	15.6	32.3	98
COUNTY SIZE D	10703	967	11.2	9.0	85	2437	10.2	22.8	77	918	11.2	8.6	85	2737	10.2	25.6	77
METRO CENTRAL CITY	24518	2298	26.7	9.4	88	7002	29.2	28.6	96	2550	31.1	10.4	103	7818	29.2	31.9	96
METRO SUBURBAN	35919	4133	48.0	11.5	108	11598	48.3	32.3	109	3637	44.4	10.1	100	12961	48.4	36.1	109
NON METRO	20549	2181	25.3	10.6	100	5400	22.5	26.3	89	2006	24.5	9.8	96	5985	22.4	29.1	88
TOP 5 ADI'S	18341	2150	25.0	11.7	110	6186	25.8	33.7	114	1928	23.5	10.5	104	6681	25.0	36.4	110
TOP 10 ADI'S	25378	2704	31.4	10.7	100	8317	34.7	32.8	111	2719	33.2	10.7	106	9120	34.1	35.9	109
TOP 20 ADI'S	36488	4011	46.6	11.0	103	11759	49.0	32.2	109	4047	49.4	11.1	110	12932	48.3	35.4	107
HSGLD INC. \$50,000 OR MORE	6612	880	10.2	13.3	125	3001	12.5	45.4	153	694	8.5	10.5	104	3308	12.4	50.0	151
\$40,000 OR MORE	12659	1496	17.4	11.8	111	5064	21.1	40.0	135	1351	16.5	10.7	105	5477	20.5	43.3	131
\$30,000 OR MORE	24698	2499	29.0	10.1	95	9309	38.8	37.7	127	2527	30.8	10.2	101	10109	37.8	40.9	124
\$25,000 OR MORE	32077	3440	39.9	10.7	101	11640	48.5	36.3	122	3257	39.8	10.2	100	12714	47.5	39.6	120
\$20,000 - \$24,999	9144	1330	15.4	14.5	137	2632	11.0	28.8	97	751	9.2	8.2	81	3006	11.2	32.9	99
\$15,000 - \$19,999	8728	698	8.1	8.0	75	2256	9.4	25.8	87	771	9.4	8.8	87	2521	9.4	28.9	87
\$10,000 - \$14,999	12562	1534	17.8	12.2	115	3630	15.1	28.9	98	1465	17.9	11.7	115	4128	15.4	32.9	99
UNDER \$10,000	18475	1611	18.7	8.7	82	3842	16.0	20.8	70	1950	23.8	10.6	104	4396	16.4	23.8	72
HOUSEHOLD OF 1 PERSON	11987	1148	13.3	9.6	90	3895	16.2	32.5	110	1470	17.9	12.3	121	4388	16.4	36.6	111
2 PEOPLE	26577	2871	33.3	10.8	102	8389	30.0	31.6	107	2948	36.0	11.1	110	9550	35.7	35.9	109
3 OR 4 PEOPLE	30617	3371	39.1	11.0	104	8926	37.2	29.2	98	2761	33.7	9.0	89	9708	36.3	31.7	96
5 OR MORE PEOPLE	11804	1222	14.2	10.4	97	2790	11.6	23.6	80	1015	12.4	8.6	85	3120	11.7	26.4	80
NO CHILD IN HSGLD	46165	5272	61.2	11.4	107	15016	62.6	32.5	110	5224	63.8	11.3	112	16920	63.2	36.7	111
CHILD(REN) UNDER 2 YRS	5325	4678	5.6	9.0	84	1316	5.5	24.7	83	775	9.5	14.6	144	1396	5.2	26.2	79
2 - 5 YEARS	14221	1265	14.7	8.9	84	3292	13.7	23.1	78	1413	17.2	9.9	98	3460	12.9	24.3	74
6 - 11 YEARS	15117	1582	18.4	10.5	98	3882	16.2	25.7	87	1071	13.1	7.1	70	4255	15.9	28.1	85
12 - 17 YEARS	16611	1595	18.5	9.6	90	4169	17.4	25.1	85	1179	14.4	7.1	70	4748	17.7	28.6	86
RESIDENCE OWNED	55884	6411	74.4	11.5	108	17775	74.1	31.8	107	5992	73.1	10.7	106	19978	74.6	35.7	108
VALUE: \$50,000 OR MORE	31744	3635	42.2	11.5	108	11434	47.6	36.0	122	3508	42.8	11.1	109	12846	48.0	40.5	122
VALUE: UNDER \$50,000	24140	2776	32.2	11.5	108	6341	26.4	26.3	89	2484	30.3	10.3	102	7133	26.7	29.5	89

		TOTAL U.S. '000	MISK				MOOLITE LIQUID				IVORY LIQUID & SNOW				MOOLITE LIQUID & POWDER			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	8612	100.0	10.6	100	24000	100.0	29.6	100	8193	100.0	10.1	100	26765	100.0	33.0	100
MAGAZINES	QUINTILE 1	15799	1808	21.0	11.4	108	6007	25.0	38.0	128	1659	20.2	10.5	104	6608	24.7	41.8	127
	QUINTILE 2	17259	2015	23.4	11.7	110	5941	24.8	34.4	116	1965	24.0	11.4	113	6547	24.5	37.9	115
	QUINTILE 3	13545	1326	15.4	9.8	92	3941	16.4	29.1	98	1535	18.7	11.3	112	4458	16.7	32.9	100
	QUINTILE 4	15133	1699	19.7	11.2	106	3844	16.0	25.4	86	1388	16.9	9.2	91	4321	16.1	28.6	86
	QUINTILE 5	19250	1764	20.5	9.2	86	4267	17.8	22.2	75	1647	20.1	8.6	85	4832	18.1	25.1	76
NEWSPAPERS	QUINTILE 1	12413	1681	19.5	13.5	127	4755	19.8	38.3	129	1687	20.6	13.6	134	5361	20.0	43.2	131
	QUINTILE 2	24116	2376	27.6	9.9	93	7718	32.2	32.0	108	2685	32.8	11.1	110	8641	32.3	35.8	108
	QUINTILE 3	11261	1410	16.4	12.5	118	3469	14.5	30.8	104	987	12.0	8.8	87	3846	14.4	34.2	103
	QUINTILE 4	20255	2021	23.5	10.0	94	5400	22.5	26.7	90	1818	22.2	9.0	89	5944	22.2	29.3	89
	QUINTILE 5	12940	1124	13.1	8.7	82	2658	11.1	20.5	69	1017	12.4	7.9	78	2974	11.1	23.0	70
OUTDOOR	QUINTILE 1	14852	1608	18.7	10.8	102	4847	20.2	32.6	110	1450	17.7	9.8	97	5162	19.3	34.8	105
	QUINTILE 2	15725	1642	19.1	10.4	98	4465	18.6	28.4	96	1566	19.1	10.0	98	5056	18.9	32.2	97
	QUINTILE 3	16330	1530	17.8	9.4	88	4989	20.8	30.6	103	1380	16.8	8.5	84	5633	21.0	34.5	104
	QUINTILE 4	16744	1944	22.6	11.6	109	5159	21.5	30.8	104	2013	24.6	12.0	119	5759	21.5	34.4	104
	QUINTILE 5	17334	1889	21.9	10.9	102	4541	18.9	26.2	88	1784	21.8	10.3	102	5155	19.3	29.7	90
RADIO-DRIVE TIME	QUINTILE 1	15911	2039	23.7	12.8	121	4992	20.8	31.4	106	1626	19.8	10.2	101	5454	20.4	34.3	104
	QUINTILE 2	14837	1521	17.7	10.3	96	4556	19.0	30.7	104	1373	16.8	9.3	91	5068	18.9	34.2	103
	QUINTILE 3	15339	1774	20.6	11.6	109	4643	19.3	30.3	102	1397	17.1	9.1	90	5091	19.0	33.2	100
	QUINTILE 4	16723	1783	20.7	10.7	100	4516	18.8	27.0	91	1712	20.9	10.2	101	5162	19.3	30.9	93
	QUINTILE 5	18176	1495	17.4	8.2	77	5293	22.1	29.1	98	2085	25.4	11.5	113	5990	22.4	33.0	100
RADIO-MID- DAY	TERCILE 1	21020	2512	29.2	12.0	112	6515	27.1	31.0	105	2003	24.4	9.5	94	7263	27.1	34.6	105
	TERCILE 2	21610	2370	27.5	11.0	103	6523	27.2	30.2	102	2461	30.0	11.4	113	7150	26.7	33.1	100
	TERCILE 3	38355	3731	43.3	9.7	91	10962	45.7	28.6	96	3729	45.5	9.7	96	12352	46.1	32.2	97
	QUINTILE 1	15988	2089	24.3	13.1	123	5048	21.0	31.6	107	1617	19.7	10.1	100	5568	20.8	34.8	105
	QUINTILE 2	15626	1492	17.3	9.5	90	4622	19.3	29.6	100	1521	18.6	9.7	96	5054	18.9	32.3	98
RADIO-TOTAL	QUINTILE 3	16723	1906	22.1	11.4	107	5260	21.9	31.5	106	1667	20.3	10.0	99	5843	21.8	34.9	106
	QUINTILE 4	16342	1680	19.5	10.3	97	4613	19.2	28.2	95	1733	21.2	10.6	105	5230	19.5	32.0	97
	QUINTILE 5	16306	1446	16.8	8.9	83	4457	18.6	27.3	92	1655	20.2	10.1	100	5070	18.9	31.1	94
	QUINTILE 1	15953	2002	23.2	12.5	118	4889	20.4	30.6	103	1881	23.0	11.8	117	5406	20.2	33.9	103
	QUINTILE 2	16137	1680	19.5	10.4	98	4914	20.5	30.5	103	1735	21.2	10.8	106	5452	20.4	33.8	102
TV-PRIME TIME	QUINTILE 3	16420	1803	20.9	11.0	103	4729	19.7	28.8	97	1701	20.8	10.4	102	5424	20.3	33.0	100
	QUINTILE 4	16687	1692	19.6	10.1	95	5213	21.7	31.2	105	1584	19.3	9.5	94	5775	21.6	34.6	105
	QUINTILE 5	15789	1435	16.7	9.1	85	4255	17.7	26.9	91	1293	15.8	8.2	81	4708	17.6	29.8	90
	TERCILE 1	27736	2876	33.4	10.4	98	7431	31.0	26.8	90	3069	37.5	11.1	109	8247	30.8	29.7	90
	TERCILE 2	26489	3004	34.9	11.3	107	7903	32.9	29.8	101	2747	33.5	10.4	103	8749	32.7	33.0	100
TV-DAYTIME	TERCILE 3	26761	2732	31.7	10.2	96	8666	36.1	32.4	109	2377	29.0	8.9	88	9769	36.5	36.5	110
	QUINTILE 1	16345	1755	20.4	10.7	101	4391	18.3	26.9	91	1983	24.2	12.1	120	4897	18.3	30.0	91
	QUINTILE 2	16447	2025	23.5	12.3	116	4794	20.0	29.1	98	1652	20.2	10.0	99	5393	20.1	32.8	99
	QUINTILE 3	15980	1746	20.3	10.9	103	5015	20.9	31.4	106	1879	22.9	11.8	116	5537	20.7	34.6	105
	QUINTILE 4	15887	1562	18.1	9.8	92	4871	20.3	30.7	103	1419	17.3	8.9	88	5452	20.4	34.3	104
TV-TOTAL	QUINTILE 5	16326	1524	17.7	9.3	88	4928	20.5	30.2	102	1261	15.4	7.7	76	5486	20.5	33.6	102
	MAGAZINES-NEWSPAPERS: DUAL	20721	2568	29.8	12.4	117	7634	31.8	36.8	124	2554	31.2	12.3	122	8524	31.8	41.1	124
	MAGAZINE IMPERATIVE	19186	1901	22.1	9.9	93	6096	25.4	31.8	107	1717	21.0	8.9	88	6621	24.7	34.5	104
	NEWSPAPER IMPERATIVE	21899	2333	27.1	10.7	100	6337	26.4	28.9	98	2335	28.5	10.7	105	7178	26.8	32.8	99
	MAGAZINES-OUTDOOR: DUAL	15451	1607	18.7	10.4	98	5875	24.5	38.0	128	1568	19.1	10.1	100	6415	24.0	41.5	126
MAGAZINE IMPERATIVE	MAGAZINE IMPERATIVE	25953	2903	33.7	11.2	105	8566	35.7	33.0	111	2953	36.0	11.4	112	9603	35.9	37.0	112
	OUTDOOR IMPERATIVE	24400	2452	28.5	10.0	95	5865	24.4	24.0	81	2154	26.3	8.8	87	6592	24.6	27.0	82
	MAGAZINES-RADIO: DUAL	18049	2168	25.2	12.0	113	6123	25.5	33.9	114	1870	22.8	10.4	102	6717	25.1	37.2	113
	MAGAZINE IMPERATIVE	23571	2497	29.0	10.6	100	8321	34.7	35.3	119	2763	33.7	11.7	116	9274	34.6	39.3	119
	RADIO IMPERATIVE	23278	2447	28.4	10.5	99	6070	25.3	26.1	88	2193	26.8	9.4	93	6734	25.2	28.9	88
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	1958	22.7	12.7	119	5635	23.5	36.5	123	1774	21.7	11.5	113	6239	23.3	40.4	122
	TELEVISION IMPERATIVE	25829	2614	30.4	10.1	95	8751	36.5	33.9	114	2697	32.9	10.4	103	9724	36.3	37.6	114
	TELEVISION IMPERATIVE	26039	2696	31.3	10.4	97	6109	25.5	23.5	79	2814	34.3	10.8	107	6853	25.6	26.3	80
	MAGAZINES-OUTDOOR: DUAL	16605	1952	22.7	11.8	111	5787	24.1	34.9	118	1702	20.8	10.2	101	6468	24.2	39.0	118
	NEWSPAPER IMPERATIVE	26834	3033	35.2	11.3	106	8768	36.5	32.7	110	3209	39.2	12.0	118	9908	37.0	36.9	112
OUTDOOR IMPERATIVE	OUTDOOR IMPERATIVE	23346	2217	25.7	9.5	89	6043	25.2	25.9	87	1931	23.6	8.3	82	6639	24.8	28.4	86
	MAGAZINES-RADIO: DUAL	17133	2022	23.5	11.8	111	5892	24.5	34.4	116	1896	23.1	11.1	109	6581	24.6	38.4	116
	NEWSPAPER IMPERATIVE	25892	2843	33.0	11.0	103	8593	35.8	33.2	112	3118	38.1	12.0	119	9696	36.2	37.4	113
	RADIO IMPERATIVE	23167	2492	28.9	10.8	101	6202	25.8	26.8	90	1990	24.3	8.6	85	6689	25.0	28.9	87
	MAGAZINES-TELEVISION: DUAL	17159	2013	23.4	11.7	110	5695	23.7	33.2	112	2104	25.7	12.3	121	6280	23.5	36.6	111
NEWSPAPER IMPERATIVE	TELEVISION IMPERATIVE	26214	2722	31.6	10.4	98	8903	37.1	34.0	115	2749	33.6	10.5	104	10100	37.7	38.5	117
	TELEVISION IMPERATIVE	23412	2489	28.9	10.6	100	5591	23.3	23.9	81	2281	27.8	9.7	96	6305	23.6	26.9	81
	OUTDOOR-RADIO: DUAL	15303	1493	17.3	9.8	92	4767	19.9	31.2	105	1597	19.5	10.4	103	5211	19.5	34.1	103
	OUTDOOR IMPERATIVE	24901	2494	29.0	10.0	94	7357											

	TOTAL U.S. '000	MISK				MOOLITE LIQUID				IVORY LIQUID & SNOW				WOOLITE LIQUID & POWDER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	8612	100.0	10.6	100	24000	100.0	29.6	100	8193	100.0	10.1	100	26765	100.0	33.0	100
ATLANTIC MONTHLY	415	**23	0.3	5.5	52	*132	0.5	31.8	107	**40	0.5	9.6	95	*155	0.6	37.3	113
BARRON'S	453	**83	1.0	18.3	172	*199	0.8	43.9	148	**72	0.9	15.9	157	*207	0.8	45.7	138
BETTER HOMES & GARDENS	16256	2166	25.2	13.3	125	5864	24.4	36.1	122	1909	23.3	11.7	116	6437	24.1	39.6	120
BON APPETIT	2535	263	3.1	10.4	98	1055	4.4	41.6	140	406	5.0	16.0	158	1170	4.4	46.2	140
BUSINESS WEEK	1278	**160	1.9	12.5	118	532	2.2	41.6	140	*160	2.0	12.5	124	562	2.1	44.0	133
CAR AND DRIVER	378	**28	0.3	7.4	70	**107	0.4	28.3	96	**32	0.4	8.5	84	*113	0.4	29.9	90
CBS MAGAZINE NETWORK (GROSS)	1498	*127	1.5	8.5	80	629	2.6	42.0	142	*149	1.8	9.9	98	668	2.5	44.6	135
CHANGING TIMES	1505	*192	2.2	12.8	120	524	2.2	34.8	117	*169	2.1	11.2	111	590	2.2	39.2	119
COLONIAL HOMES	1231	*119	1.4	9.7	91	467	1.9	37.9	128	*138	1.7	11.2	111	517	1.9	42.0	127
CONDE NAST MAG. PKG. (GROSS)	14146	1673	19.4	11.8	111	5444	22.7	38.5	130	1263	15.4	8.9	88	5897	22.0	41.7	126
CONSUMERS DIGEST	1323	*162	1.9	12.2	115	497	2.1	37.6	127	*181	2.2	13.7	135	570	2.2	44.6	135
COSMOPOLITAN	7102	764	8.9	10.8	101	2536	10.6	35.7	120	727	8.9	10.2	101	2781	10.4	39.2	118
COUNTRY LIVING	2481	277	3.2	11.2	105	1085	4.5	43.7	148	266	3.2	10.7	106	1157	4.3	46.6	141
CUISINE	1472	*129	1.5	8.8	82	693	2.9	47.1	159	*174	2.1	11.8	117	735	2.7	49.9	151
CYCLE WORLD	425	**73	0.8	17.2	162	**148	0.6	34.8	118	**44	0.5	10.4	102	**193	0.6	36.0	109
DCI:CREATIVE IDEAS FOR LIV	2510	*215	2.5	8.6	81	874	3.6	34.8	117	*294	3.6	11.7	116	987	3.7	39.3	119
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	631	7.3	9.4	89	2451	10.2	36.6	124	814	9.9	12.2	120	2803	10.5	41.9	127
DISCOVER	894	**47	0.5	5.3	49	370	1.5	41.4	140	**91	1.1	10.2	101	399	1.5	44.6	135
EBONY	3507	319	3.7	9.1	86	879	3.7	25.1	85	432	5.3	12.3	122	980	3.7	27.9	85
ESQUIRE	1083	**122	1.4	11.3	106	278	1.2	25.7	87	**133	1.6	12.3	121	306	1.1	28.3	85
ESSENCE	1830	*174	2.0	9.5	89	473	2.0	25.8	87	263	3.2	14.4	142	563	2.1	30.8	93
FAMILY CIRCLE	15930	2022	23.5	12.7	119	5527	23.0	34.7	117	1599	19.5	10.0	99	6110	22.8	38.4	116
THE FAMILY HANDYMAN	1126	*179	2.1	15.9	149	456	1.9	40.5	137	**116	1.4	10.3	102	499	1.9	44.3	134
FAMILY WEEKLY	11468	1265	14.7	11.0	104	3462	14.4	30.2	102	1106	13.5	9.6	95	3931	14.7	34.3	104
FIELD & STREAM	2234	*254	2.9	11.4	107	714	3.0	32.0	108	*287	3.5	12.8	127	755	2.8	33.8	102
FOOD & WINE	579	**36	0.4	6.2	58	239	1.0	41.3	139	**64	0.8	11.1	109	257	1.0	44.4	134
FORBES	728	**115	1.3	15.8	148	316	1.3	43.4	146	**61	0.7	8.4	83	334	1.2	45.9	139
FORTUNE	906	**138	1.6	15.2	143	385	1.6	42.5	143	**81	1.0	8.9	88	428	1.6	47.2	143
GENTLEMEN'S QUARTERLY	791	*132	1.5	16.7	157	338	1.4	42.7	144	**78	1.0	9.9	97	350	1.3	44.2	134
GLAMOUR	5265	686	8.0	13.0	123	2160	9.0	41.0	138	415	5.1	7.9	78	2347	8.8	44.6	135
GOLF DIGEST	636	**107	1.2	16.8	158	*273	1.1	42.9	145	**85	1.0	13.4	132	312	1.2	49.1	148
GOLF DIGEST/TENNIS (GROSS)	1186	*143	1.7	12.1	113	490	2.0	41.3	139	**115	1.4	9.7	96	581	2.2	49.0	148
GOLF MAGAZINE	441	**50	0.6	11.3	107	*196	0.8	44.4	150	**48	0.6	10.9	108	*196	0.7	44.4	134
GOLF MAGAZINE/SKI (GROSS)	922	**88	1.0	9.5	90	386	1.6	41.9	141	**71	0.9	7.7	76	402	1.5	43.6	132
GOOD HOUSEKEEPING	16487	1932	22.4	11.7	110	5805	24.2	35.2	119	1805	22.0	10.9	108	6448	24.1	39.1	118
HARPER'S BAZAAR	2423	270	3.1	11.1	105	915	3.8	37.8	127	*170	2.1	7.0	69	980	3.7	40.4	122
HEALTH	1994	*210	2.4	10.5	99	761	3.2	38.2	129	*168	2.1	8.4	83	806	3.0	40.4	122
HEARST MAG CORP. BUY (GROSS)	44101	5108	59.3	11.6	109	15959	66.5	36.2	122	4522	55.2	10.3	101	17542	65.5	39.8	120
HEARST MAN POWER (GROSS)	1993	*206	2.4	10.3	97	712	3.0	35.7	121	*253	3.1	12.7	125	805	3.0	40.4	122
HEARST WOMAN POWER (GROSS)	31274	3667	42.6	11.7	110	10968	45.7	35.1	118	3174	38.7	10.1	100	12135	45.3	38.8	117
HOUSE BEAUTIFUL	3623	458	5.3	12.6	119	1348	5.6	37.2	126	357	4.4	9.9	97	1464	5.5	40.4	122
INC.	283	**43	0.5	15.2	143	*123	0.5	43.5	147	**11	0.1	3.9	38	*151	0.6	53.4	161
JET	2928	270	3.1	9.2	87	689	2.9	23.5	79	392	4.8	13.4	132	798	3.0	27.3	82
LADIES' HOME JOURNAL	11918	1302	15.1	10.9	103	4117	17.2	34.5	117	1125	13.7	9.4	93	4519	16.9	37.9	115
LHJ FAMILY GRP COMBO(GROSS)	16764	1894	22.0	11.3	106	5938	24.7	35.4	120	1519	18.5	9.1	90	6501	24.3	38.8	117
LIFE	4254	492	5.7	11.6	109	1544	6.4	36.3	122	596	7.3	14.0	138	1714	6.4	40.3	122
L.A. TIMES HOME MAGAZINE	1145	**155	1.8	13.5	127	509	2.1	44.5	150	**120	1.5	10.5	104	554	2.1	48.4	146
MADAMOISELLE	2884	377	4.4	13.1	123	1094	4.6	37.9	128	216	2.6	7.5	74	1199	4.5	41.6	126
MC CALL'S	13460	1775	20.6	13.2	124	4738	19.7	35.2	119	1519	18.5	11.3	112	5190	19.4	38.6	117
MC CALL'S/MRK MOTHER (GROSS)	14606	1913	22.2	13.1	123	5087	21.2	34.8	118	1648	20.1	11.3	112	5563	20.8	38.1	115
MECHANIX ILLUSTRATED	772	**91	1.1	11.8	111	316	1.3	40.9	138	**145	1.8	18.8	186	343	1.3	44.4	134
METROPOLITAN HOME	967	**116	1.3	12.0	113	403	1.7	41.7	141	*146	1.8	15.1	149	441	1.6	45.6	138
MONEY	1588	**167	1.9	10.5	99	581	2.4	36.6	123	*123	1.5	7.7	77	639	2.4	40.2	122
MOTHER EARTH NEWS	1002	**84	1.0	8.4	79	386	1.6	38.5	130	**121	1.5	12.1	119	397	1.5	39.6	120
MS.	825	**96	1.1	11.6	109	303	1.3	36.7	124	*119	1.5	14.4	143	332	1.2	40.2	122
NATIONAL ENQUIRER	10336	1143	13.3	11.1	104	2837	11.8	27.4	93	1101	13.4	10.7	105	3123	11.7	30.2	91
NATIONAL GEOGRAPHIC	9597	988	11.5	10.3	97	3891	16.2	40.5	137	1189	14.5	12.4	122	4350	16.3	45.3	137
NATIONAL SUNDAY MAGAZINE PKG	49558	5519	64.1	11.1	105	16225	67.6	32.7	110	5432	66.3	11.0	108	18174	67.9	36.7	111
NATURAL HISTORY	573	*58	0.7	10.1	95	256	1.1	44.7	151	*91	1.1	15.9	157	275	1.0	48.0	145
NEW WOMAN	1699	*145	1.7	8.5	80	564	2.3	33.2	112	*170	2.1	10.0	99	637	2.4	37.5	113
NEW YORK INCLUDING CUE	443	**52	0.6	11.7	110	193	0.8	43.6	147	**63	0.8	14.2	141	197	0.7	44.5	135
THE NEW YORKER	1270	*183	2.1	14.4	136	528	2.2	41.6	140	201	2.5	15.8	156	577	2.2	45.4	137
NEWSWEEK	6277	684	7.9	10.9	102	2433	10.1	38.8	131	642	7.8	10.2	101	2735	10.2	43.6	132
THE N.Y. TIMES DAILY EDITION	1205	*193	2.2	16.0	151	463	1.9	38.4	130	205	2.5	17.0	168	506	1.9	42.0	127
THE N.Y. TIMES MAGAZINE	2081	320	3.7	15.4	145	923	3.8	44.4	150	326	4.0	15.7	155	982	3.7	47.2	143
OMNI	788	**32	0.4	4.1	38	278	1.2	35.3	119	**55	0.7	7.0	69	287	1.1	36.4	110
ON CABLE	1158	**103	1.2	8.9	84	274	1.1	23.7	80	**92	1.1	7.9	79	362	1.4	31.3	95
1001 HOME IDEAS	2852	381	4.4	13.4	126	1060	4.4	37.2	125	*227	2.8	8.0	79	1175	4.4	41.2	125
ORGANIC GARDENING	1658	252	2.9	15.2	143	579	2.4	34.9	118	295	3.6	17.8	176	652	2.4	39.3	119
OUTDOOR LIFE	896	**103	1.2	11.5	108	340	1.4	37.9	128	**119	1.5	13.3	131	351	1.3	39.2	119
PARADE MAGAZINE	24275	2802	32.5	11.5	109	8280	34.5	34.1	115	3052	37.3	12.6	124	9152	34.2	37.7	114

	TOTAL U.S. '000	HISK				MOOLITE LIQUID				IVORY LIQUID & SNOW				WOOLITE LIQUID & POWDER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	8612	100.0	10.6	100	24000	100.0	29.6	100	8193	100.0	10.1	100	26765	100.0	33.0	100
PARENTS	3845	436	5.1	11.3	107	1248	5.2	32.5	110	492	6.0	12.8	126	1322	4.9	34.4	104
PENTHOUSE	831	**60	0.7	7.2	68	308	1.3	37.1	125	**86	1.0	10.3	102	336	1.3	40.4	122
PEOPLE	11645	1150	13.4	9.9	93	3951	16.5	33.9	114	1057	12.9	9.1	90	4291	16.0	36.8	111
PLAYBOY	2006	*162	1.9	8.1	76	729	3.0	36.3	123	*156	1.9	7.8	77	780	2.9	38.9	118
POPULAR HOT RODDING	297	**19	0.2	6.4	60	**100	0.4	33.7	114	**21	0.3	7.1	70	**102	0.4	34.3	104
POPULAR MECHANICS	1018	**94	1.1	9.2	87	363	1.5	35.7	120	**147	1.8	14.4	143	449	1.7	44.1	133
POPULAR SCIENCE	878	**98	1.1	11.2	105	311	1.3	35.4	120	**104	1.3	11.8	117	357	1.3	40.7	123
PREVENTION	3913	457	5.3	11.7	110	1433	6.0	36.6	124	450	5.5	11.5	114	1635	6.1	41.8	126
PSYCHOLOGY TODAY	1710	*114	1.3	6.7	63	671	2.8	39.2	132	*164	2.0	9.6	95	721	2.7	42.2	128
READER'S DIGEST	22204	2467	28.6	11.1	104	7366	30.7	33.2	112	2367	28.9	10.7	105	8258	30.9	37.2	113
REDBOOK	7684	971	11.3	12.6	119	2627	10.9	34.2	115	642	7.8	8.4	83	2906	10.9	37.8	114
ROAD & TRACK	410	*27	0.3	6.6	62	*164	0.7	40.0	135	*32	0.4	7.8	77	*176	0.7	42.9	130
ROLLING STONE	969	**150	1.7	15.5	146	439	1.8	45.3	153	*103	1.3	10.6	105	456	1.7	47.1	142
RUNNER'S WORLD	298	*5	0.1	1.7	16	*147	0.6	49.3	166	**45	0.5	15.1	149	*160	0.6	53.7	162
SATURDAY EVENING POST	1169	*176	2.0	15.1	142	505	2.1	43.2	146	*166	2.0	14.2	140	571	2.1	48.8	148
SCIENCE 84	587	**50	0.6	8.5	80	*213	0.9	36.3	122	**83	1.0	14.1	140	264	1.0	45.0	136
SCIENCE DIGEST	482	**65	0.8	13.5	127	*182	0.8	37.8	127	**33	0.4	6.8	68	*189	0.7	39.2	119
SCIENTIFIC AMERICAN	594	**43	0.5	7.2	68	338	1.4	56.9	192	*74	0.9	12.5	123	346	1.3	58.2	176
SELF	2089	*176	2.0	8.4	79	767	3.2	36.7	124	*130	1.6	6.2	62	787	2.9	37.7	114
SEVENTEEN	2411	*212	2.5	8.8	83	824	3.4	34.2	115	*171	2.1	7.1	70	918	3.4	38.1	115
SKI	480	**38	0.4	7.9	74	*190	0.8	39.6	134	**23	0.3	4.8	47	*207	0.8	43.1	130
SMITHSONIAN	2760	302	3.5	10.9	103	1225	5.1	44.4	150	427	5.2	15.5	153	1341	5.0	48.6	147
SOAP OPERA DIGEST	3013	357	4.1	11.8	111	847	3.5	28.1	95	272	3.3	9.0	89	930	3.5	30.9	93
SOUTHERN LIVING	4184	416	4.8	9.9	93	1577	6.6	37.7	127	520	6.3	12.4	123	1816	6.8	43.4	131
SPORT	559	**34	0.4	6.1	57	*231	1.0	41.3	139	**44	0.5	7.9	78	*257	1.0	46.0	139
THE SPORTING NEWS	436	**40	0.5	9.2	86	*270	1.1	61.9	209	**21	0.3	4.8	48	*287	1.1	65.8	199
SPORTS AFIELD	493	**48	0.6	9.7	92	*167	0.7	33.9	114	**73	0.9	14.8	146	*167	0.6	33.9	102
SPORTS ILLUSTRATED	2758	367	4.3	13.3	125	1155	4.8	41.9	141	202	2.5	7.3	72	1259	4.7	45.6	138
STAR	7456	931	10.8	12.5	117	2127	8.9	28.5	96	803	9.8	10.8	106	2366	8.8	31.7	96
SUNDAY	24936	2729	31.7	10.9	103	8300	34.6	33.3	112	2653	32.4	10.6	105	9419	35.2	37.8	114
SUNSET	2124	*199	2.3	9.4	88	799	3.3	37.6	127	290	3.5	13.7	135	893	3.3	42.0	127
TV GUIDE	21661	2515	29.2	11.6	109	6646	27.7	30.7	104	2240	27.3	10.3	102	7381	27.6	34.1	103
TENNIS	550	**36	0.4	6.5	62	*217	0.9	39.5	133	**30	0.4	5.5	54	*269	1.0	48.9	148
TIME	8880	1027	12.6	12.2	115	3479	14.5	39.2	132	953	11.6	10.7	106	3801	14.2	42.8	130
TOWN & COUNTRY	917	**91	1.1	9.9	93	431	1.8	47.0	159	*148	1.8	16.1	160	450	1.7	49.1	148
TRAVEL & LEISURE	972	*176	2.0	18.1	170	395	1.6	40.6	137	*158	1.9	16.3	161	415	1.6	42.7	129
TRUE STORY	3356	*240	2.8	7.2	67	663	2.8	19.8	67	260	3.2	7.7	77	779	2.9	23.2	70
U.S. NEWS & WORLD REPORT	3410	378	4.4	11.1	104	1303	5.4	38.2	129	459	5.6	13.5	133	1449	5.4	42.5	129
USA TODAY	1759	*198	2.3	11.3	106	670	2.8	38.1	129	*254	3.1	14.4	143	767	2.9	43.6	132
US	1873	*174	2.0	9.3	87	664	2.8	35.5	120	*143	1.7	7.6	75	729	2.7	38.9	118
VOGUE	3909	433	5.0	11.1	104	1423	5.9	36.4	123	502	6.1	12.8	127	1564	5.8	40.0	121
MALL STREET JOURNAL	1886	*217	2.5	11.5	108	861	3.6	45.7	154	*207	2.5	11.0	108	918	3.4	48.7	147
WEIGHT WATCHERS	2120	345	4.0	16.3	153	735	3.1	34.7	117	236	2.9	11.1	110	773	2.9	36.5	110
WOMAN'S DAY	14172	1776	20.6	12.5	118	5116	21.3	36.1	122	1441	17.6	10.2	101	5702	21.3	40.2	122
WORKING MOTHER	1146	*137	1.6	12.0	112	390	1.5	30.5	103	*129	1.6	11.3	111	373	1.4	32.5	98
WORKING WOMAN	1322	*193	2.2	14.6	137	535	2.2	40.5	137	*141	1.7	10.7	105	593	2.2	44.9	136
WORLD TENNIS	*163	*57	0.1	4.3	40	*557	0.2	35.0	118	*28	0.3	17.2	170	*73	0.3	44.8	136
ZIFF-DAVIS MAG NETWK (GROSS)	2532	282	3.3	11.1	105	1040	4.3	41.1	139	228	2.8	9.0	89	1094	4.1	43.2	131
BLAIR INSERTS	43657	5031	58.4	11.5	108	14629	61.0	33.5	113	4882	59.6	11.2	111	16310	60.9	37.4	113
DAILY NEWSPAPERS																	
READ ANY	51633	5811	67.5	11.3	106	16450	68.5	31.9	108	5674	69.3	11.0	109	18403	68.8	35.6	108
READ ONE	43463	4738	55.0	10.9	103	13395	55.8	30.8	104	4570	55.8	10.5	104	14894	55.6	34.3	104
READ TWO OR MORE	8170	1073	12.5	13.1	124	3055	12.7	37.4	126	1104	13.5	13.5	134	3509	13.1	42.9	130
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	5866	68.1	11.1	105	17276	72.0	32.8	111	5825	71.1	11.1	109	19288	72.1	36.6	111
READ ONE	46126	5013	58.2	10.9	102	14627	60.9	31.7	107	4838	59.1	10.5	104	16322	61.0	35.4	107
READ TWO OR MORE	6552	853	9.9	13.0	122	2650	11.0	40.4	136	986	12.0	15.0	149	2966	11.1	45.3	137
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.33				28.26				26.08				27.60			
30 DAY REACH	71455	7511	87.2	10.5	99	21526	89.7	30.1	102	7154	87.3	10.0	99	23921	89.4	33.5	101
50 SHWG - 30 DAY AV FREQ	14.56	14.59				14.78				13.73				14.45			
30 DAY REACH	67742	7054	81.9	10.4	98	20632	86.0	30.5	103	6788	82.9	10.0	99	22905	85.6	33.8	102
25 SHWG - 30 DAY AV FREQ	7.94	7.85				8.03				7.57				7.84			
30 DAY REACH	62117	6564	76.2	10.6	99	18976	79.1	30.5	103	6158	75.2	9.9	98	21080	78.8	33.9	103
CABLE TV: HOME WIRED	32077	3425	39.8	10.7	100	10123	42.2	31.6	106	3232	39.4	10.1	100	11117	41.5	34.7	105
HOME NOT WIRED	48909	5187	60.2	10.6	100	13877	57.8	28.4	96	4962	60.6	10.1	100	15647	58.5	32.0	97
HAVE PAY CABLE	15935	1632	19.0	10.2	96	5448	22.7	34.2	115	1387	16.9	8.7	86	5903	22.1	37.0	112

	TOTAL U.S. '000	MISK				WOOLITE LIQUID				IVORY LIQUID & SNOW				WOOLITE LIQUID & POWDER			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	8612	100.0	10.6	100	24000	100.0	29.6	100	8193	100.0	10.1	100	26765	100.0	33.0	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5059	58.7	11.5	108	13362	55.7	30.4	103	4243	51.8	9.7	95	14910	55.7	33.9	103
10:00 AM - 3:00 PM	30659	3548	41.2	11.6	109	9338	38.9	30.5	103	3184	38.9	10.4	103	10278	38.4	33.5	101
3:00 PM - 7:00 PM	31045	3540	41.1	11.4	107	9310	38.8	30.0	101	2955	36.1	9.5	94	10243	38.3	33.0	100
7:00 PM - MIDNIGHT	15767	1819	21.1	11.5	108	4966	20.7	31.5	106	1669	20.4	10.6	105	5436	20.3	34.5	104
MIDNIGHT - 6:00 AM	9120	938	10.9	10.3	97	3124	13.0	34.3	116	905	11.0	9.9	98	3429	12.8	37.6	114
6:00 AM - MIDNIGHT	58527	6552	76.1	11.2	105	17838	74.3	30.5	103	5953	72.7	10.2	101	19801	74.0	33.8	102
ENTIRE DAY	59311	6619	76.9	11.2	105	18059	75.2	30.4	103	6053	73.9	10.2	101	20053	74.9	33.8	102
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	2013	23.4	12.4	117	5199	21.7	32.1	108	1680	20.5	10.4	103	5743	21.5	35.5	107
ALL NEWS	2256	276	3.2	12.2	115	721	3.0	32.0	108	337	4.1	14.9	148	819	3.1	36.3	110
AOR/PROGRESSIVE	3874	415	4.8	10.7	101	1286	5.4	33.2	112	409	5.0	10.6	104	1369	5.1	35.3	107
BEAUTIFUL MUSIC	5660	655	7.6	11.6	109	1806	7.5	31.9	108	581	7.1	10.3	101	2011	7.5	35.5	108
BLACK	2204	*205	2.4	9.3	87	507	2.1	23.0	78	233	2.8	10.6	104	567	2.1	25.7	78
CLASSICAL	1418	*130	1.5	9.2	86	524	2.2	37.0	125	*160	2.0	11.3	112	579	2.2	40.8	124
CHR/ROCK	9538	870	10.1	9.1	86	2980	12.4	31.2	105	840	10.3	8.8	87	3238	12.1	33.9	103
COUNTRY	12648	1362	15.8	10.8	101	3502	14.6	27.7	93	1093	13.3	8.6	85	3996	14.9	31.6	96
GOLDEN OLDIES	1191	*194	2.3	16.3	153	451	1.9	37.9	128	*126	1.5	10.6	105	499	1.9	41.9	127
MOR/ROCK	4757	645	7.5	13.6	128	1471	6.1	30.9	104	468	5.7	9.8	97	1648	6.2	34.6	105
NEWS/TALK	3863	517	6.0	13.4	126	1325	5.5	34.3	116	445	5.4	11.5	114	1485	5.5	38.4	116
RELIGIOUS	3084	312	3.6	10.1	95	930	3.9	30.2	102	248	3.0	8.0	79	1046	3.9	33.9	103
SOFT ROCK	521	*229	0.3	5.6	52	*146	0.6	28.0	95	*35	0.4	6.7	66	*161	0.6	30.9	94
URBAN CONTEMPORARY	1585	194	2.3	12.2	115	407	1.7	25.7	87	*219	2.7	13.8	137	420	1.6	26.5	80
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	332	3.9	10.2	96	840	3.5	25.8	87	*228	2.8	7.0	69	920	3.4	28.2	85
ABC DIRECT	2316	315	3.7	13.6	128	635	2.6	27.4	93	*218	2.7	9.4	93	742	2.8	32.0	97
ABC ENTERTAINMENT	4834	608	7.1	12.6	118	1412	5.9	29.2	99	408	5.0	8.4	83	1602	6.0	33.1	100
ABC FM	2202	232	2.7	10.5	99	664	2.8	30.2	102	*204	2.5	9.3	92	745	2.8	33.8	102
ABC INFORMATION	5425	585	6.8	10.8	101	1882	7.8	34.7	117	633	7.7	11.7	115	2061	7.7	38.0	115
ABC ROCK	1677	*229	2.7	13.7	128	584	2.4	34.8	118	*157	1.9	9.4	93	603	2.3	36.0	109
CBS	4430	563	6.5	12.7	120	1453	6.1	32.8	111	605	7.4	13.7	135	1698	6.3	38.3	116
MUTUAL	4992	752	8.7	15.1	142	1560	6.5	31.3	105	543	6.6	10.9	108	1795	6.7	36.0	109
NBC	4679	564	6.5	12.1	113	1522	6.3	32.5	110	549	6.7	11.7	116	1670	6.2	35.7	108
RADIO/ROCK	1994	*253	2.9	12.7	119	653	2.7	32.7	111	*212	2.6	10.6	105	700	2.6	35.1	106
RKO ONE	2298	235	2.7	10.2	96	759	3.2	33.0	111	*188	2.3	8.2	81	828	3.1	36.0	109
RKO TWO	3311	361	4.2	10.9	103	826	3.4	24.9	84	276	3.4	8.3	82	983	3.7	29.7	90
THE SOURCE	2114	*293	3.4	13.9	130	702	2.9	33.2	112	*232	2.8	11.0	108	754	2.8	35.7	108
NON-WIRED: BLAIR	8654	907	10.5	10.5	99	2732	11.4	31.6	107	843	10.3	9.7	96	3083	11.5	35.6	108
INTERNET	12025	1314	15.3	10.9	103	3760	15.7	31.3	106	1203	14.7	10.0	99	4182	15.6	34.8	105
KATZ RADIO GROUP	15359	1914	22.2	12.5	117	4782	19.9	31.1	105	1692	20.7	11.0	109	5383	20.1	35.0	106
SUPERNET	10628	1087	12.6	10.2	96	3133	13.1	29.5	99	1088	13.3	10.2	101	3421	12.8	32.2	97
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	986	11.4	11.4	107	2549	10.6	29.4	99	1017	12.4	11.7	116	2818	10.5	32.5	98
MKDAY 9:00 AM - 1:00 PM	12163	1360	15.8	11.2	105	3369	14.0	27.7	93	1387	16.9	11.4	113	3747	14.0	30.8	93
MKDAY 1:00 PM - 4:30 PM	16150	1654	19.2	10.2	96	4174	17.4	25.8	87	1753	21.4	10.9	107	4654	17.4	28.8	87
MKDAY 4:30 PM - 7:30 PM	22463	2400	27.9	10.7	100	6444	26.8	28.7	97	2405	29.4	10.7	106	7224	27.0	32.2	97
MKDAY 7:30 PM - 8:00 PM	31795	3571	41.5	11.2	106	9410	39.2	29.6	100	3301	40.3	10.4	103	10567	39.5	33.2	101
MKDAY 11:00 PM - 11:30 PM	23977	2618	30.4	10.9	103	7537	31.4	31.4	106	2597	31.7	10.8	107	8367	31.3	34.9	106
MKDAY 11:30 PM - 1:00 AM	7703	844	9.8	11.0	103	2326	9.7	30.2	102	826	10.1	10.7	106	2590	9.7	33.6	102
M-SAT 8-11 PM-SUN 7-11 PM	33800	3813	44.3	11.3	106	10229	42.6	30.3	102	3653	44.6	10.8	107	11400	42.6	33.7	102
WEEKDAY DAYTIME NETWORK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	727	8.4	11.1	105	1739	7.2	26.6	90	751	9.2	11.5	114	1929	7.2	29.5	89
ANOTHER WORLD	N 4620	481	5.6	10.4	98	1354	5.6	29.3	99	521	6.4	11.3	111	1502	5.6	32.5	98
AS THE WORLD TURNS	C 5614	621	7.2	11.1	104	1263	5.3	22.5	76	571	7.0	10.2	101	1417	5.3	25.2	76
CAPITOL	C 3396	312	3.6	9.2	86	729	3.0	21.5	72	359	4.4	10.6	104	825	3.1	24.3	74
CBS MORN. NEWS 1	C 1446	165	1.9	11.4	107	479	2.0	33.1	112	172	2.1	11.9	118	537	2.0	37.1	112
CBS MORN. NEWS 2	C 1207	139	1.6	11.5	108	383	1.6	31.7	107	150	1.8	12.4	123	425	1.6	35.2	107
DAYS OF OUR LIVES	N 5877	685	8.0	11.7	110	1583	6.6	26.9	91	630	7.7	10.7	106	1799	6.7	30.6	93
FACTS OF LIFE - DAYTIME	N 2290	239	2.8	10.4	98	521	2.2	22.8	77	249	3.0	10.9	107	571	2.1	24.9	75
FAMILY FEUD	A 3023	337	3.9	11.1	105	809	3.4	26.8	90	385	4.7	12.7	126	888	3.3	29.4	89
GENERAL HOSPITAL	A 6097	595	6.9	9.8	92	1573	6.6	25.8	87	639	7.8	10.5	104	1741	6.5	28.6	86
GOOD MORNING, AMERICA-730 A	A 3515	291	3.4	8.3	78	1035	4.3	29.4	99	469	5.7	13.3	132	1171	4.4	33.3	101
GOOD MORNING, AMERICA-830 A	A 2818	346	4.0	12.3	115	951	4.0	33.7	114	413	5.0	14.7	145	1032	3.9	36.6	111
GUIDING LIGHT	C 5339	578	6.7	10.8	102	1254	5.2	23.5	79	690	7.9	12.2	120	1399	5.2	26.2	79
ONE LIFE TO LIVE	A 4478	394	4.6	8.8	83	1069	4.5	23.9	81	429	5.2	9.6	95	1206	4.5	26.9	81
PRESS YOUR LUCK	C 2244	216															

	TOTAL U.S. '000	RISK				WOOLITE LIQUID				IVORY LIQUID & SNOW				WOOLITE LIQUID & POWDER			
		A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	8612	100.0	10.6	100	24000	100.0	29.6	100	8193	100.0	10.1	100	26765	100.0	33.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	2970	34.5	11.4	107	7490	31.2	28.7	97	3021	36.9	11.6	115	8460	31.6	32.5	98
NETWORK AFFILIATES - LATE	20261	2227	25.9	11.0	103	6385	26.6	31.5	106	2149	26.2	10.6	105	7055	26.4	34.8	105
INDEPENDENTS - LATE	2076	265	3.1	12.8	120	701	2.9	33.8	114	199	2.4	9.6	95	764	2.9	36.8	111
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	1354	15.7	13.0	122	3041	12.7	29.1	98	1196	14.6	11.4	113	3413	12.8	32.7	99
ABC MONDAY NIGHT MOVIE	A 6412	692	8.0	10.8	101	1876	7.8	29.3	99	737	9.0	11.5	114	2141	8.0	33.4	101
ABC SUNDAY NIGHT MOVIE	A 12407	1441	16.7	11.6	109	3724	15.5	30.0	101	1334	16.3	10.8	106	4117	15.4	33.2	100
ABC WORLD NEWS TONIGHT	A 6176	651	7.6	10.5	99	1666	6.9	27.0	91	675	8.2	10.9	108	1902	7.1	30.8	93
AFTERMASH	C 5863	642	7.5	11.0	103	1776	7.4	30.3	102	786	9.6	13.4	133	1974	7.4	33.7	102
ALICE	C 9594	1077	12.5	11.2	106	2752	11.5	28.7	97	1141	13.9	11.9	118	3055	11.4	31.8	96
AMERICAN PARADE	C 6622	663	7.7	10.0	94	2125	8.9	32.1	108	651	7.9	9.8	97	2361	8.8	35.7	108
BENSON	A 10886	1159	13.5	10.6	100	3311	13.8	30.4	103	1227	15.0	11.3	111	3672	13.7	33.7	102
BLUE THUNDER	A 5036	505	5.9	10.0	94	1572	6.5	31.2	105	495	6.0	9.8	97	1729	6.5	34.3	104
CAGNEY & LACEY	C 9965	1100	12.8	11.0	104	3051	12.7	30.6	103	1001	12.2	10.0	99	3360	12.6	33.7	102
CBS EVENING NEWS-DEAN	C 3491	387	4.5	11.1	104	1087	4.5	31.1	105	426	5.2	12.2	121	1242	4.6	35.6	108
CBS EVENING NEWS-RATHER	C 7123	699	8.1	9.8	92	2163	9.0	30.4	102	940	11.5	13.2	130	2473	9.2	34.7	105
CBS SAT. NEWS-SCHIEFFER	C 3621	395	4.6	10.9	103	1151	4.8	31.8	107	495	6.0	13.7	135	1311	4.9	36.2	110
CBS SATURDAY NIGHT MOVIE	C 5436	662	7.7	12.2	115	1618	6.7	29.8	100	672	8.2	12.4	122	1797	6.7	33.1	100
CBS WEDNESDAY NIGHT MOVIE	C 6100	564	6.5	9.2	87	1745	7.3	28.6	97	656	8.0	10.8	106	1945	7.3	31.9	96
CHEERS	N 8889	951	11.0	10.7	101	2784	11.6	31.3	106	1034	12.6	11.6	115	3111	11.6	35.0	106
DALLAS	C 22109	2332	27.1	10.5	99	6762	28.2	30.6	103	2189	26.7	9.9	98	7589	28.4	34.3	104
DIFF'RENT STROKES	N 6940	679	7.9	9.8	92	1911	8.0	27.5	93	771	9.4	11.1	110	2112	7.9	30.4	92
DOUBLE TROUBLE	N 7223	754	8.8	10.4	98	2073	8.6	28.7	97	718	8.8	9.9	98	2394	8.9	33.1	100
DUCK FACTORY	N 5595	519	6.0	9.3	87	1677	7.0	30.0	101	548	6.7	9.8	97	1854	6.9	33.1	100
DUKES OF HAZZARD	C 5768	590	6.9	10.2	96	1307	5.4	22.7	76	599	7.3	10.4	103	1553	5.8	26.9	81
DYNASTY	A 20053	2276	26.4	11.3	107	5637	23.5	28.1	95	2211	27.0	11.0	109	6336	23.7	31.6	96
FACTS OF LIFE	N 8087	893	10.4	11.0	104	2275	9.5	28.1	95	816	10.0	10.1	100	2612	9.8	32.3	98
FALCON CREST	C 20046	2231	25.9	11.1	105	6149	25.6	30.7	104	1949	23.8	9.7	96	6939	25.9	34.6	105
FALL GUY	A 9084	1171	13.6	12.9	121	2432	10.1	26.8	90	887	10.8	9.8	97	2786	10.4	30.7	93
FAMILY TIES	M 7964	797	9.3	10.0	94	2464	10.3	30.9	104	879	10.7	11.0	109	2739	10.2	34.4	104
FANTASY ISLAND	A 7687	826	9.6	10.7	101	2174	9.1	28.3	95	841	10.3	10.9	108	2438	9.1	31.7	96
FOULUPS, BLEEPS & BLUNDERS	A 8861	866	10.1	9.8	92	2580	10.8	29.1	98	771	9.4	8.7	86	2859	10.7	32.3	98
FOUR SEASONS	C 5095	640	7.4	12.6	118	1526	6.4	30.0	101	604	7.4	11.9	117	1680	6.3	33.0	100
GIMME A BREAK	N 8838	850	9.9	9.6	90	2730	11.4	30.9	104	954	11.6	10.8	107	3027	11.3	34.2	104
HART TO HART	A 8978	947	11.0	10.5	99	2705	11.3	30.1	102	860	10.5	9.6	95	3027	11.3	33.7	102
HILL STREET BLUES	M 8590	870	10.1	10.1	95	2792	11.6	32.5	110	926	11.3	10.8	107	3084	11.5	35.9	109
HOTEL	A 14085	1501	17.4	10.7	100	4088	17.0	29.0	98	1401	17.1	9.9	98	4552	17.0	32.3	98
JEFFERSONS	C 9360	1050	12.2	11.2	105	2596	10.8	27.7	94	1073	13.1	11.5	113	2870	10.7	30.7	93
JENNIFER SLEPT HERE	N 5841	534	6.2	9.1	86	1532	6.4	26.2	89	560	6.8	9.6	95	1695	6.3	29.0	88
KATE & ALLIE	C 9206	1077	12.5	11.7	110	2899	12.1	31.5	106	855	10.4	9.3	92	3231	12.1	35.1	106
KNIGHT RIDER	N 7076	852	9.9	12.0	113	1989	8.3	28.1	95	758	9.3	10.7	106	2254	8.4	31.9	96
LOVE BOAT	A 12219	1523	17.7	12.5	117	3443	14.3	28.2	95	1394	17.0	11.4	113	3892	14.5	31.9	96
MAGNUM PI	C 11199	1245	14.5	11.1	105	3221	13.4	28.8	97	1071	13.1	9.6	95	3609	13.5	32.2	98
MAMA'S FAMILY	N 6057	732	8.5	12.1	114	1786	7.4	29.5	99	704	8.6	11.6	115	1966	7.3	32.5	98
MASTER, THE	N 3598	514	6.0	14.3	134	1078	4.5	30.0	101	386	4.7	10.7	106	1220	4.6	33.9	103
MATT HOUSTON	A 6344	691	8.0	10.9	102	1983	8.3	31.3	105	734	9.0	11.6	114	2137	8.0	33.7	102
NBC MONDAY NIGHT MOVIE	N 11994	1132	13.1	9.4	89	3507	14.6	29.2	99	1032	12.6	8.6	85	3865	14.4	32.2	98
NBC NIGHTLY NEWS	N 5132	548	6.4	10.7	100	1573	6.6	30.7	103	523	6.4	10.2	101	1755	6.6	34.2	103
NBC NIGHTLY NEWS-SAT	N 3375	366	4.2	10.8	102	938	3.9	27.8	94	360	4.4	10.7	105	1067	4.0	31.6	96
NBC NIGHTLY NEWS-SUN	N 3130	325	3.8	10.4	98	793	3.3	25.3	85	341	4.2	10.9	108	960	3.6	30.7	93
NBC SUNDAY NIGHT MOVIE	N 8284	1012	11.8	12.2	115	2399	10.0	29.0	98	1030	12.6	12.4	123	2648	9.9	32.0	97
NEMHART	C 9240	1087	12.6	11.8	111	2883	12.0	31.2	105	961	11.7	10.4	103	3222	12.0	34.9	106
ONE DAY AT A TIME	C 7288	666	7.7	9.1	86	1984	8.3	27.2	92	775	9.5	10.6	105	2200	8.2	30.2	91
PEOPLE ARE FUNNY	N 4855	539	6.3	11.1	104	1427	5.9	29.4	99	519	6.3	10.7	106	1550	5.8	31.9	97
REAL PEOPLE	N 8869	933	10.8	10.5	99	2572	10.7	29.0	98	920	11.2	10.4	103	2940	11.0	33.1	100
REMINGTON STEELE	N 7743	882	10.2	11.4	107	2410	10.0	31.1	105	617	7.5	8.0	79	2588	9.7	33.4	101
RIPLEY'S BELIEVE IT - NOT	A 5345	483	5.6	9.0	85	1508	6.3	28.2	95	485	5.9	9.1	90	1693	6.3	31.7	96
RIPTIDE	N 6988	765	8.9	10.9	103	2068	8.6	29.6	100	689	8.4	9.9	97	2256	8.4	32.3	98
SCARECROW & MRS. KING	C 10002	1089	12.6	10.9	102	2932	12.2	29.3	99	849	10.4	8.5	84	3287	12.3	32.9	99
SIMON & SIMON	C 10638	1109	12.9	10.4	98	3051	12.7	28.7	97	1075	13.1	10.1	100	3331	12.4	31.3	95
60 MINUTES	C 13293	1370	15.9	10.3	97	4181	17.4	31.5	106	1714	20.9	12.9	127	4762	17.8	35.8	108
ST. ELSEWHERE	N 7017	702	8.2	10.0	94	2360	9.8	33.6	113	738	9.0	10.5	104	2590	9.7	36.9	112
THREE'S COMPANY	A 10917	1174	13.6	10.8	101	3098	12.9	28.4	96	1127	13.8	10.3	102	3449	12.9		

SOAPS & DETERGENTS FOR REGULAR LAUNDRY

BASE - FEMALE HOMEMAERS (80986)

QUESTIONNAIRE PAGE H-17

		'000	%	UNWEIGHTED											
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?															
		YES	73964	91.3	8577										
		NO	7022	8.7	858										
		ALL		SOLE		PRIMARY		SECONDARY							
		'000	%	'000	%	'000	%	'000	%	'000	%	UNWEIGHTED			
IF YES															
6B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?															
LIQUID		31053	38.3	8717	10.8	12113	15.0	10223	12.6					3687	
POWDER		64905	80.1	42045	51.9	17584	21.7	5276	6.5					7461	
FLAKES		1458	1.8	29	*	1105	1.4	324	.4					167	
DO NOT KNOW		303	.4											33	
6C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?															
AJAX		2674	3.3	370	.5	1706	2.1	597	.7					292	
ALL LIQUID		1641	2.0	272	.3	1119	1.4	250	.3					202	
ALL POWDER		3992	4.9	1031	1.3	2149	2.7	812	1.0					460	
AMWAY		2934	3.6	889	1.1	1295	1.6	790	.9					341	
ARIEL		499	.6	65	.1	282	.3	152	.2					60	
ARM & HAMMER		4197	5.2	777	1.0	2349	2.9	1072	1.3					500	
BOLD/BOLD 3		10461	12.9	1710	2.1	6106	7.5	2644	3.3					1146	
BREEZE		1978	2.4	242	.3	1159	1.4	577	.7					245	
CHEER		14858	18.3	2157	2.7	8947	11.0	3755	4.6					1709	
COLD POWER		3348	4.1	517	.6	1847	2.3	984	1.2					372	
DASH		3050	3.8	555	.7	1746	2.2	749	.9					369	
DREFT		1365	1.7	76	.1	767	.9	522	.6					165	
DUZ		839	1.0	34	*	480	.6	324	.4					88	
DYNAMO		5937	7.3	763	.9	3454	4.3	1720	2.1					683	
ERA		8886	11.0	1677	2.1	4789	5.9	2420	3.0					1056	
FAB		7210	8.9	1000	1.2	4102	5.1	2109	2.6					754	
FELS		818	1.0	24	*	582	.7	212	.3					86	
FRESH START		5089	6.3	1207	1.5	2426	3.0	1457	1.8					567	
GAIN		3159	3.9	553	.7	1664	2.1	943	1.2					299	
HANDLE WITH CARE		355	.4	4	*	271	.3	80	.1					38	
IVORY SNOW		2433	3.0	261	.3	1511	1.9	661	.8					289	
MIRACLE WHITE		950	1.2	85	.1	570	.7	295	.4					117	
OXYDOL		8093	10.0	1287	1.6	4233	5.2	2573	3.2					963	
PUNCH		1281	1.6	143	.2	747	.9	391	.5					138	
PUREX LIQUID		2269	2.8	158	.2	1547	1.9	564	.7					253	
PUREX POWDER		3861	4.8	941	1.2	2180	2.7	740	.9					415	
RINSO		2443	3.0	236	.3	1425	1.8	782	1.0					262	
SAFEMAY		629	.8	148	.2	310	.4	172	.2					65	
SEARS (KENMORE)		2063	2.5	771	1.0	915	1.1	377	.5					211	
SOLO		4088	5.0	481	.6	2580	3.2	1027	1.3					472	
TIDE		27086	33.4	9066	11.2	14159	17.5	3861	4.8					3022	
WHITE KING		1312	1.6	219	.3	759	.9	333	.4					143	
MISK		10349	12.8	1197	1.5	5995	7.4	3158	3.9					1223	
MOOLITE LIQUID		5078	6.3	250	.3	3503	4.3	1325	1.6					624	
MOOLITE POWDER		1652	2.0	25	*	1177	1.5	449	.6					204	
YES		2288	2.8	321	.4	1162	1.4	805	1.0					273	
OTHER BRANDS		10038	12.4	3808	4.7	4386	5.4	1844	2.3					1093	
DO NOT KNOW		936	1.2											109	
		'000	%	UNWEIGHTED											
6D. ABOUT HOW MANY WASHLOADS USING SOAPS OR DETERGENTS FOR REGULAR LAUNDRY WERE DONE BY YOUR ENTIRE HOUSEHOLD IN THE LAST 7 DAYS?															
13 OR MORE	H	6505	8.0	610											
10-12	H	6508	8.0	613											
8-9	H	6588	8.1	689											
6-7	M	11096	13.7	1142											
5	M	8777	10.8	977											
4	M	8222	10.2	948											
3	L	10923	13.5	1367											
2	L	9173	11.3	1237											
1	L	4863	6.0	764											
NONE	L	1308	1.6	230											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	73964	100.0	91.3	100	19601	100.0	24.2	100	28095	100.0	34.7	100	26267	100.0	32.4	100
18 - 24	9282	8344	11.3	89.9	98	1644	8.4	17.7	73	3539	12.6	38.1	110	3160	12.0	34.0	105
25 - 34	19072	17612	23.8	92.3	101	5491	28.0	28.8	119	7677	27.3	40.3	116	4445	16.9	23.3	72
35 - 44	14591	13511	18.3	92.6	101	6204	31.7	42.5	176	4596	16.4	31.5	91	2711	10.3	18.6	57
45 - 54	11345	10457	14.1	92.2	101	3346	17.1	29.5	122	4264	15.2	37.6	108	2847	10.8	25.1	77
55 - 64	11635	10744	14.5	92.3	101	1924	9.8	16.5	68	4214	15.0	36.2	104	4406	17.5	39.6	122
65 OR OLDER	15061	13296	18.0	88.3	97	992	5.1	6.6	27	3805	13.5	25.3	73	8499	32.4	56.4	171
18 - 34	28354	25956	35.1	91.5	100	7135	36.4	25.2	104	11216	39.9	39.6	114	7605	29.0	26.8	81
18 - 44	48339	44428	60.1	91.9	101	15064	76.9	31.2	129	17855	63.6	36.9	106	11509	43.8	23.8	73
18 - 54	45008	41581	56.2	92.4	101	15041	76.7	33.4	138	16537	58.9	36.7	106	10002	38.1	22.2	69
25 - 54	19985	18472	25.0	92.4	101	7929	40.5	39.7	164	6639	23.6	33.2	96	3904	14.9	19.5	60
35 - 49	32647	29536	39.9	90.5	99	4537	23.1	13.9	57	10240	36.4	31.4	90	14758	56.2	45.2	139
50 OR OLDER																	
GRADUATED COLLEGE	11155	10289	13.9	92.2	101	2519	12.9	22.6	93	4191	14.9	37.6	108	3579	13.6	32.1	99
ATTENDED COLLEGE	13682	12788	17.3	93.5	102	3763	19.2	27.5	114	4963	17.7	36.3	105	4062	15.5	29.7	92
GRADUATED HIGH SCHOOL	33880	31398	42.5	92.7	101	9975	50.9	29.4	122	11541	41.1	34.1	98	9881	37.6	29.2	90
DID NOT GRADUATE HIGH SCHOOL	22270	19489	26.3	87.5	96	3344	17.1	15.0	62	7401	26.3	33.2	96	8745	33.3	39.3	121
EMPLOYED	40306	37214	50.3	92.3	101	10587	54.0	26.3	109	15500	55.2	38.5	111	11127	42.4	27.6	85
EMPLOYED FULL-TIME	32850	30186	40.8	91.9	101	8135	41.5	24.8	102	12749	45.4	38.8	112	9302	35.4	28.3	87
EMPLOYED PART-TIME	7456	7028	9.5	94.3	103	2451	12.5	32.9	136	2752	9.8	36.9	106	1825	6.9	24.5	75
NOT EMPLOYED	40680	36750	49.7	90.3	99	9015	46.0	22.2	92	12595	44.8	31.0	89	15140	57.6	37.2	115
PROFESSIONAL/MANAGER	10392	9655	13.1	92.9	102	2507	12.8	24.1	100	4001	14.2	38.5	111	3147	12.0	30.3	93
TECH/CLERICAL/SALES	17574	16395	22.2	93.3	102	5080	25.9	28.9	119	6821	24.3	38.8	112	4494	17.1	25.6	79
PRECISION/CRAFT	985	914	1.2	92.8	102	**216	1.1	21.9	91	*414	1.5	42.0	121	*284	1.1	28.8	89
OTHER EMPLOYED	11354	10250	13.9	90.3	99	2783	14.2	24.5	101	4265	15.2	37.6	108	3203	12.2	28.2	87
SINGLE	8663	8571	11.6	86.9	95	1138	5.8	11.5	48	3123	11.1	31.7	91	4310	16.4	43.7	135
MARRIED	51375	47815	64.6	93.1	102	15893	81.1	30.9	128	19373	69.0	37.7	109	12548	47.8	24.4	75
DIVORCED/SEPARATED/WIDOWED	19748	17578	23.8	89.0	97	2571	13.1	13.0	54	5599	19.9	28.4	82	9409	35.8	47.6	147
PARENTS	32590	30115	40.7	92.4	101	13345	68.1	40.9	169	11718	41.7	36.0	104	5051	19.2	15.5	48
WHITE	70416	64882	87.7	92.1	101	17958	91.6	25.5	105	24852	88.5	35.3	102	22072	84.0	31.3	97
BLACK	8778	7548	10.2	86.0	94	1303	6.6	14.8	61	2778	9.9	31.6	91	3467	13.2	39.5	122
OTHER	1791	1534	2.1	85.7	94	**340	1.7	19.0	78	**465	1.7	26.0	75	*728	2.8	40.6	125
NORTHEAST-CENSUS	17786	16364	22.1	92.0	101	4292	21.9	24.1	100	5724	20.4	32.2	93	6348	24.2	35.7	110
NORTH CENTRAL	20741	19223	26.0	92.7	101	6465	33.0	31.2	129	7827	27.9	37.7	109	4931	18.8	23.8	73
SOUTH	27775	25050	33.9	90.2	99	5642	28.8	20.3	84	9732	34.6	35.0	101	9676	36.8	34.8	107
WEST	14683	13327	18.0	90.8	99	3202	16.3	21.8	90	4812	17.1	32.8	94	5312	20.2	36.2	112
NORTHEAST-MKTG.	17961	16266	22.0	90.6	99	4014	20.5	22.3	92	5589	19.9	31.1	90	6662	25.4	37.1	114
EAST CENTRAL	11885	10918	14.8	91.9	101	3376	17.2	28.4	117	4379	15.6	36.8	106	3163	12.0	26.6	82
WEST CENTRAL	14090	13213	17.9	93.8	103	4463	22.8	31.7	131	5268	18.8	37.4	108	3482	13.3	24.7	76
SOUTH	24081	21896	29.6	90.9	100	5030	25.7	20.9	86	8715	31.0	36.2	104	8150	31.0	33.8	104
PACIFIC	12969	11672	15.8	90.0	99	2719	13.9	21.0	87	4144	14.7	32.0	92	4810	18.3	37.1	114
COUNTY SIZE A	32439	29097	39.3	89.7	98	6543	33.4	20.2	83	11291	40.2	34.8	100	11263	42.9	34.7	107
COUNTY SIZE B	24915	22964	31.0	92.2	101	6820	34.8	27.4	113	8518	30.3	34.2	99	7626	29.0	30.6	94
COUNTY SIZE C	12930	12120	16.4	93.7	103	3277	16.7	25.3	105	4700	16.7	36.3	105	4142	15.8	32.0	99
COUNTY SIZE D	10703	9784	13.2	91.4	100	2961	15.1	27.7	114	3586	12.8	33.5	97	3236	12.3	30.2	93
METRO CENTRAL CITY	24518	21923	29.6	89.4	98	4870	24.8	19.9	82	8171	29.1	33.3	96	8882	33.8	36.2	112
METRO SUBURBAN	35919	33355	45.1	92.9	102	9244	47.2	25.7	106	13072	46.5	36.4	105	11039	42.0	30.7	95
NON METRO	20549	18686	25.3	90.9	100	5488	28.0	26.7	110	6852	24.4	33.3	96	6346	24.2	30.9	95
TOP 5 ADI'S	18341	16245	22.0	88.6	97	3506	17.9	19.1	79	5850	20.8	31.9	92	6889	26.2	37.6	116
TOP 10 ADI'S	25378	22632	30.6	89.2	98	5022	25.6	19.8	82	8618	30.7	34.0	98	8993	34.2	35.4	108
TOP 20 ADI'S	36488	32913	44.5	90.2	99	7594	38.7	20.8	86	12533	44.6	34.3	99	12786	48.7	35.0	109
HSGLD INC. \$50,000 OR MORE	6612	6202	8.4	93.8	103	2137	10.9	32.3	134	2636	9.4	39.9	115	1429	5.4	21.6	67
\$40,000 OR MORE	12659	11877	16.1	93.8	103	4081	20.8	32.2	133	4953	17.6	39.1	113	2843	10.8	22.5	69
\$30,000 OR MORE	24698	23119	31.3	93.6	102	8185	41.8	33.1	137	9594	34.1	38.8	112	5340	20.3	21.6	67
\$25,000 OR MORE	32077	30049	40.6	93.7	103	10360	52.9	32.3	133	12650	45.0	39.4	114	7040	26.8	21.9	68
\$20,000 - \$24,999	9144	8238	11.1	90.1	99	2680	13.7	29.3	121	3204	11.4	35.0	101	2395	9.0	25.8	75
\$15,000 - \$19,999	8728	7973	10.8	91.3	100	1994	10.2	22.8	94	2915	10.4	33.4	96	3064	11.7	35.1	108
\$10,000 - \$14,999	12562	11462	15.5	91.2	100	2172	11.1	17.3	71	4337	15.4	34.5	100	4954	18.9	39.4	122
UNDER \$10,000	18475	16241	22.0	87.9	96	2397	12.2	13.0	54	4990	17.8	27.0	78	8895	33.7	47.9	148
HOUSEHOLD OF 1 PERSON	11987	10505	14.2	87.6	96	581	3.0	4.8	20	2241	8.0	18.7	54	7683	29.2	64.1	198
2 PEOPLE	26577	24473	33.1	92.1	101	2785	14.2	10.5	43	10387	37.0	39.1	113	11301	43.0	42.5	131
3 OR 4 PEOPLE	30617	28174	38.1	92.0	101	10146	51.8	33.1	137	12410	44.2	40.5	117	5618	21.4	18.3	57
5 OR MORE PEOPLE	11804	10812	14.6	91.6	100	6090	31.1	51.6	213	3058	10.9	25.9	75	1664	6.3	14.1	43
NO CHILD IN HSHLD	46165	41854	56.6	90.7	99	5547	28.3	12.0	50	15520	55.2	33.6	97	20787	79.1	45.0	135
CHILD(REN) UNDER 2 YRS	5325	4945	6.7	92.9	102	1817	9.3	34.1	141	2066	7.4	38.8	112	1061	4.0	19.9	61
2 - 5 YEARS	14221	13216	17.9	92.9	102	5408	27.6	38.0	157	5388	19.2	37.9	109	2420	9.2	17.0	52
6 - 11 YEARS	15117	13853	18.7	91.6	100	6445	32.9	42.6	176	5124	18.2	33.9	98	2283	8.7	15.1	47
12 - 17 YEARS	16611	15307	20.7	92.1	101	7888	40.2	47.5	196	5367	19.1	32.3	93	2052	7.8	12.4	38
RESIDENCE OWNED	55884	51574	69.7	92.3	101	15475	79.0	27.7	114	19820	70.5	35.5	102	16279	62.0	29.1	90
VALUE: \$50,000 OR MORE	31744	29202	39.5	92.0	101	9357	47.7	29.5	122	11614	41.3	36.6	105	8231	31.3	25.9	80
VALUE: UNDER \$50,000	24140	22373	30.2	92.7	101	6118	31.2	25.3	105	8206	29.2	34.0	98	8049	30.6	33.3	103

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SOAPS & DETERGENTS FOR REGULAR LAUNDRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	73964	100.0	91.3	100	19601	100.0	24.2	100	28095	100.0	34.7	100	26267	100.0	32.4	100
ATLANTIC MONTHLY	415	386	0.5	93.0	102	**130	0.7	31.3	129	*158	0.6	38.1	110	*98	0.4	23.6	73
BARRON'S	453	426	0.6	94.0	103	**169	0.9	37.3	154	*150	0.5	33.1	95	**107	0.4	23.6	73
BETTER HOMES & GARDENS	16256	15147	20.5	93.2	102	4936	25.2	30.4	125	5731	20.4	35.3	102	4480	17.1	27.6	85
BON APPETIT	2535	2406	3.3	94.9	104	668	3.4	26.4	109	839	3.0	33.1	95	899	3.4	35.5	109
BUSINESS WEEK	1278	1179	1.6	92.3	101	261	1.3	20.4	84	489	1.7	38.3	110	429	1.6	33.6	103
CAR AND DRIVER	378	318	0.4	84.1	92	**58	0.3	15.3	63	*169	0.6	44.7	129	**91	0.3	24.1	74
CBS MAGAZINE NETWORK (GROSS)	1498	1400	1.9	93.5	102	470	2.4	34.1	130	570	2.0	38.1	110	361	1.4	24.1	74
CHANGING TIMES	1505	1368	1.8	90.9	100	*371	1.9	24.7	102	554	2.0	36.8	106	443	1.7	29.4	91
COLONIAL HOMES	1231	1140	1.5	92.6	101	336	1.7	27.3	113	534	1.9	43.4	125	270	1.0	21.9	68
CONDE NAST MAG. PKG. (GROSS)	14146	13218	17.9	93.4	102	3662	18.7	25.9	107	5162	18.4	36.5	105	4394	16.7	31.1	96
CONSUMERS DIGEST	1323	1244	1.7	94.0	103	443	2.3	33.5	138	431	1.5	32.6	94	370	1.4	28.0	86
COSMOPOLITAN	7102	6611	8.9	93.1	102	1624	8.3	22.9	94	2693	9.6	37.9	109	2294	8.7	32.3	100
COUNTRY LIVING	2481	2357	3.2	95.0	104	918	4.7	37.0	153	843	3.0	34.0	98	596	2.3	24.0	74
CUISINE	1472	1380	1.9	93.8	103	385	2.0	26.2	108	481	1.7	32.7	94	514	2.0	34.9	108
CYCLE WORLD	425	415	0.6	97.6	107	**142	0.7	33.4	138	*179	0.6	42.1	121	**93	0.4	21.9	67
DCI:CREATIVE IDEAS FOR LIV	2510	2390	3.2	95.2	104	675	3.4	26.9	111	1088	3.9	43.3	125	627	2.4	25.0	77
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6281	8.5	93.8	103	1657	8.5	24.8	102	2773	9.9	41.4	119	1851	7.0	27.7	85
DISCOVER	894	828	1.1	92.6	101	*229	1.2	25.6	106	287	1.0	32.1	93	312	1.2	34.9	108
EBONY	3507	3003	4.1	85.6	94	669	3.4	19.1	79	1210	4.3	34.5	99	1125	4.3	32.1	99
ESQUIRE	1083	951	1.3	87.8	96	*256	1.3	23.6	98	364	1.3	33.6	97	331	1.3	30.6	94
ESSENCE	1830	1687	2.3	92.2	101	332	1.7	18.1	75	732	2.6	40.0	115	623	2.4	34.0	105
FAMILY CIRCLE	15930	14966	20.2	93.9	103	4975	25.4	31.2	129	5890	21.0	37.0	107	4102	15.6	25.8	79
THE FAMILY HANDYMAN	1126	1079	1.5	95.8	105	395	2.0	35.1	145	407	1.4	36.1	104	277	1.1	24.6	76
FAMILY WEEKLY	11468	10907	14.7	95.1	104	3213	16.4	28.0	116	4392	15.6	38.3	110	3302	12.6	28.8	89
FIELD & STREAM	2234	2096	2.8	93.8	103	862	4.4	38.6	159	696	2.5	31.2	90	538	2.0	24.1	74
FOOD & WINE	579	545	0.7	94.1	103	**73	0.4	12.6	52	*233	0.8	40.2	116	239	0.9	41.3	127
FORBES	728	682	0.9	93.7	103	**137	0.7	18.8	78	286	1.0	39.3	113	259	1.0	35.6	110
FORTUNE	906	851	1.2	93.9	103	*196	1.0	21.6	89	363	1.3	40.1	115	292	1.1	32.2	99
GENTLEMEN'S QUARTERLY	791	710	1.0	89.8	98	*228	1.2	28.8	119	224	0.8	28.3	82	258	1.0	32.6	101
GLAMOUR	5265	5004	6.8	95.0	104	1398	7.1	26.6	110	1985	7.1	37.7	109	1621	6.2	30.8	95
GOLF DIGEST	636	590	0.8	92.8	102	*177	0.9	27.8	115	294	1.0	46.2	133	*119	0.5	18.7	58
GOLF DIGEST/TENNIS (GROSS)	1186	1090	1.5	91.9	101	299	1.5	25.2	104	535	1.9	45.1	130	256	1.0	21.6	67
GOLF MAGAZINE	441	420	0.6	95.2	104	*91	0.5	20.6	85	*230	0.8	52.2	150	*99	0.4	22.4	69
GOLF MAGAZINE/SKI (GROSS)	922	891	1.2	96.6	106	*173	0.9	18.8	78	438	1.6	47.5	137	280	1.1	30.4	94
GOOD HOUSEKEEPING	16487	15360	20.8	93.2	102	5274	26.9	32.0	132	5759	20.5	34.9	101	4327	16.5	26.2	81
HARPER'S BAZAAR	2423	2273	3.1	93.8	103	597	3.0	24.6	102	866	3.1	35.7	103	810	3.1	33.4	103
HEALTH	1994	1893	2.6	94.9	104	592	3.0	29.7	123	751	2.7	37.7	109	550	2.1	27.6	85
HEARST MAG CORP. BUY (GROSS)	44101	41215	55.7	93.5	102	13203	67.4	29.9	124	15863	56.5	36.0	104	12149	46.3	27.5	85
HEARST MAN POWER (GROSS)	1993	1905	2.6	95.6	105	849	4.3	42.6	176	621	2.2	31.2	90	435	1.7	21.8	67
HEARST WOMAN POWER (GROSS)	31274	29162	39.4	93.2	102	9257	47.2	29.6	122	11260	40.1	36.0	104	8646	32.9	27.6	85
HOUSE BEAUTIFUL	3623	3370	4.6	93.0	102	1024	5.2	28.3	117	1294	4.6	35.7	103	1051	4.0	29.0	89
INC.	283	279	0.4	98.6	108	**112	0.6	39.6	164	**111	0.4	39.2	113	**56	0.2	19.8	61
JET	2928	2563	3.5	87.5	96	487	2.5	16.6	69	1088	3.9	37.2	107	988	3.8	33.7	104
LADIES' HOME JOURNAL	11918	11155	15.1	93.6	102	3515	17.9	29.5	122	4188	14.9	35.1	101	3452	13.1	29.0	89
LHJ FAMILY GRP COMBO(GROSS)	16764	15747	21.3	93.9	103	5001	25.5	29.8	123	5989	21.3	35.7	103	4757	18.1	28.4	87
LIFE	4254	3865	5.2	90.9	99	1092	5.6	25.7	106	1570	5.6	36.9	106	1203	4.6	28.3	87
L.A. TIMES HOME MAGAZINE	1145	991	1.3	86.6	95	*235	1.2	20.5	85	340	1.2	29.7	86	416	1.6	36.3	112
MADAMEELLE	2884	2699	3.6	93.6	102	772	3.9	26.8	111	1071	3.8	37.1	107	857	3.3	29.7	92
MC CALL'S	13460	12568	17.0	93.4	102	3902	19.9	29.0	120	4992	17.8	37.1	107	3675	14.0	27.3	84
MC CALL'S/WRK MOTHER (GROSS)	14606	13663	18.5	93.5	102	4349	22.2	29.8	123	5458	19.4	37.4	108	3856	14.7	26.4	81
MECHANIX ILLUSTRATED	772	678	0.9	87.8	96	*327	1.7	42.4	175	*210	0.7	27.2	78	*141	0.5	18.3	56
METROPOLITAN HOME	967	926	1.3	95.8	105	*151	0.8	15.6	65	318	1.1	32.9	95	458	1.7	47.4	146
MONEY	1588	1462	2.0	92.1	101	416	2.1	26.2	108	552	2.0	34.8	100	494	1.9	31.1	96
MOTHER EARTH NEWS	1002	939	1.3	93.7	103	366	1.9	36.5	151	360	1.3	35.9	104	*213	0.8	21.3	66
MS.	825	765	1.0	92.7	102	*213	1.1	25.8	107	270	1.0	32.7	94	281	1.1	34.1	105
NATIONAL ENQUIRER	10336	9527	12.9	92.2	101	2808	14.3	27.2	112	3515	12.5	34.0	98	3204	12.2	31.0	96
NATIONAL GEOGRAPHIC	9597	8826	11.9	92.0	101	2633	13.4	27.4	113	3450	12.3	35.9	104	2743	10.4	28.6	88
NATIONAL SUNDAY MAGAZINE PKG	49558	45937	62.1	92.7	101	12869	65.7	26.0	107	18030	64.2	36.4	105	15039	57.3	30.3	94
NATURAL HISTORY	573	535	0.7	93.4	102	**109	0.6	19.0	79	*283	1.0	49.4	142	*143	0.5	25.0	77
NEW WOMAN	1699	1550	2.1	91.2	100	309	1.6	18.2	75	777	2.8	45.7	132	463	1.8	27.3	84
NEW YORK INCLUDING CUE	443	403	0.5	91.0	100	**72	0.4	16.3	67	**111	0.4	25.1	72	220	0.8	49.7	153
THE NEW YORKER	1270	1164	1.6	91.7	100	219	1.1	17.2	71	386	1.4	30.4	88	559	2.1	44.0	136
NEWSWEEK	6277	5849	7.9	93.2	102	1499	7.6	23.9	99	2338	8.3	37.2	107	2012	7.7	32.1	99
THE N.Y. TIMES DAILY EDITION	1205	1114	1.5	92.4	101	*246	1.3	20.4	84	311	1.1	25.8	74	557	2.1	46.2	143
THE N.Y. TIMES MAGAZINE	2081	1875	2.5	90.1	99	424	2.2	20.4	84	578	2.1	27.8	80	873	3.3	42.0	129
OMNI	788	750	1.0	95.2	104	*193	1.0	24.5	101	322	1.1	40.9	118	*234	0.9	29.7	92
ON CABLE	1158	1079	1.5	93.2	102	448	2.3	38.7	160	397	1.4	34.3	99	*234	0.9	20.2	62
1001 HOME IDEAS	2852	2699	3.6	94.6	104	894	4.6	31.3	130	1050	3.7	36.8	106	755	2.9	26.5	82
ORGANIC GARDENING	1658	1593	2.2	96.1	105	527	2.7	31.8	131	582	2.1	35.1	101	485	1.8	29.3	90
OUTDOOR LIFE	896	854	1.2	95.3	104	362	1.8	40.4	167	263	0.9	29.4	85	*229	0.9	25.6	79
PARADE MAGAZINE	24275	22442	30.3	92.4	101	6092	31.1	25.1	104	8561	30.5	35.3	102	7790	29.7	32.1	99

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**SOAPS & DETERGENTS FOR REGULAR LAUNDRY: USAGE IN LAST SEVEN DAYS
(FEMALE HOMEMAKERS)**

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	73964	100.0	91.3	100	19601	100.0	24.2	100	28095	100.0	34.7	100	26267	100.0	32.4	100
PARENTS	3845	3570	4.8	92.8	102	1308	6.7	34.0	141	1517	5.4	39.5	114	745	2.8	19.4	60
PENTHOUSE	831	753	1.0	90.6	99	*179	0.9	21.5	89	368	1.3	44.3	128	*207	0.8	24.9	77
PEOPLE	11645	10811	14.6	92.8	102	3329	17.0	28.6	118	4232	15.1	36.3	105	3250	12.4	27.9	86
PLAYBOY	2006	1801	2.4	89.8	98	508	2.6	25.3	105	889	3.2	44.3	128	403	1.5	20.1	62
POPULAR HOT RODDING	297	286	0.4	96.3	105	**103	0.5	34.7	143	**133	0.5	44.8	129	**50	0.2	16.8	52
POPULAR MECHANICS	1018	982	1.3	96.5	106	498	2.5	48.9	202	*321	1.1	31.5	91	*163	0.6	16.0	49
POPULAR SCIENCE	878	835	1.1	95.1	104	*279	1.4	31.8	131	*262	0.9	29.8	86	294	1.1	33.5	103
PREVENTION	3913	3699	5.0	94.5	104	1068	5.4	27.3	113	1317	4.7	33.7	97	1315	5.0	33.6	104
PSYCHOLOGY TODAY	1710	1643	2.2	96.1	105	485	2.5	28.4	117	645	2.3	37.7	109	512	1.9	29.9	92
READER'S DIGEST	22204	20868	28.2	94.0	103	6040	30.8	27.2	112	7949	28.3	35.8	103	6879	26.2	31.0	96
REDBOOK	7684	7191	9.7	93.6	102	2359	12.0	30.7	127	2807	10.0	36.5	105	2025	7.7	26.4	81
ROAD & TRACK	410	365	0.5	89.0	97	**110	0.6	26.8	111	*189	0.7	46.1	133	**65	0.2	15.9	49
ROLLING STONE	969	919	1.2	94.8	104	*184	0.9	19.0	78	423	1.5	43.7	126	313	1.2	32.3	100
RUNNER'S WORLD	298	295	0.4	99.0	108	**74	0.4	24.8	103	**147	0.5	49.3	142	**74	0.3	24.8	77
READER'S EVENING POST	1169	1081	1.5	92.5	101	265	1.4	22.7	94	485	1.7	41.5	120	331	1.3	28.3	87
SCIENCE 84	587	514	0.7	87.6	96	*210	1.1	35.8	148	*145	0.5	24.7	71	*160	0.6	27.3	84
SCIENCE DIGEST	482	456	0.6	94.6	104	*161	0.8	33.4	138	*149	0.5	30.9	89	*146	0.6	30.3	93
SCIENTIFIC AMERICAN	594	533	0.7	89.7	98	*153	0.8	25.8	106	*192	0.7	32.3	93	*188	0.7	31.6	98
SELF	2089	1939	2.6	92.8	102	485	2.5	23.2	96	749	2.7	35.9	103	705	2.7	33.7	104
SEVENTEEN	2411	2262	3.1	93.8	103	855	4.4	35.5	147	690	2.5	28.6	82	718	2.7	29.8	92
SKI	480	471	0.6	98.1	107	**82	0.4	17.1	71	*208	0.7	43.3	125	*181	0.7	37.7	116
SMITHSONIAN	2760	2643	3.6	95.8	105	602	3.1	21.8	90	1100	3.9	39.9	115	940	3.6	34.1	105
SOAP OPERA DIGEST	3013	2783	3.8	92.4	101	906	4.6	30.1	124	1119	4.0	37.1	107	758	2.9	25.2	78
SOUTHERN LIVING	4184	3891	5.3	93.0	102	981	5.0	23.4	97	1685	6.0	40.3	116	1224	4.7	29.3	90
SPORT	559	516	0.7	92.3	101	**128	0.7	22.9	95	*217	0.8	38.8	112	*172	0.7	30.8	95
THE SPORTING NEWS	436	410	0.6	94.0	103	*245	1.2	56.2	232	**129	0.5	29.6	85	**36	0.1	8.3	25
SPORTS AFIELD	493	466	0.6	94.5	103	*190	1.0	38.5	159	*150	0.5	30.4	88	**126	0.5	25.6	79
SPORTS ILLUSTRATED	2758	2532	3.4	91.8	101	808	4.1	29.3	121	997	3.5	36.1	104	727	2.8	26.4	81
STAR	7456	6862	9.3	92.0	101	1774	9.1	23.8	98	2726	9.7	36.6	105	2363	9.0	31.7	98
SUNDAY	24936	22930	31.0	92.0	101	6355	32.4	25.5	105	9086	32.3	36.4	105	7489	28.5	30.0	93
SUNSET	2124	1968	2.7	92.7	101	645	3.3	30.4	125	697	2.5	32.8	95	626	2.4	29.5	91
TV GUIDE	21661	19912	26.9	91.9	101	5486	28.0	25.3	105	8005	28.5	37.0	107	6422	24.4	29.6	91
TENNIS	550	501	0.7	91.1	100	**122	0.6	22.2	92	*242	0.9	44.0	127	*137	0.5	24.9	77
TIME	8880	8167	11.0	92.0	101	2358	12.0	26.6	110	3249	11.6	36.6	105	2560	9.7	28.8	89
TOWN & COUNTRY	917	862	1.2	94.0	103	*160	0.8	17.4	72	386	1.4	42.1	121	317	1.2	34.6	107
TRAVEL & LEISURE	972	913	1.2	93.9	103	*168	0.9	17.3	71	433	1.5	44.5	128	312	1.2	32.1	99
TRUE STORY	3356	3072	4.2	91.5	100	1071	5.5	31.9	132	1175	4.2	35.0	101	826	3.1	24.6	76
U.S. NEWS & WORLD REPORT	3410	3167	4.3	92.9	102	699	3.6	20.5	85	1273	4.5	37.3	108	1195	4.5	35.0	108
USA TODAY	1759	1699	2.3	96.6	106	540	2.8	30.7	127	570	2.0	32.4	93	589	2.2	33.5	103
US	1873	1713	2.3	91.5	100	418	2.1	22.3	92	748	2.7	39.9	115	547	2.1	29.2	90
VOGUE	3909	3576	4.8	91.5	100	1008	5.1	25.8	107	1357	4.8	34.7	100	1211	4.6	31.0	96
MALL STREET JOURNAL	1886	1799	2.4	95.4	104	406	2.1	21.5	89	771	2.7	40.9	118	622	2.4	33.0	102
WEIGHT WATCHERS	2120	2009	2.7	94.8	104	698	3.6	32.9	136	750	2.7	35.4	102	560	2.1	26.4	81
WOMAN'S DAY	14172	13361	18.1	94.3	103	4616	23.5	32.6	135	5019	17.9	35.4	102	3725	14.2	26.3	81
WORKING MOTHER	1146	1094	1.5	95.5	105	447	2.3	39.0	161	466	1.7	40.7	117	*181	0.7	15.8	49
WORKING WOMAN	1322	1222	1.7	92.4	101	349	1.8	26.4	109	523	1.9	39.6	114	349	1.3	26.4	81
WORLD TENNIS	*163	*152	0.2	93.3	102	**33	0.2	20.2	84	**76	0.3	46.6	134	**43	0.2	26.4	81
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2357	3.2	93.1	102	643	3.3	25.4	105	1058	3.8	41.8	120	657	2.5	25.9	80
BLAIR INSERTS	43657	40343	54.5	92.4	101	11024	56.2	25.3	104	15691	55.8	35.9	104	13629	51.9	31.2	96
DAILY NEWSPAPERS																	
READ ANY	51633	47645	64.4	92.3	101	13346	68.1	25.8	107	18035	64.2	34.9	101	16264	61.9	31.5	97
READ ONE	43463	40066	54.2	92.2	101	11333	57.8	26.1	108	15105	53.8	34.8	100	13629	51.9	31.4	97
READ TWO OR MORE	8170	7578	10.2	92.8	102	2013	10.3	24.6	102	2930	10.4	35.9	103	2636	10.0	32.3	99
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	48798	66.0	92.6	101	13569	69.2	25.8	106	18849	67.1	35.8	103	16380	62.4	31.1	96
READ ONE	46126	42740	57.8	92.7	101	11856	60.5	25.7	106	16328	58.1	35.4	102	14556	55.4	31.6	97
READ TWO OR MORE	6552	6059	8.2	92.5	101	1712	8.7	26.1	108	2522	9.0	38.5	111	1825	6.9	27.9	86
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.94				27.61				28.88				27.14			
30 DAY REACH	71455	65301	88.3	91.4	100	17470	89.1	24.4	101	25081	89.3	35.1	101	22751	86.6	31.8	98
50 SHWG - 30 DAY AV FREQ	14.56	14.76				14.45				15.22				14.47			
30 DAY REACH	67742	61946	83.8	91.4	100	16704	85.2	24.7	102	23865	84.9	35.2	102	21376	81.4	31.6	97
25 SHWG - 30 DAY AV FREQ	7.94	8.03				7.82				8.28				7.92			
30 DAY REACH	62117	56882	76.9	91.6	100	15441	78.8	24.9	103	21901	78.0	35.3	102	19539	74.4	31.5	97
CABLE TV: HOME WIRED	32077	29665	40.1	92.5	101	8959	45.7	27.9	115	12037	42.8	37.5	108	8670	33.0	27.0	83
HOME NOT WIRED	48909	44299	59.9	90.6	99	10643	54.3	21.8	90	16059	57.2	32.8	95	17597	67.0	36.0	111
HAVE PAY CABLE	15935	15029	20.3	94.3	103	5278	26.9	33.1	137	6247	22.2	39.2	113	3505	13.3	22.0	68

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	73964	100.0	91.3	100	19601	100.0	24.2	100	28095	100.0	34.7	100	26267	100.0	32.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	40362	54.6	91.9	101	11371	58.0	25.9	107	15785	56.2	35.9	104	13206	50.3	30.1	93
10:00 AM - 3:00 PM	30659	28371	38.4	92.5	101	8069	41.2	26.3	109	10975	39.1	35.8	103	9327	35.5	30.4	94
3:00 PM - 7:00 PM	31045	28595	38.7	92.1	101	8298	42.3	26.7	110	11669	41.5	37.6	108	8629	32.9	27.8	86
7:00 PM - MIDNIGHT	15767	14381	19.4	91.2	100	4073	20.8	25.8	107	5633	20.0	35.7	103	4675	17.8	29.7	91
MIDNIGHT - 6:00 AM	9120	8407	11.4	92.2	101	2249	11.5	24.7	102	3427	12.2	37.6	108	2732	10.4	30.0	92
6:00 AM - MIDNIGHT	58527	53770	72.7	91.9	101	15228	77.7	26.0	108	20790	74.0	35.5	102	17752	67.6	30.3	94
ENTIRE DAY	59311	54483	73.7	91.9	101	15418	78.7	26.0	107	21116	75.2	35.6	103	17950	68.3	30.3	93
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	15189	20.5	93.9	103	4523	23.1	28.0	116	5800	20.6	35.9	103	4867	18.5	30.1	93
ALL NEWS	2256	1995	2.7	88.4	97	433	2.2	19.2	79	743	2.6	32.9	95	820	3.1	36.3	112
AOR/PROGRESSIVE	3874	3640	4.9	94.0	103	947	4.8	24.4	101	1424	5.1	36.8	106	1269	4.8	32.8	101
BEAUTIFUL MUSIC	5660	5258	7.1	92.9	102	1420	7.2	25.1	104	2015	7.2	35.6	103	1823	6.9	32.2	99
BLACK	2204	1919	2.6	87.1	95	452	2.3	20.5	85	800	2.8	36.3	105	667	2.5	30.3	93
CLASSICAL	1418	1296	1.8	91.4	100	*298	1.5	21.0	87	476	1.7	33.6	97	523	2.0	36.9	114
CHR/ROCK	9538	8762	11.8	91.9	101	2841	14.5	29.8	123	3463	12.3	36.3	105	2458	9.4	25.8	79
COUNTRY	12648	11764	15.9	93.0	102	3576	18.2	28.3	117	4687	16.7	37.1	107	3500	13.3	27.7	85
GOLDEN OLDIES	1191	1032	1.4	86.6	95	*237	1.2	19.9	82	354	1.3	29.7	86	441	1.7	37.0	114
MOR/ROMANTIC	4757	4471	6.0	94.0	103	1152	5.9	24.2	100	1653	5.9	34.7	100	1666	6.3	35.0	108
NEWS/TALK	3863	3502	4.7	90.7	99	903	4.6	23.4	97	1182	4.2	30.6	88	1418	5.4	36.7	113
RELIGIOUS	3084	2744	3.7	89.0	97	675	3.4	21.9	90	968	3.4	31.4	90	1101	4.2	35.7	110
SOFT ROCK	521	469	0.6	90.0	99	**128	0.7	24.6	102	*168	0.6	32.2	93	*173	0.7	33.2	102
URBAN CONTEMPORARY	1585	1380	1.9	87.1	95	296	1.5	18.7	77	557	2.0	35.1	101	527	2.0	33.2	103
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2955	4.0	90.6	99	982	5.0	30.1	124	992	3.5	30.4	88	981	3.7	30.1	93
ABC DIRECTION	2316	2187	3.0	94.4	103	573	2.9	24.7	102	826	2.9	35.7	103	788	3.0	34.0	105
ABC ENTERTAINMENT	4834	4488	6.1	92.8	102	1252	6.4	25.9	107	1727	6.1	35.7	103	1509	5.7	31.2	96
ABC FM	2202	1985	2.7	90.1	99	622	3.2	28.2	117	814	2.9	37.0	107	549	2.1	24.9	77
ABC INFORMATION	5425	5076	6.9	93.6	102	1290	6.6	23.8	98	1845	6.6	34.0	98	1941	7.4	35.8	110
ABC ROCK	1677	1573	2.1	93.8	103	496	2.5	29.6	122	707	2.5	42.2	122	370	1.4	22.1	68
CBS	4430	4064	5.5	91.7	100	1013	5.2	22.9	94	1548	5.5	34.9	101	1503	5.7	33.9	105
MUTUAL	4992	4696	6.3	94.1	103	1286	6.6	25.8	106	1735	6.2	34.8	100	1676	6.4	33.6	104
NBC	4679	4362	5.9	93.2	102	1400	7.1	29.9	124	1732	6.2	37.0	107	1230	4.7	26.3	81
RADIORADIO	1994	1786	2.4	89.6	98	515	2.6	25.8	107	778	2.8	39.0	112	493	1.9	24.7	76
RKO ONE	2298	2087	2.8	90.8	99	574	2.9	25.0	103	877	3.1	38.2	110	636	2.4	27.7	85
RKO TWO	3311	2994	4.0	90.4	99	974	5.0	29.4	122	1068	3.8	32.3	93	952	3.6	28.8	89
THE SOURCE	2114	1979	2.7	93.6	103	496	2.5	23.5	97	845	3.0	40.0	115	639	2.4	30.2	93
NON-WIRED: BLAIR	8654	8045	10.9	93.0	102	2328	11.9	26.9	111	3216	11.4	37.2	107	2500	9.5	28.9	89
INTERNET	12025	11158	15.1	92.8	102	3185	16.2	26.5	109	4300	15.3	35.8	103	3674	14.0	30.6	94
KATZ RADIO GROUP	15359	14179	19.2	92.3	101	3751	19.1	24.4	101	5550	19.8	36.1	104	4878	18.6	31.8	98
SUPERNET	10628	9905	13.4	93.2	102	2847	14.5	26.8	111	3950	14.1	37.2	107	3108	11.8	29.2	90
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	7799	10.5	90.1	99	1763	9.0	20.4	84	2854	10.2	33.0	95	3182	12.1	36.7	113
WKDAY 9:00 AM - 1:00 PM	12163	10980	14.8	90.3	99	2799	14.3	23.0	95	4105	14.6	33.7	97	4076	15.5	33.5	103
WKDAY 1:00 PM - 4:30 PM	16150	14654	19.8	90.7	99	3704	18.9	22.9	95	5527	19.7	34.2	99	5424	20.6	33.6	104
WKDAY 4:30 PM - 7:30 PM	22463	20355	27.5	90.6	99	4713	24.0	21.0	87	7608	27.1	33.9	98	8034	30.6	35.8	110
WKDAY 7:30 PM - 8:00 PM	31795	28956	39.1	91.1	100	6700	34.2	21.1	87	11075	39.4	34.8	100	11181	42.6	35.2	108
WKDAY 11:00 PM - 11:30 PM	23977	22072	29.8	92.1	101	5818	29.7	24.3	100	8606	30.6	35.9	103	7648	29.1	31.9	98
WKDAY 11:30 PM - 1:00 AM	7703	7100	9.6	92.2	101	1986	10.1	25.8	107	2790	9.9	36.2	104	2324	8.8	30.2	93
M-SAT 8-11 PM-SUN 7-11 PM	33800	30974	41.9	91.6	100	7949	40.6	23.5	97	11940	42.5	35.3	102	11085	42.2	32.8	101
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5964	8.1	91.2	100	1638	8.4	25.1	104	2228	7.9	34.1	98	2098	8.0	32.1	99
ANOTHER WORLD	N 4620	4194	5.7	90.8	99	870	4.4	18.8	78	1643	5.8	35.6	103	1681	6.4	36.4	112
AS THE WORLD TURNS	C 5614	5037	6.8	89.7	98	1325	6.8	23.6	98	1730	6.2	30.8	89	1981	7.5	35.3	109
CAPITOL	C 3396	3017	4.1	88.8	97	837	4.3	24.6	102	1039	3.7	30.6	88	1140	4.3	33.6	103
CBS MORN. NEWS 1	C 1446	1236	1.7	85.5	94	272	1.4	18.8	78	402	1.4	27.8	80	562	2.1	38.9	120
CBS MORN. NEWS 2	C 1207	1036	1.4	85.8	94	149	0.8	12.3	51	411	1.5	34.1	98	476	1.8	39.4	122
DAYS OF OUR LIVES	N 5877	5358	7.2	91.2	100	1321	6.7	22.5	93	1923	6.8	32.7	94	2114	8.0	36.0	111
FACTS OF LIFE - DAYTIME	N 2290	2025	2.7	88.4	97	482	2.5	21.0	87	796	2.8	34.8	100	747	2.8	32.6	101
FAMILY FEUD	A 3023	2747	3.7	90.9	99	552	2.8	18.3	75	1171	4.2	38.7	112	1023	3.9	33.8	104
GENERAL HOSPITAL	A 6097	5560	7.5	91.2	100	1447	7.4	23.7	98	2194	7.8	36.0	104	1920	7.3	31.5	97
GOOD MORNING, AMERICA-730	A 3515	3277	4.4	93.2	102	745	3.8	21.2	88	1294	4.6	36.8	106	1237	4.7	35.2	109
GOOD MORNING, AMERICA-830	A 2818	2681	3.6	95.1	104	697	3.6	24.7	102	962	3.4	34.1	98	1022	3.9	36.3	112
GUIDING LIGHT	C 5339	4827	6.5	90.4	99	1322	6.7	24.8	102	1620	5.8	30.3	87	1885	7.2	35.3	109
ONE LIFE TO LIVE	A 4678	4071	5.5	90.													

	TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	73964	100.0	91.3	100	19601	100.0	24.2	100	28095	100.0	34.7	100	26267	100.0	32.4	100
WKDAY LOCAL EVENING TV NEWS	26063	23621	31.9	90.6	99	5264	26.9	20.2	83	8618	30.7	33.1	95	9738	37.1	37.4	115
NETWORK AFFILIATES - EARLY	20261	18657	25.2	92.1	101	4820	24.6	23.8	98	7207	25.7	35.6	103	6630	25.2	32.7	101
NETWORK AFFILIATES - LATE	2076	1853	2.5	89.3	98	414	2.1	19.9	82	710	2.5	34.2	99	728	2.8	35.1	108
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 10453	9749	13.2	93.3	102	2754	14.1	26.3	109	3715	13.2	35.5	102	3280	12.5	31.4	97
ABC MONDAY NIGHT MOVIE	A 6412	5996	8.1	93.5	102	1486	7.6	23.2	96	2501	8.9	39.0	112	2009	7.6	31.3	97
ABC SUNDAY NIGHT MOVIE	A 12407	11429	15.5	92.1	101	2917	14.9	23.5	97	4336	15.4	34.9	101	4176	15.9	33.7	102
ABC WORLD NEWS TONIGHT	A 6176	5615	7.6	90.9	100	1396	7.1	22.6	93	2030	7.2	32.9	95	2189	8.3	35.4	104
AFTERMASH	C 5863	5354	7.2	91.3	100	1218	6.2	20.8	86	1994	7.1	34.0	98	2142	8.2	36.5	113
ALICE	C 9594	8844	12.0	92.2	101	2160	11.0	22.5	93	3166	11.3	33.0	95	3518	13.4	36.7	113
AMERICAN PARADE	C 6622	6032	8.2	91.1	100	1308	6.7	19.8	82	2266	8.1	34.2	99	2459	9.4	37.1	114
BENSON	A 10886	9887	13.4	90.8	99	2127	10.9	19.5	81	3600	12.8	33.1	95	4159	15.8	38.2	118
BLUE THUNDER	A 5036	4620	6.2	91.7	100	1234	6.3	24.5	101	1882	6.7	37.4	108	1504	5.7	29.9	92
CAGNEY & LACEY	C 9965	9194	12.4	92.3	101	2381	12.1	23.9	99	3432	12.2	34.4	99	3381	12.9	33.9	105
CBS EVENING NEWS-DEAN	C 3491	3171	4.3	90.8	99	680	3.5	19.5	80	1047	3.7	30.0	86	1444	5.5	41.4	128
CBS EVENING NEWS-RATHER	C 7123	6502	8.8	91.3	100	1335	6.8	18.7	77	2325	8.3	32.6	94	2842	10.8	39.9	123
CBS SAT. NEWS-SCHIEFFER	C 3621	3253	4.4	89.8	98	585	3.0	16.2	67	1186	4.2	32.8	94	1482	5.6	40.9	126
CBS SATURDAY NIGHT MOVIE	C 5436	4936	6.7	90.8	99	1412	7.2	26.0	107	1893	6.7	34.8	100	1632	6.2	30.0	93
CBS WEDNESDAY NIGHT MOVIE	C 6100	5533	7.5	90.7	99	1418	7.2	23.2	96	2099	7.5	34.4	99	2016	7.7	33.0	102
CHEERS	N 8889	8191	11.1	92.1	101	2429	12.4	27.3	113	3197	11.4	36.0	104	2565	9.8	28.9	89
DALLAS	C 22109	20491	27.7	92.7	101	5037	25.7	22.8	94	7353	26.2	33.3	96	8102	30.8	36.6	113
DIFF'RENT STROKES	N 6940	6184	8.4	89.1	98	1584	8.1	22.8	94	2329	8.3	33.6	97	2271	8.6	32.7	101
DOUBLE TROUBLE	N 7223	6669	9.0	92.3	101	1906	9.7	26.4	109	2545	9.1	35.2	102	2218	8.4	30.7	95
DUCK FACTORY	N 5595	5177	7.0	92.5	101	1436	7.3	25.7	106	2049	7.3	36.6	106	1692	6.4	30.2	93
DUKES OF HAZZARD	C 5768	5340	7.2	92.6	101	1317	6.7	22.8	94	2205	7.8	38.2	110	1817	6.9	31.5	97
DYNASTY	A 20053	18214	24.6	90.8	99	4759	24.3	23.7	98	6788	24.2	33.9	98	6667	25.4	33.2	103
FACTS OF LIFE	N 8087	7315	9.9	90.5	99	1938	9.9	24.0	99	2985	10.6	36.9	106	2392	9.1	29.6	91
FALCON CREST	C 20046	18602	25.2	92.8	102	4672	23.8	23.3	96	6776	24.1	33.8	97	7154	27.2	35.7	110
FALL GUY	A 9084	8359	11.3	92.0	101	2088	10.7	23.0	95	3234	11.5	35.6	103	3037	11.6	33.4	103
FAMILY TIES	N 7964	7216	9.8	90.6	99	2118	10.8	26.6	110	2865	10.2	36.0	104	2233	8.5	28.0	86
FANTASY ISLAND	A 7687	6986	9.4	90.9	100	1783	9.1	23.2	96	2433	8.7	31.7	91	2769	10.5	36.0	111
FOULUPS, BLEEPES & BLUNDERS	C 8861	8020	10.8	90.5	99	2109	10.8	23.8	98	3023	10.8	34.1	98	2888	11.0	32.6	100
FOUR SEASONS	A 5095	4706	6.4	92.4	101	1135	5.8	22.3	92	1720	6.1	33.8	97	1851	7.0	36.3	112
GIMME A BREAK	N 8838	7929	10.7	89.7	98	2035	10.4	23.0	95	3068	10.9	34.7	100	2826	10.8	32.0	99
HART TO HART	A 8978	8192	11.1	91.2	100	2016	10.3	22.5	93	3221	11.5	35.9	103	2954	11.2	32.9	101
HILL STREET BLUES	N 8590	7894	10.7	91.9	101	2304	11.8	26.8	111	3229	11.5	37.6	108	2362	9.0	27.5	85
HOTEL	A 14085	12985	17.6	92.2	101	3557	18.1	25.3	104	4767	17.0	33.8	98	4661	17.7	33.1	102
JEFFERSONS	C 9360	8584	11.6	91.7	100	2043	10.4	21.8	90	3038	10.8	32.5	94	3503	13.3	37.4	115
JENNIFER SLEPT HERE	N 5841	5241	7.1	89.7	98	1504	7.7	25.7	106	1994	7.1	34.1	98	1744	6.6	29.9	92
KATE & ALLIE	C 9206	8249	11.2	89.6	98	2055	10.5	22.3	92	3319	11.8	36.1	104	2874	10.9	31.2	96
KNIGHT RIDER	N 7076	6515	8.8	92.1	101	1643	8.4	23.2	96	2781	9.9	39.3	113	2092	8.0	29.6	91
LOVE BOAT	A 12219	11126	15.0	91.1	100	2670	13.6	21.9	90	3868	13.8	31.7	91	4588	17.5	37.5	116
MAGNUM PI	C 11199	10407	14.1	92.9	102	2641	13.5	23.6	97	3868	13.8	34.5	100	3897	14.8	34.8	107
MAMA'S FAMILY	N 6057	5518	7.5	91.1	100	1326	6.8	21.9	90	2067	7.4	34.1	98	2124	8.1	35.1	108
MASTER, THE	N 3598	3258	4.4	90.6	99	1007	5.1	28.0	116	1192	4.2	33.1	95	1058	4.0	29.4	91
MATT HOUSTON	A 6344	5923	8.0	93.4	102	1390	7.1	21.9	91	2535	9.0	40.0	115	1998	7.6	31.5	97
NBC MONDAY NIGHT MOVIE	N 11994	11006	14.9	91.8	100	3200	16.3	26.7	110	4370	15.6	36.4	105	3436	13.1	28.6	88
NBC NIGHTLY NEWS	N 5132	4699	6.4	91.6	100	953	4.9	18.6	77	1903	6.8	37.1	107	1844	7.0	35.9	111
NBC NIGHTLY NEWS-SAT	N 3375	2999	4.1	88.9	97	656	3.3	19.4	80	1011	3.6	30.0	86	1331	5.1	39.4	122
NBC NIGHTLY NEWS-SUN	N 3130	2723	3.7	87.0	95	541	2.8	17.3	71	993	3.5	31.7	91	1189	4.5	38.0	117
NBC SUNDAY NIGHT MOVIE	N 8284	7606	10.3	91.8	101	2066	10.5	24.9	103	3185	11.3	38.4	111	2354	9.0	28.4	88
NEWMART	C 9240	8325	11.3	90.1	99	2213	11.3	24.0	99	3234	11.5	35.0	101	2877	11.0	31.1	96
ONE DAY AT A TIME	C 7288	6741	9.1	92.5	101	1944	9.9	26.7	110	2423	8.6	33.2	96	2374	9.0	32.6	100
PEOPLE ARE FUNNY	N 4855	4369	5.9	90.0	99	1032	5.3	21.3	88	1670	5.9	34.4	99	1666	6.3	34.3	106
REAL PEOPLE	N 8869	8059	10.9	90.9	99	2061	10.5	23.2	96	3134	11.2	35.3	102	2864	10.9	32.3	100
REMINGTON STEELE	N 7743	7135	9.6	92.1	101	1878	9.6	24.3	100	2747	9.8	35.5	102	2510	9.6	32.4	100
RIPLY'S BELIEVE IT - NOT	A 5345	4902	6.6	91.7	100	1371	7.0	25.7	106	2002	7.1	37.5	108	1529	5.8	28.6	88
RIPTIDE	N 6988	6506	8.8	93.1	102	1684	8.6	24.1	100	2614	9.3	37.4	108	2208	8.4	31.6	97
SCARECROW & MRS. KING	C 10002	9110	12.3	91.1	100	2006	10.2	20.1	83	3302	11.8	33.0	95	3802	14.5	38.0	117
SIMON & SIMON	C 10638	9965	13.5	93.7	103	2518	12.8	23.7	98	3604	12.8	33.9	98	3843	14.6	36.1	111
60 MINUTES	C 13293	12047	16.3	90.6	99	2545	13.0	19.1	79	4448	15.8	33.5	96	5054	19.2	38.0	117
ST. ELSEWHERE	N 7017	6453	8.7	92.0	101	1940	9.9	27.6	114	2512	8.9	35.8	103	2001	7.6	28.5	88
THREE'S COMPANY	A 10917	9974	13.5	91.4	100	2773	14.1	25.4	105	3894	13.9	35.7	103	3307	12.6	30.3	93
T.J. HOOKER	A 9204	8402	11.4	91.3	100	1842	9.4										

**SOAPS & DETERGENTS FOR REGULAR LAUNDRY: TYPES
(FEMALE HOMEOWNERS)**

	TOTAL U.S. '000	LIQUID				POWDER				FLAKES							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	31053	100.0	38.3	100	64905	100.0	80.1	100	1458	100.0	1.8	100				
18 - 24	9282	3207	10.3	34.6	90	7514	11.6	81.0	101	**186	12.8	2.0	111				
25 - 34	19072	7504	24.2	39.3	103	15433	23.8	80.9	101	*321	22.0	1.7	93				
35 - 44	14591	5543	17.9	38.0	99	11553	17.8	79.2	99	*287	19.7	2.0	109				
45 - 54	11345	4265	13.7	37.6	98	9087	14.0	80.1	100	**213	14.6	1.9	104				
55 - 64	11635	4819	15.5	41.4	108	9395	14.5	80.7	101	*150	10.3	1.3	72				
65 OR OLDER	15061	5715	18.4	37.9	99	11923	18.4	79.2	99	*301	20.6	2.0	111				
18 - 34	28354	10711	34.5	37.8	99	22947	35.4	80.9	101	*507	34.8	1.8	99				
18 - 49	48339	18100	58.3	37.4	98	39011	60.1	80.7	101	869	59.6	1.8	100				
25 - 54	45008	17312	55.7	38.5	100	36073	55.6	80.1	100	821	56.3	1.8	101				
35 - 49	19985	7389	23.8	37.0	96	16063	24.7	80.4	100	*362	24.8	1.8	101				
50 OR OLDER	32647	12953	41.7	39.7	103	25895	39.9	79.3	99	590	40.5	1.8	100				
GRADUATED COLLEGE	11155	4819	15.5	43.2	113	8670	13.4	77.7	97	**215	14.7	1.9	107				
ATTENDED COLLEGE	13682	5769	18.6	42.2	110	11004	17.0	80.4	100	*135	9.3	1.0	55				
GRADUATED HIGH SCHOOL	33880	13207	42.5	39.0	102	27503	42.4	81.2	101	813	55.8	2.4	133				
DID NOT GRADUATE HIGH SCHOOL	22270	7258	23.4	32.6	85	17730	27.3	79.6	99	*297	20.4	1.3	74				
EMPLOYED	40306	15796	50.9	39.2	102	32124	49.5	79.7	99	711	48.8	1.8	98				
EMPLOYED FULL-TIME	32850	12829	41.3	39.1	102	25950	40.0	79.0	99	644	44.2	2.0	109				
EMPLOYED PART-TIME	7456	2967	9.6	39.8	104	6175	9.5	82.8	103	*667	4.6	0.9	50				
NOT EMPLOYED	40680	15257	49.1	37.5	98	32781	50.5	80.6	101	748	51.3	1.8	102				
PROFESSIONAL/MANAGER	10392	4485	14.4	43.2	113	8112	12.5	78.1	97	**248	17.0	2.4	133				
TECH/CLERICAL/SALES	17574	7149	23.0	40.7	106	14087	21.7	80.2	100	*301	20.6	1.7	95				
PRECISION/CRAFT	985	*393	1.3	39.9	104	764	1.2	77.6	97	**12	0.8	1.2	68				
OTHER EMPLOYED	11354	3770	12.1	33.2	87	9161	14.1	80.7	101	**149	10.2	1.3	73				
SINGLE	9863	3692	11.9	37.4	98	7501	11.6	76.1	95	**132	9.1	1.3	74				
MARRIED	51375	20016	64.5	39.0	102	42049	64.8	81.8	102	1028	70.5	2.0	111				
DIVORCED/SEPARATED/WIDOWED	19748	7345	23.7	37.2	97	15355	23.7	77.8	97	*299	20.5	1.5	84				
PARENTS	32590	11951	38.5	36.7	96	26493	40.8	81.3	101	617	42.3	1.9	105				
WHITE	70416	27832	89.6	39.5	103	56502	87.1	80.2	100	1273	87.3	1.8	100				
BLACK	8778	2665	8.6	30.4	79	7171	11.0	81.7	102	*185	12.7	2.1	117				
OTHER	1791	*556	1.8	31.0	81	1233	1.9	68.8	86	**0	0.0	0.0	0				
NORTHEAST-CENSUS	17786	9428	30.4	53.0	138	13377	20.6	75.2	94	*357	24.5	2.0	111				
NORTH CENTRAL	20741	8875	28.6	42.8	112	16222	25.0	78.2	98	*379	26.0	1.8	101				
SOUTH	27775	8135	26.2	29.3	76	23537	36.3	84.7	106	*531	36.4	1.9	106				
WEST	14683	4615	14.9	31.4	82	11770	18.1	80.2	100	**191	13.1	1.3	72				
NORTHEAST-MKTG.	17961	9236	29.7	51.4	134	13427	20.7	74.8	93	*334	22.9	1.9	103				
EAST CENTRAL	11885	5059	16.3	42.6	111	9359	14.4	78.7	98	*233	16.0	2.0	109				
WEST CENTRAL	14090	5823	18.8	41.3	108	11229	17.3	79.7	99	**252	17.3	1.8	99				
SOUTH	24081	6945	22.4	28.8	75	20575	31.7	85.4	107	*470	32.2	2.0	108				
PACIFIC	12969	3990	12.8	30.8	80	10316	15.9	79.5	99	**171	11.7	1.3	73				
COUNTY SIZE A	32439	13078	42.1	40.3	105	24817	38.2	76.5	95	719	49.3	2.2	123				
COUNTY SIZE B	24915	9994	32.2	40.1	105	20239	31.2	81.2	101	*402	27.6	1.6	90				
COUNTY SIZE C	12930	4385	14.1	33.9	88	10912	16.8	84.4	105	**223	15.3	1.7	96				
COUNTY SIZE D	10703	3596	11.6	33.6	88	8939	13.8	83.5	104	**116	8.0	1.1	60				
METRO CENTRAL CITY	24518	9086	29.3	37.1	97	19408	29.9	79.2	99	*444	30.5	1.8	101				
METRO SUBURBAN	35919	14849	47.8	41.3	108	28569	44.0	79.5	99	703	48.2	2.0	109				
NON METRO	20549	7118	22.9	34.6	90	16928	26.1	82.4	103	*311	21.3	1.5	84				
TOP 5 ADI'S	18341	8086	26.0	44.1	115	13490	20.8	73.6	92	*431	29.6	2.3	131				
TOP 10 ADI'S	25378	10385	33.4	40.9	107	19099	29.4	75.3	94	546	37.4	2.2	120				
TOP 20 ADI'S	36488	14698	47.3	40.3	105	28020	43.2	76.8	96	806	55.3	2.2	123				
HSGLD INC. \$50,000 OR MORE	6612	2845	9.2	43.0	112	5200	8.0	78.6	98	**149	10.2	2.3	125				
\$40,000 OR MORE	12659	5506	17.7	43.5	113	9997	15.4	79.0	99	**243	16.7	1.9	107				
\$30,000 OR MORE	24698	10234	33.0	41.4	108	19685	30.3	79.7	99	*519	35.6	2.1	117				
\$25,000 OR MORE	32077	13399	43.1	41.8	109	25663	39.5	80.0	100	645	44.2	2.0	112				
\$20,000 - \$24,999	9144	4014	12.9	43.9	114	7122	11.0	77.9	97	**143	9.8	1.6	87				
\$15,000 - \$19,999	8728	2999	9.7	34.4	90	7066	10.9	81.0	101	**98	6.7	1.1	62				
\$10,000 - \$14,999	12562	4802	15.5	38.2	100	10296	15.9	82.0	102	**200	13.7	1.6	88				
UNDER \$10,000	18475	5840	18.8	31.6	82	14760	22.7	79.9	100	*373	25.6	2.0	112				
HOUSEHOLD OF 1 PERSON	11987	4583	14.8	38.2	100	8945	13.8	74.6	93	*159	10.9	1.3	74				
2 PEOPLE	26577	10373	33.4	39.0	102	21505	33.1	80.9	101	537	36.8	2.0	112				
3 OR 4 PEOPLE	30617	11888	38.3	38.8	101	24719	38.1	80.7	101	*472	32.4	1.5	86				
5 OR MORE PEOPLE	11804	4209	13.6	35.7	93	9737	15.0	82.5	103	**290	19.9	2.5	136				
NO CHILD IN HSGLD	46165	18205	58.6	39.4	103	36615	56.4	79.3	99	813	55.8	1.8	98				
CHILD(REN) UNDER 2 YRS.	5325	1953	6.3	36.7	96	4462	6.9	83.8	105	**192	13.2	3.6	200				
2 - 5 YEARS	14221	5235	16.9	36.8	96	11816	18.2	83.1	104	**291	20.0	2.0	114				
6 - 11 YEARS	15117	5633	18.1	37.3	97	12283	18.9	81.3	101	*265	18.2	1.8	97				
12 - 17 YEARS	16611	6046	19.5	36.4	95	13464	20.7	81.1	101	**225	15.4	1.4	75				
RESIDENCE OWNED	55884	22169	71.4	39.7	103	45176	69.6	80.8	101	1043	71.5	1.9	104				
VALUE: \$50,000 OR MORE	31744	12855	41.4	40.5	106	25125	38.7	79.1	99	*658	45.1	2.1	115				
VALUE: UNDER \$50,000	24140	9314	30.0	38.6	101	20051	30.9	83.1	104	*385	26.4	1.6	89				

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	TOTAL U.S. '000	LIQUID				POWDER				FLAKES				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	31053	100.0	38.3	100	64905	100.0	80.1	100	1458	100.0	1.8	100				
ATLANTIC MONTHLY	415	*164	0.5	39.5	103	293	0.5	70.6	88	**12	0.8	2.9	161				
BARRON'S	453	*256	0.8	56.5	147	327	0.5	72.2	90	**24	1.6	5.3	294				
BETTER HOMES & GARDENS	16256	7000	22.5	43.1	112	13114	20.2	80.7	101	438	30.0	2.7	150				
BON APPETIT	2535	1151	3.7	45.4	118	2021	3.1	79.7	99	**86	5.9	3.4	188				
BUSINESS WEEK	1278	554	1.8	43.3	113	966	1.5	75.6	94	**15	1.0	1.2	65				
CAR AND DRIVER	378	**144	0.5	38.1	99	290	0.4	76.7	96	**7	0.5	1.9	103				
CBS MAGAZINE NETWORK (GROSS)	1498	465	1.5	31.0	81	1326	2.0	88.5	110	**18	1.2	1.2	67				
CHANGING TIMES	1505	593	1.9	39.4	103	1137	1.8	75.5	94	**48	3.3	3.2	177				
COLONIAL HOMES	1231	439	1.4	35.7	93	1016	1.6	82.5	103	**9	0.6	0.7	41				
CONDE NAST MAG. PKG. (GROSS)	14146	6282	20.2	44.4	116	11399	17.6	80.6	101	369	25.3	2.6	145				
CONSUMERS DIGEST	1323	499	1.6	37.7	98	1070	1.6	80.9	101	**14	1.0	1.1	59				
COSMOPOLITAN	7102	3001	9.7	42.3	110	5750	8.9	81.0	101	**146	10.0	2.1	114				
COUNTRY LIVING	2481	992	3.2	40.0	104	2068	3.2	83.4	104	**57	3.9	2.3	128				
CUISINE	1472	656	2.1	44.6	116	1181	1.8	80.2	100	**73	5.0	5.0	275				
CYCLE WORLD	425	*167	0.5	39.3	102	407	0.6	95.8	119	**0	0.0	0.0	0				
DCI:CREATIVE IDEAS FOR LIV	2510	856	2.8	34.1	89	2123	3.3	84.6	106	**49	3.4	2.0	108				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2156	6.9	32.2	84	5751	8.9	85.9	107	**110	7.5	1.6	91				
DISCOVER	894	360	1.2	40.3	105	691	1.1	77.3	96	**31	2.1	3.5	193				
EBONY	3507	1220	3.9	34.8	91	2853	4.4	81.4	102	**93	6.4	2.7	147				
ESQUIRE	1083	428	1.4	39.5	103	875	1.3	80.8	101	**59	4.0	5.4	303				
ESSENCE	1830	634	2.0	34.6	90	1591	2.5	86.9	108	**39	2.7	2.1	118				
FAMILY CIRCLE	15930	6895	22.2	43.3	113	12761	19.7	80.1	100	387	26.5	2.4	135				
THE FAMILY HANDYMAN	1126	523	1.7	46.4	121	943	1.5	83.7	104	**10	0.7	0.9	49				
FAMILY WEEKLY	11468	4394	14.2	38.3	100	9560	14.7	83.4	104	**245	16.8	2.1	119				
FIELD & STREAM	2234	876	2.8	39.2	102	1859	2.9	83.2	104	**25	1.7	1.1	62				
FOOD & WINE	579	193	0.6	33.3	87	499	0.8	86.2	108	**12	0.8	2.1	115				
FORBES	728	381	1.2	52.3	136	532	0.8	73.1	91	**24	1.6	3.3	183				
FORTUNE	906	419	1.3	46.2	121	698	1.1	77.0	96	**24	1.6	2.6	147				
GENTLEMEN'S QUARTERLY	791	306	1.0	38.7	101	643	1.0	81.3	101	**51	3.5	6.4	358				
GLAMOUR	5265	2495	8.0	47.4	124	4375	6.7	83.1	104	**166	11.4	3.2	175				
GOLF DIGEST	636	297	1.0	46.7	122	515	0.8	81.0	101	**16	1.1	2.5	140				
GOLF DIGEST/TENNIS (GROSS)	1186	465	1.5	39.2	102	977	1.5	82.4	103	**25	1.7	2.1	117				
GOLF MAGAZINE	441	*175	0.6	39.7	103	354	0.5	80.3	100	**16	1.1	3.6	202				
GOLF MAGAZINE/SKI (GROSS)	922	333	1.1	36.1	94	747	1.2	81.0	101	**16	1.1	1.7	96				
GOOD HOUSEKEEPING	16487	7049	22.7	42.8	112	13316	20.5	80.8	101	**264	18.1	1.6	89				
HARPER'S BAZAAR	2423	981	3.2	40.5	106	1886	2.9	77.8	97	**41	2.8	1.7	94				
HEALTH	1994	787	2.5	39.5	103	1686	2.6	84.6	106	**27	1.9	1.4	75				
HEARST MAG CORP. BUY (GROSS)	44101	18557	59.8	42.1	110	35736	55.1	81.0	101	847	58.1	1.9	107				
HEARST MAN POWER (GROSS)	1993	685	2.2	34.4	90	1720	2.7	86.3	108	**31	2.1	1.6	86				
HEARST WOMAN POWER (GROSS)	31274	13502	43.5	42.3	113	25214	38.8	80.6	101	608	41.7	1.9	108				
HOUSE BEAUTIFUL	3623	1464	4.7	40.4	105	2976	4.6	82.1	102	**73	5.0	2.0	112				
INC.	283	*138	0.4	48.8	127	*219	0.3	77.4	97	**0	0.0	0.0	0				
JET	2928	1012	3.3	34.6	90	2472	3.8	84.4	105	**95	6.5	3.2	180				
LADIES' HOME JOURNAL	11918	4921	15.8	41.3	108	9586	14.8	80.4	100	*241	16.5	2.0	112				
LHJ FAMILY GRP COMBO(GROSS)	16764	6976	22.5	41.6	109	13562	20.9	80.9	101	302	20.7	1.8	100				
LIFE	4254	1884	6.1	44.3	116	3374	5.2	79.3	99	**97	6.7	2.3	127				
L.A. TIMES HOME MAGAZINE	1145	447	1.4	39.0	102	812	1.3	70.9	88	**56	3.8	4.9	272				
MADEMOISELLE	2884	1255	4.0	43.5	113	2263	3.5	78.5	98	**76	5.2	2.6	146				
MC CALL'S	13460	5670	18.3	42.1	110	11000	16.9	81.7	102	*247	16.9	1.8	102				
MC CALL'S/WRK MOTHER (GROSS)	14606	6206	20.0	42.5	111	11938	18.4	81.7	102	*290	19.9	2.0	110				
MECHANIX ILLUSTRATED	772	297	1.0	38.5	100	629	1.0	81.5	102	**21	1.4	2.7	151				
METROPOLITAN HOME	967	410	1.3	42.4	111	820	1.3	84.8	106	**17	1.2	1.8	98				
MONEY	1588	650	2.1	40.9	107	1254	1.9	79.0	99	**16	1.1	1.0	56				
MOTHER EARTH NEWS	1002	444	1.4	44.3	116	810	1.2	80.8	101	**18	1.2	1.8	100				
MS.	825	336	1.1	40.7	106	697	1.1	84.5	105	**7	0.5	0.8	47				
NATIONAL ENQUIRER	10336	3776	12.2	36.5	95	8583	13.2	83.0	104	332	22.8	3.2	178				
NATIONAL GEOGRAPHIC	9597	3885	12.5	40.5	106	7657	11.8	79.8	100	*182	12.5	1.9	105				
NATIONAL SUNDAY MAGAZINE PKG	49558	20612	66.4	41.6	108	39742	61.2	80.2	100	1007	69.1	2.0	113				
NATURAL HISTORY	573	*216	0.7	37.7	98	471	0.7	82.2	103	**22	1.5	3.8	213				
NEW WOMAN	1699	784	2.5	46.1	120	1324	2.0	77.9	97	**51	3.5	3.0	167				
NEW YORK INCLUDING CUE	443	202	0.7	45.6	119	333	0.5	75.2	94	**18	1.2	4.1	226				
THE NEW YORKER	1270	555	1.8	43.7	114	963	1.5	75.8	95	**56	3.8	4.4	245				
NEWSWEEK	6277	2581	8.3	41.1	107	4995	7.7	79.6	99	*206	14.1	3.3	182				
THE N.Y. TIMES DAILY EDITION	1205	643	2.1	53.4	139	933	1.4	77.4	97	**34	2.3	2.8	157				
THE N.Y. TIMES MAGAZINE	2081	1070	3.4	51.4	134	1564	2.4	75.2	94	**35	2.4	1.7	93				
OMNI	788	275	0.9	34.9	91	637	1.0	80.8	101	**29	2.0	3.7	204				
ON CABLE	1158	595	1.9	51.4	134	905	1.4	78.2	98	**14	1.0	1.2	67				
1001 HOME IDEAS	2852	1268	4.1	44.5	116	2290	3.5	80.3	100	**34	2.3	1.2	66				
ORGANIC GARDENING	1658	687	2.2	41.4	108	1371	2.1	82.7	103	**40	2.7	2.4	134				
OUTDOOR LIFE	896	320	1.0	35.7	93	757	1.2	84.5	105	**9	0.6	1.0	56				
PARADE MAGAZINE	24275	10370	33.4	42.7	111	19506	30.1	80.4	100	475	32.6	2.0	109				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	LIQUID				POWDER				FLAKES				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	31053	100.0	38.3	100	64905	100.0	80.1	100	1458	100.0	1.8	100				
PARENTS	3845	1621	5.2	42.2	110	3132	4.8	81.5	102	**54	3.7	1.4	78				
PENTHOUSE	831	*321	1.0	38.6	101	711	1.1	85.6	107	**11	0.8	1.3	74				
PEOPLE	11645	4772	15.4	41.0	107	9274	14.3	79.6	99	*210	14.4	1.8	100				
PLAYBOY	2006	794	2.6	39.6	103	1533	2.4	76.4	95	**46	3.2	2.3	127				
POPULAR HOT RODDING	297	**117	0.4	39.4	103	271	0.4	91.2	114	**7	0.5	2.4	131				
POPULAR MECHANICS	1018	*290	0.9	28.5	74	931	1.4	91.5	114	**7	0.5	0.7	38				
POPULAR SCIENCE	878	415	1.3	47.3	123	729	1.1	83.0	104	**8	0.5	0.9	51				
PREVENTION	3913	1722	5.5	44.0	115	3248	5.0	83.0	104	**107	7.3	2.7	152				
PSYCHOLOGY TODAY	1710	683	2.2	39.9	104	1437	2.2	84.0	105	**46	3.2	2.7	149				
READER'S DIGEST	22204	8942	28.8	40.3	105	18287	28.2	82.4	103	359	24.6	1.6	90				
REDBOOK	7684	3452	11.1	44.9	117	6148	9.5	80.0	100	*198	13.6	2.6	143				
ROAD & TRACK	410	**116	0.4	28.3	74	337	0.5	82.2	103	**5	0.3	1.2	68				
ROLLING STONE	969	513	1.7	52.9	138	790	1.2	81.5	102	**9	0.6	0.9	52				
RUNNER'S WORLD	298	**62	0.2	20.8	54	*257	0.4	86.2	108	**0	0.0	0.0	0				
SATURDAY EVENING POST	1169	592	1.9	50.6	132	976	1.5	83.5	104	**14	1.0	1.2	67				
SCIENCE 84	587	239	0.8	40.7	106	406	0.6	69.2	86	**9	0.6	1.5	85				
SCIENCE DIGEST	482	*178	0.6	36.9	96	382	0.6	79.3	99	**15	1.0	3.1	173				
SCIENTIFIC AMERICAN	594	259	0.8	43.6	114	360	0.6	60.6	76	**7	0.5	1.2	65				
SELF	2089	892	2.9	42.7	111	1674	2.6	80.1	100	**30	2.1	1.4	80				
SEVENTEEN	2411	938	3.0	38.9	101	1929	3.0	80.0	100	**50	3.4	2.1	115				
SKI	480	*157	0.5	32.7	85	392	0.6	81.7	102	**0	0.0	0.0	0				
SMITHSONIAN	2760	1039	3.3	37.6	98	2310	3.6	83.7	104	**90	6.2	3.3	181				
SOAP OPERA DIGEST	3013	1234	4.0	41.0	107	2438	3.8	80.9	101	**50	3.4	1.7	92				
SOUTHERN LIVING	4184	1300	4.2	31.1	81	3628	5.6	86.7	108	**61	4.2	1.5	81				
SPORT	559	*235	0.8	42.0	110	474	0.7	84.8	106	**19	1.3	3.4	189				
THE SPORTING NEWS	436	**189	0.6	43.3	113	394	0.6	90.4	113	**7	0.5	1.6	89				
SPORTS AFIELD	493	*217	0.7	44.0	115	408	0.6	82.8	103	**9	0.6	1.8	101				
SPORTS ILLUSTRATED	2758	1085	3.5	39.3	103	2184	3.4	79.2	99	**96	6.6	3.5	193				
STAR	7456	2992	9.6	40.1	105	6138	9.5	82.3	103	*177	12.1	2.4	132				
SUNDAY	24936	10633	34.2	42.6	111	19664	30.3	78.9	98	529	36.3	2.1	118				
SUNSET	2124	764	2.5	36.0	94	1705	2.6	80.3	100	**52	3.6	2.4	136				
TV GUIDE	21661	8565	27.6	39.5	103	17479	26.9	80.7	101	432	29.6	2.0	111				
TENNIS	550	*168	0.5	30.5	80	462	0.7	84.0	105	**9	0.6	1.6	91				
TIME	8880	3867	12.5	43.5	114	6901	10.6	77.7	97	*189	13.0	2.1	118				
TOWN & COUNTRY	917	431	1.4	47.0	123	738	1.1	80.5	100	**27	1.9	2.9	164				
TRAVEL & LEISURE	972	428	1.4	44.0	115	775	1.2	79.7	99	**11	0.8	1.1	63				
TRUE STORY	3356	1119	3.6	33.3	87	2842	4.4	84.7	106	**97	6.7	2.9	161				
U.S. NEWS & WORLD REPORT	3410	1194	3.8	35.0	91	2792	4.3	81.9	102	**81	5.6	2.4	132				
USA TODAY	1759	813	2.6	46.2	121	1402	2.2	79.7	99	**52	3.6	3.0	164				
US	1873	909	2.9	48.5	127	1485	2.3	79.3	99	**36	2.5	1.9	107				
VOGUE	3909	1640	5.3	42.0	109	3087	4.8	79.0	99	**97	6.7	2.5	138				
WALL STREET JOURNAL	1886	813	2.6	43.1	112	1525	2.3	80.9	101	**61	4.2	3.2	180				
WEIGHT WATCHERS	2120	1072	3.5	50.6	132	1661	2.6	78.3	98	**31	2.1	1.5	81				
WOMAN'S DAY	14172	6170	19.9	43.5	114	11450	17.6	80.8	101	297	20.4	2.1	116				
WORKING MOTHER	1146	536	1.7	46.8	122	938	1.4	81.8	102	**43	2.9	3.8	208				
WORKING WOMAN	1322	635	2.0	48.0	125	997	1.5	75.4	94	**22	1.5	1.7	92				
WORLD TENNIS	*163	**29	0.1	17.8	46	*149	0.2	91.4	114	**0	0.0	0.0	0				
ZIFF-DAVIS MAG MATHK (GROSS)	2532	1000	3.2	39.5	103	2102	3.2	83.0	104	**19	1.3	0.8	42				
BLAIR INSERTS	43657	18655	60.1	42.7	111	34692	53.5	79.5	99	885	60.7	2.0	113				
DAILY NEWSPAPERS																	
READ ANY	51633	21282	68.5	41.2	107	41410	63.8	80.2	100	1071	73.5	2.1	115				
READ ONE	43463	17554	56.5	40.4	105	34889	53.8	80.3	100	912	62.6	2.1	117				
READ TWO OR MORE	8170	3728	12.0	45.6	119	6522	10.0	79.8	100	*158	10.8	1.9	107				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	21788	70.2	41.4	108	42216	65.0	80.1	100	1061	72.8	2.0	112				
READ ONE	46126	18750	60.4	40.6	106	36869	56.8	79.9	100	862	59.1	1.9	104				
READ TWO OR MORE	6552	3038	9.8	46.4	121	5348	8.2	81.6	102	**198	13.6	3.0	168				
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	28.59				28.01				26.44							
30 DAY REACH	71455	27485	88.5	38.5	100	57304	88.3	80.2	100	1255	86.1	1.8	98				
50 SHMG - 30 DAY AV FREQ	14.56	15.05				14.84				14.15							
30 DAY REACH	67742	26137	84.2	38.6	101	54227	83.5	80.0	100	1188	81.5	1.8	97				
25 SHMG - 30 DAY AV FREQ	7.94	8.16				8.04				8.17							
30 DAY REACH	62117	24142	77.7	38.9	101	49987	77.0	80.5	100	1024	70.2	1.6	92				
CABLE TV: HOME WIRED	32077	12602	40.6	39.3	102	26171	40.3	81.6	102	*512	35.1	1.6	89				
HOME NOT WIRED	48909	18451	59.4	37.7	98	38735	59.7	79.2	99	946	64.9	1.9	107				
HAVE PAY CABLE	15935	6723	21.7	42.2	110	12995	20.0	81.6	102	**226	15.5	1.4	79				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAkers	80986	31053	100.0	38.3	100	64905	100.0	80.1	100	1458	100.0	1.8	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	17639	56.8	40.2	105	34965	53.9	79.6	99	752	51.6	1.7	95				
10:00 AM - 3:00 PM	30659	12368	39.8	40.3	105	24988	38.5	81.5	102	641	44.0	2.1	116				
3:00 PM - 7:00 PM	31045	12773	41.1	41.1	107	24672	38.0	79.5	99	552	37.9	1.8	99				
7:00 PM - MIDNIGHT	15767	6158	19.8	39.1	102	12499	19.3	79.3	99	284	19.5	1.8	100				
MIDNIGHT - 6:00 AM	9120	3426	11.0	37.6	98	7501	11.6	82.2	103	137	9.4	1.5	83				
6:00 AM - MIDNIGHT	58527	23284	75.0	39.8	104	46913	72.3	80.2	100	1117	76.6	1.9	106				
ENTIRE DAY	59311	23589	76.0	39.8	104	47573	73.3	80.2	100	1130	77.5	1.9	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6809	21.9	42.1	110	13157	20.3	81.4	102	235	16.1	1.5	81				
ALL NEWS	2256	981	3.2	43.5	113	1591	2.5	70.5	88	462	4.3	2.7	153				
AOR/PROGRESSIVE	3874	1643	5.3	42.4	111	3175	4.9	82.0	102	76	5.2	2.0	109				
BEAUTIFUL MUSIC	5660	2277	7.3	40.2	105	4530	7.0	80.0	100	108	7.4	1.9	106				
BLACK	2204	676	2.2	30.7	80	1779	2.7	80.7	101	37	2.5	1.7	93				
CLASSICAL	1418	683	2.2	48.2	126	1103	1.7	77.8	97	17	1.2	1.2	67				
CHR/ROCK	9538	3761	12.1	39.4	103	7688	11.8	80.6	101	150	10.3	1.6	87				
COUNTRY	12648	4682	15.1	37.0	97	10538	16.2	83.3	104	222	15.2	1.8	97				
GOLDEN OLDIES	1191	421	1.4	35.3	92	936	1.4	78.6	98	36	2.5	3.0	168				
MOR/NOSTALGIA	4757	2178	7.0	45.8	119	3847	5.9	80.9	101	86	5.9	1.8	100				
NEWS/TALK	3863	1633	5.3	42.3	110	2966	4.6	76.8	96	95	6.5	2.5	137				
RELIGIOUS	3084	1099	3.5	35.6	93	2488	3.8	80.7	101	45	3.1	1.5	81				
SOFT ROCK	521	198	0.6	38.0	99	397	0.6	76.2	95	6	0.4	1.2	64				
URBAN CONTEMPORARY	1585	680	2.2	42.9	112	1260	1.9	79.5	99	51	3.5	3.2	179				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1544	5.0	47.3	123	2535	3.9	77.7	97	83	5.7	2.5	141				
ABC DIRECTION	2316	1058	3.4	45.7	119	1791	2.8	77.3	96	50	3.4	2.2	120				
ABC ENTERTAINMENT	4834	1787	5.8	37.0	96	3966	6.1	82.0	102	90	6.2	1.9	103				
ABC FM	2202	821	2.6	37.3	97	1757	2.7	79.8	100	49	3.4	2.2	124				
ABC INFORMATION	5425	2359	7.6	43.5	113	4484	6.9	82.7	103	89	6.1	1.6	91				
ABC ROCK	1677	752	2.4	44.8	117	1433	2.2	85.5	107	31	2.1	1.8	103				
CBS	4430	1948	6.3	44.0	115	3303	5.1	74.6	93	87	6.0	2.0	109				
MUTUAL	4992	2197	7.1	44.0	115	4123	6.4	82.6	103	146	10.0	2.9	162				
NBC	4679	1972	6.4	42.1	110	3801	5.9	81.2	101	20	1.4	0.9	24				
RADIORADIO	1994	844	2.7	42.3	110	1526	2.4	76.5	95	18	1.2	0.9	50				
RKO ONE	2298	780	2.5	33.9	89	1873	2.9	81.5	102	21	1.4	0.9	51				
RKO TWO	3311	1243	4.0	37.5	98	2569	4.0	77.6	97	69	4.7	2.1	116				
THE SOURCE	2114	882	2.8	41.7	109	1780	2.7	84.2	105	53	3.6	2.5	139				
NON-WIRED: BLAIR	8654	3016	9.7	34.9	91	7309	11.3	84.5	105	94	6.4	1.1	60				
INTERNET	12025	4956	16.0	41.2	107	9866	15.2	82.0	102	187	12.8	1.6	86				
KATZ RADIO GROUP	15359	6491	20.9	42.3	110	12315	19.0	80.2	100	288	19.8	1.9	104				
SUPERNET	10628	4349	14.0	40.9	107	8601	13.3	80.9	101	231	15.8	2.2	121				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	3373	10.9	39.0	102	6847	10.5	79.1	99	194	13.3	2.2	124				
MKDAY 9:00 AM - 1:00 PM	12163	4511	14.5	37.1	97	9832	15.1	80.8	101	206	14.1	1.7	94				
MKDAY 1:00 PM - 4:30 PM	16150	6095	19.6	37.7	98	13128	20.2	81.3	101	310	21.3	1.9	107				
MKDAY 4:30 PM - 7:30 PM	22463	8686	28.0	38.7	101	18059	27.8	80.4	100	413	28.3	1.8	102				
MKDAY 7:30 PM - 8:00 PM	31795	12550	40.4	39.5	103	25527	39.3	80.3	100	605	41.5	1.9	106				
MKDAY 11:00 PM - 11:30 PM	23977	9568	30.8	39.9	104	19374	29.8	80.8	101	521	35.7	2.2	121				
MKDAY 11:30 PM - 1:00 AM	7703	3138	10.1	40.7	106	6247	9.6	81.1	101	175	12.0	2.3	126				
M-SAT 8-11 PM-SUN 7-11 PM	33800	13535	43.6	40.0	104	27228	42.0	80.6	101	689	47.3	2.0	113				
MKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	2578	8.3	39.4	103	5253	8.1	80.3	100	71	4.9	1.1	60			
ANOTHER WORLD	N	4620	1745	5.6	37.8	99	3834	5.9	83.0	104	141	9.7	3.1	170			
AS THE WORLD TURNS	C	5614	1934	6.2	34.4	90	4559	7.0	81.2	101	107	7.3	1.9	106			
CAPITOL	C	3396	1161	3.7	34.2	89	2758	4.2	81.2	101	73	5.0	2.1	119			
CBS MORN. NEWS 1	C	1446	550	1.8	38.0	99	1123	1.7	77.7	97	27	1.9	1.9	104			
CBS MORN. NEWS 2	C	1207	423	1.4	35.0	91	947	1.5	78.5	98	23	1.6	1.9	106			
DAYS OF OUR LIVES	N	5877	2379	7.7	40.5	106	4718	7.3	80.3	100	179	12.3	3.0	169			
FACTS OF LIFE - DAYTIME	N	2290	800	2.6	34.9	91	1856	2.9	81.0	101	41	2.8	1.8	99			
FAMILY FEUD	A	3023	1055	3.4	34.9	91	2459	3.8	81.3	101	25	1.7	0.8	46			
GENERAL HOSPITAL	A	6097	2471	8.0	40.5	106	4983	7.7	81.7	102	121	8.3	2.0	110			
GOOD MORNING, AMERICA-730 A	A	3515	1387	4.5	39.5	103	2898	4.5	82.4	103	69	4.7	2.0	109			
GOOD MORNING, AMERICA-830 A	A	2818	1181	3.8	41.9	109	2318	3.6	82.3	103	53	3.6	1.9	104			
GUIDING LIGHT	C	5339	1823	5.9	34.1	89	4362	6.7	81.7	102	135	9.3	2.5	140			
ONE LIFE TO LIVE	A	4478	1745	5.6	39.0	102	3581	5.5	80.0	100	33	2.3	0.7	41			
PRESS YOUR LUCK	C	2244	829	2.7	36.9	96	1865	2.9	83.1	104	27	1.9	1.2	67			
PRICE IS RIGHT 1	C	4348	1423	4.6	32.7	85	3623	5.6	83.3	104	59	4.0	1.4	75			
PRICE IS RIGHT 2	C	5014	1683	5.4	33.6	88	4160	6.4	83.0	104	78	5.3	1.6	86			
RYAN'S HOPE	A	3150	1373	4.4	43.6	114	2506	3.9	79.6	99	33	2.3	1.0	58			
SALE OF THE CENTURY	N	2695	971	3.1	36.0	94	2209	3.4	82.0	102	44	3.0	1.6	91			
SEARCH FOR TOMORROW	N	2319	846	2.7	36.5	95	1861	2.9	80.3	100	47	3.2	2.0	113			
TODAY SHOW 1	N	2693	1142	3.7	42.4	111	2103	3.2	78.1	97	49	3.4	1.8	101			
TODAY SHOW 2	N	2498	1021	3.3	40.9	107	1897	2.9	75.9	95	28	1.9	1.1	62			
\$25,000 PYRAMID	C	2753	1096	3.5	39.8	104	2318	3.6	84.2	105	36	2.5	1.3	73			
WHEEL OF FORTUNE	N	4388	1622	5.2	37.0	96	3603	5.6	82.1	102	115	7.9	2.6	146			
YOUNG AND THE RESTLESS	C	5695	1868	6.0	32.8	86	4623	7.1	81.2	101	134	9.2	2.4	131			
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A	1760	666	2.1	37.8	99	1428	2.2	81.1	101	28	1.9	1.6	88			
NBA PLAYOFF GAME -1 C	C	1136	453	1.5	39.9	104	896	1.4	78.9	98	10	0.7	0.9	49			
NBC MAJOR LEAGUE PRE-GAME N	N	953	395	1.3	41.4	108	766	1.2	80.4	100	39	2.7	4.1	227			
SPORTSWORLD - SUN N	N	1233	461	1.5	37.4	98	1004	1.5	81.4	102	43	2.9	3.5	194			
SUNDAY MORNING C	C	1611	596	1.9	37.0	96	1219	1.9	75.7	94	14	1.0	0.9	48			

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTHK 6 PM - 2 AM																		
A TEAM																		
ABC MONDAY NIGHT MOVIE																		
ABC SUNDAY NIGHT MOVIE																		
ABC WORLD NEWS TONIGHT																		
AFTERMASH																		
ALICE																		
AMERICAN PARADE																		
BENSON																		
BLUE THUNDER																		
CAGNEY & LACEY																		
CBS EVENING NEWS-DEAN																		
CBS EVENING NEWS-RATHER																		
CBS SAT. NEWS-SCHIEFFER																		
CBS SATURDAY NIGHT MOVIE																		
CBS WEDNESDAY NIGHT MOVIE																		
CHEERS																		
DALLAS																		
DIFF'RENT STROKES																		
DOUBLE TROUBLE																		
DUCK FACTORY																		
DUKES OF HAZZARD																		
DYNASTY																		
FACTS OF LIFE																		
FALCON CREST																		
FALL GUY																		
FAMILY TIES																		
FANTASY ISLAND																		
FOULUPS,BLEEPERS & BLUNDERS																		
FOUR SEASONS																		
GIMME A BREAK																		
HART TO HART																		
HILL STREET BLUES																		
HOTEL																		
JEFFERSONS																		
JENNIFER SLEPT HERE																		
KATE & ALLIE																		
KNIGHT RIDER																		
LOVE BOAT																		
MAGNUM PI																		
MAMA'S FAMILY																		
MASTER, THE																		
MATT HOUSTON																		
NBC MONDAY NIGHT MOVIE																		
NBC NIGHTLY NEWS																		
NBC NIGHTLY NEWS-SAT																		
NBC NIGHTLY NEWS-SUN																		
NBC SUNDAY NIGHT MOVIE																		
NEWMART																		
ONE DAY AT A TIME																		
PEOPLE ARE FUNNY																		
REAL PEOPLE																		
REMINGTON STEELE																		
RIPLEY'S BELIEVE IT - NOT																		
RIPTIDE																		
SCARECROW & MRS. KING																		
SIMON & SIMON																		
60 MINUTES																		
ST. ELSEWHERE																		
THREE'S COMPANY																		
T.J. HOOKER																		
TONIGHT SHOW																		
TRAPPER JOHN, M.D.																		
TV BLOOPERS & PRAC. JOKES																		
20/20																		
WEBSTER																		
WORLD NEWS - SUN																		
YELLOW ROSE																		
TV VIEWING SPORTS EVENTS																		
BASEBALL																		
BASKETBALL - COLLEGE GAMES																		
BASKETBALL - PRO GAMES																		
BOXING																		
BOXING																		
FOOTBALL - COLLEGE GAMES																		
FOOTBALL - PRO GAMES																		
GOLF																		
POST-SEASON COLL. FOOTBALL																		
POST-SEASON PRO FOOTBALL																		
TENNIS																		
WRESTLING - PROFESSIONAL																		

	TOTAL U.S. '000	AJAX				ALL POWDER				AMMAY				ARM & HAMMER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	2674	100.0	3.3	100	3992	100.0	4.9	100	2934	100.0	3.6	100	4197	100.0	5.2	100
18 - 24	9282	**273	10.2	2.9	89	**255	6.4	2.7	56	**275	9.4	3.0	82	476	11.3	5.1	99
25 - 34	19072	603	22.6	3.2	96	965	24.2	5.1	103	588	20.0	3.1	85	1094	26.1	5.7	111
35 - 44	14591	*487	18.2	3.3	101	803	20.1	5.5	112	876	29.9	6.0	166	917	21.8	6.3	121
45 - 54	11345	*397	14.8	3.5	106	591	14.8	5.2	106	*341	11.6	3.0	83	634	15.1	5.6	108
55 - 64	11635	*478	17.9	4.1	124	750	18.8	6.4	131	*411	14.0	3.5	98	590	14.1	5.1	98
65 OR OLDER	15061	*436	16.3	2.9	88	629	15.8	4.2	85	444	15.1	2.9	81	486	11.6	3.2	62
18 - 34	28354	876	32.8	3.1	94	1220	30.6	4.3	87	863	29.4	3.0	84	1570	37.4	5.5	107
18 - 49	48339	1533	57.3	3.2	96	2364	59.2	4.9	99	1930	65.8	4.0	110	2784	66.3	5.8	111
25 - 54	45008	1487	55.6	3.3	100	2359	59.1	5.2	106	1804	61.5	4.0	111	2645	63.0	5.9	113
35 - 49	19985	687	24.6	3.3	100	1145	28.7	5.7	116	1067	36.4	5.3	147	1214	28.9	6.1	117
50 OR OLDER	32647	1141	42.7	3.5	106	1628	40.8	5.0	101	1004	34.2	3.1	85	1413	33.7	4.3	84
GRADUATED COLLEGE	11155	*285	10.7	2.6	77	778	19.5	7.0	141	*501	17.1	4.5	124	647	15.4	5.8	112
ATTENDED COLLEGE	13682	*472	17.7	3.4	104	873	21.9	6.4	129	619	21.1	4.5	125	924	22.0	6.8	130
GRADUATED HIGH SCHOOL	33880	1148	42.9	3.4	103	1682	42.1	5.0	101	1313	44.8	3.9	107	1767	42.1	5.2	101
DID NOT GRADUATE HIGH SCHOOL	22270	768	28.7	3.4	104	659	16.5	3.0	60	*502	17.1	2.3	62	859	20.5	3.9	74
EMPLOYED	40306	1112	41.6	2.8	84	2280	57.1	5.7	115	1574	53.6	3.9	108	2389	56.9	5.9	114
EMPLOYED FULL-TIME	32850	858	32.1	2.6	79	1814	45.4	5.5	112	1346	45.9	4.1	113	1993	47.5	6.1	117
EMPLOYED PART-TIME	7484	**254	9.5	3.4	103	*466	11.7	6.3	127	*227	7.7	3.0	84	*396	9.4	5.3	102
NOT EMPLOYED	40680	1561	58.4	3.8	116	1712	42.9	4.2	85	1361	46.4	3.3	92	1808	43.1	4.4	86
PROFESSIONAL/MANAGER	10392	**142	5.3	1.4	41	788	19.7	7.6	154	*426	14.5	4.1	113	750	17.9	7.2	139
TECH/CLERICAL/SALES	17574	*489	18.3	2.8	84	1015	25.4	5.8	117	740	25.2	4.2	116	925	22.0	5.3	102
PRECISION/CRAFT	985	*14	0.5	1.4	43	*24	0.6	2.4	49	*34	1.2	3.5	95	*98	2.3	9.9	192
OTHER EMPLOYED	11354	*467	17.5	4.1	125	*453	11.3	4.0	81	*374	12.7	3.3	91	616	14.7	5.4	105
SINGLE	9863	*235	8.8	2.4	72	*330	8.3	3.3	68	*295	10.1	3.0	83	454	10.8	4.6	89
MARRIED	51375	1855	69.4	3.6	109	2917	73.1	5.7	115	1990	67.8	3.9	107	2902	69.1	5.6	109
DIVORCED/SEPARATED/WIDOWED	19748	583	21.8	3.0	89	745	18.7	3.8	77	650	22.2	3.3	91	842	20.1	4.3	82
PARENTS	32590	1198	44.8	3.7	111	1830	45.8	5.6	114	1360	46.4	4.2	115	1926	45.9	5.9	114
WHITE	70416	2102	78.6	3.0	90	3704	92.8	5.3	107	2664	90.8	3.8	104	3620	86.3	5.1	99
BLACK	8778	488	18.2	5.6	168	*229	5.7	2.6	53	*240	8.2	2.7	75	502	12.0	5.7	110
OTHER	1791	**84	3.1	4.7	142	**59	1.5	3.3	67	*31	1.1	1.7	48	**75	1.8	4.2	81
NORTHEAST-CENSUS	17786	931	34.8	5.2	159	1304	32.7	7.3	149	490	16.7	2.8	76	1447	34.5	8.1	157
NORTH CENTRAL	20741	492	18.4	2.4	72	907	22.7	4.4	89	803	27.4	3.9	107	903	21.5	4.4	84
SOUTH	27775	723	27.0	2.6	79	1051	26.3	3.8	77	840	28.6	3.0	83	1233	29.4	4.4	86
WEST	14683	*527	19.7	3.6	109	730	18.3	5.0	101	800	27.3	5.4	150	614	14.6	4.2	81
NORTHEAST-MKTG.	17961	836	31.3	4.7	141	1288	32.3	7.2	145	467	15.9	2.6	72	1434	34.2	8.0	154
EAST CENTRAL	11885	*337	12.6	2.8	86	530	13.3	4.5	90	*268	9.1	2.3	62	591	14.1	5.0	96
WEST CENTRAL	14090	*362	13.5	2.6	78	606	15.2	4.3	87	688	23.4	4.9	135	568	13.5	4.0	78
SOUTH	24081	691	25.8	2.9	87	899	22.5	3.7	76	816	27.8	3.4	94	1093	26.0	4.5	88
PACIFIC	12969	*448	16.8	3.5	105	*669	16.8	5.2	105	696	23.7	5.4	148	*511	12.2	3.9	76
COUNTY SIZE A	32439	1224	45.8	3.8	114	1811	45.4	5.6	113	1336	45.5	4.1	114	1697	40.4	5.2	101
COUNTY SIZE B	24915	731	27.3	2.9	89	1319	33.0	5.3	107	709	24.2	2.8	79	1231	29.3	4.9	95
COUNTY SIZE C	12930	*493	18.4	3.8	115	*499	12.5	3.9	78	*478	16.3	3.7	102	800	19.1	6.2	119
COUNTY SIZE D	10703	*226	8.5	2.1	64	*363	9.1	3.4	69	*412	14.0	3.8	106	*470	11.2	4.4	85
METRO CENTRAL CITY	24518	737	27.6	3.0	91	1192	29.9	4.9	99	951	32.4	3.9	107	1249	29.8	5.1	98
METRO SUBURBAN	35919	1272	47.6	3.5	107	2118	53.1	5.9	120	1257	42.8	3.5	97	1924	45.8	5.4	103
NON METRO	20549	*665	24.9	3.2	98	683	17.1	3.3	67	727	24.8	3.5	98	1024	24.4	5.0	96
TOP 5 ADI'S	18341	752	28.1	4.1	124	1124	28.2	6.1	124	798	27.2	4.4	120	996	23.7	5.4	105
TOP 10 ADI'S	25378	1005	37.6	4.0	120	1536	38.5	6.1	123	1011	34.5	4.0	110	1360	32.4	5.4	103
TOP 20 ADI'S	36488	1318	49.3	3.6	109	1976	49.5	5.4	110	1487	50.7	4.1	112	1848	44.0	5.1	98
HHSLD INC. \$50,000 OR MORE	6612	**195	7.3	2.9	89	*569	14.3	8.6	175	**253	8.6	3.8	106	*369	8.8	5.6	108
\$40,000 OR MORE	12659	*394	14.7	3.1	94	995	24.9	7.9	159	*535	18.2	4.2	117	767	18.3	6.1	117
\$30,000 OR MORE	24698	833	31.2	3.4	102	1826	45.7	7.4	150	1057	36.0	4.3	118	1564	37.3	6.3	122
\$25,000 OR MORE	32077	993	37.1	3.1	94	2250	56.4	7.0	142	1335	45.5	4.2	115	1979	47.2	6.2	119
\$20,000 - \$24,999	9144	**290	10.8	3.2	96	*405	10.1	4.4	90	*409	13.9	4.5	123	*405	9.6	4.4	85
\$15,000 - \$19,999	8728	*312	11.7	3.6	108	*350	8.8	4.0	81	*400	13.6	4.6	127	*384	9.1	4.4	85
\$10,000 - \$14,999	12562	*475	17.8	3.8	115	*388	9.7	3.1	63	*388	13.2	3.1	85	705	16.8	5.6	108
UNDER \$10,000	18475	605	22.6	3.3	99	599	15.0	3.2	66	403	13.7	2.2	60	725	17.3	3.9	76
HOUSEHOLD OF 1 PERSON	11987	*250	9.3	2.1	63	442	11.1	3.7	75	361	12.3	3.0	83	410	9.8	3.4	66
2 PEOPLE	26577	995	37.2	3.7	113	1244	31.2	4.7	95	978	33.3	3.7	102	1315	31.3	4.9	95
3 OR 4 PEOPLE	30617	813	30.4	2.7	80	1669	41.8	5.5	111	1033	35.2	3.4	93	1655	39.4	5.4	104
5 OR MORE PEOPLE	11804	*616	23.0	5.2	158	*636	15.9	5.4	109	*563	19.2	4.8	132	818	19.5	6.9	134
NO CHILD IN HHSLD	46165	1446	54.1	3.1	95	2122	53.2	4.6	93	1520	51.8	3.3	91	2129	50.7	4.6	89
CHILD(REN) UNDER 2 YRS	5325	*188	7.0	3.5	107	*251	6.3	4.7	96	*166	5.7	3.1	86	*314	7.5	5.9	114
2 - 5 YEARS	14221	714	26.7	5.0	152	655	16.4	4.6	93	*544	18.5	3.8	106	772	18.4	5.4	105
6 - 11 YEARS	15117	*638	23.9	4.2	128	776	19.4	5.1	104	771	26.3	5.1	141	930	22.2	6.2	119
12 - 17 YEARS	16611	*550	20.6	3.3	100	1020	25.6	6.1	125	746	25.4	4.5	124	1082	25.8	6.5	126
RESIDENCE OWNED	55884	1846	69.0	3.3	100	3193	80.0	5.7	116	2187	74.5	3.9	108	2796	66.6	5.0	97
VALUE: \$50,000 OR MORE	31744	1020	38.1	3.2	97	2250	56.4	7.1	144	1423	48.5	4.5	124	1536	36.6	4.8	93
VALUE: UNDER \$50,000	24140	826	30.9	3.4	104	943	23.6	3.9	79	764	26.0	3.2	87	1260	30.0	5.2	101

SOAPS & DETERGENTS FOR REGULAR LAUNDRY: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	A '000	AJAX B % DOWN	C % ACROSS	D % INDEX	A '000	ALL POWDER B % DOWN	C % ACROSS	D % INDEX	A '000	AMMAY B % DOWN	C % ACROSS	D % INDEX	A '000	ARM & HAMMER B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS		80986	2674	100.0	3.3	100	3992	100.0	4.9	100	2934	100.0	3.6	100	4197	100.0	5.2	100
MAGAZINES	QUINTILE 1	15799	742	27.7	4.7	142	897	22.5	5.7	115	685	23.3	4.3	120	836	19.9	5.3	102
	QUINTILE 2	17259	580	21.7	3.4	102	1051	26.3	6.1	124	572	19.5	3.3	91	1121	26.7	6.5	125
	QUINTILE 3	13545	*354	13.2	2.6	79	610	15.3	4.5	91	600	20.4	4.4	122	695	16.6	5.1	99
	QUINTILE 4	15133	*339	12.7	2.2	68	622	15.6	4.1	83	583	19.9	3.9	106	714	17.0	4.7	91
	QUINTILE 5	19250	659	24.6	3.4	104	812	20.3	4.2	86	495	16.9	2.6	71	832	19.8	4.3	83
NEWSPAPERS	QUINTILE 1	12413	492	18.4	4.0	120	677	17.0	5.5	111	*440	15.0	3.5	98	712	17.0	5.7	111
	QUINTILE 2	24116	802	30.0	3.3	101	1339	33.5	5.6	113	805	27.4	3.3	92	1321	31.5	5.5	106
	QUINTILE 3	11261	*294	11.0	2.6	79	710	17.8	6.3	128	*554	18.9	4.9	136	556	13.2	4.9	95
	QUINTILE 4	20255	720	26.9	3.6	108	835	20.9	4.1	84	730	24.9	3.6	99	1151	27.4	5.7	110
	QUINTILE 5	12940	*365	13.6	2.8	85	*431	10.8	3.3	68	*405	13.8	3.1	86	*458	10.9	3.5	68
OUTDOOR	QUINTILE 1	14852	*586	21.9	3.9	119	852	21.3	5.7	116	*524	17.9	3.5	97	626	14.9	4.2	81
	QUINTILE 2	15725	*535	20.0	3.4	103	731	18.3	4.6	94	581	19.8	3.7	102	969	23.1	6.2	119
	QUINTILE 3	16330	*444	16.6	2.7	82	766	19.2	4.7	95	742	25.3	4.5	125	799	19.0	4.9	94
	QUINTILE 4	16744	596	22.3	3.6	108	780	19.5	4.7	95	*515	17.6	3.1	85	1005	23.9	6.0	116
	QUINTILE 5	17334	*513	19.2	3.0	90	863	21.6	5.0	101	572	19.5	3.3	91	798	19.0	4.6	89
RADIO-DRIVE TIME	QUINTILE 1	15911	689	25.8	4.3	131	947	23.7	6.0	121	596	20.3	3.7	103	841	20.0	5.3	102
	QUINTILE 2	14837	*406	15.2	2.7	83	832	20.8	5.6	114	496	16.9	3.3	92	705	16.8	4.8	92
	QUINTILE 3	15339	*453	16.9	3.0	89	760	19.0	5.0	101	*517	17.6	3.4	93	702	16.7	4.6	88
	QUINTILE 4	16723	634	23.7	3.8	115	782	19.6	4.7	95	674	23.0	4.0	111	1003	23.9	6.0	116
	QUINTILE 5	18176	*492	18.4	2.7	82	671	16.8	3.7	75	652	22.2	3.6	99	947	22.6	5.2	101
RADIO-MID- DAY	TERCILE 1	21020	744	27.8	3.5	107	1125	28.2	5.4	109	672	22.9	3.2	88	1131	26.9	5.4	104
	TERCILE 2	21610	905	33.8	4.2	127	1165	29.2	5.4	109	708	24.1	3.3	90	1225	29.2	5.7	109
	TERCILE 3	38355	1024	38.3	2.7	81	1703	42.7	4.4	90	1554	53.0	4.1	112	1842	43.9	4.8	93
RADIO-TOTAL	QUINTILE 1	15988	697	26.1	4.4	132	887	22.2	5.5	113	561	19.1	3.5	97	825	19.7	5.2	100
	QUINTILE 2	15626	*439	16.4	2.8	85	903	22.6	5.8	117	546	18.6	3.5	96	794	18.9	5.1	98
	QUINTILE 3	16723	590	22.1	3.5	107	875	21.9	5.2	106	550	18.7	3.3	91	879	20.9	5.3	101
	QUINTILE 4	16342	*570	21.3	3.5	106	834	20.9	5.1	104	671	22.9	4.1	113	919	21.9	5.6	109
	QUINTILE 5	16306	*378	14.1	2.3	70	*494	12.4	3.0	61	607	20.7	3.7	103	780	18.6	4.8	92
TV-PRIME TIME	QUINTILE 1	15953	611	22.8	3.8	116	837	21.0	5.2	106	*615	21.0	3.9	106	956	22.8	6.0	116
	QUINTILE 2	16137	638	23.9	4.0	120	723	18.1	4.5	91	559	19.1	3.5	96	895	21.3	5.5	107
	QUINTILE 3	16420	*446	16.7	2.7	82	922	23.1	5.6	114	477	16.3	2.9	80	872	20.8	5.3	102
	QUINTILE 4	16687	*484	18.1	2.9	88	807	20.2	4.8	98	652	22.2	3.9	108	648	15.4	3.9	75
	QUINTILE 5	15789	*494	18.5	3.1	95	703	17.6	4.5	90	631	21.5	4.0	110	826	19.7	5.2	101
TV-DAYTIME	TERCILE 1	27736	1023	38.3	3.7	112	1246	31.2	4.5	91	837	28.5	3.0	83	1427	34.0	5.1	99
	TERCILE 2	26489	1002	37.5	3.8	115	1166	29.2	4.4	89	890	30.3	3.4	93	1339	31.9	5.1	98
	TERCILE 3	26761	649	24.3	2.4	73	1580	39.6	5.9	120	1207	41.1	4.5	124	1431	34.1	5.3	103
TV-TOTAL	QUINTILE 1	16345	698	26.1	4.3	129	795	19.9	4.9	99	*522	17.8	3.2	88	838	20.0	5.1	99
	QUINTILE 2	16447	*525	19.6	3.2	97	664	16.6	4.0	82	*544	18.5	3.3	91	730	17.4	4.4	86
	QUINTILE 3	15980	614	23.0	3.8	116	893	22.4	5.6	113	538	18.3	3.4	93	919	21.9	5.8	111
	QUINTILE 4	15887	*405	15.1	2.5	77	778	19.5	4.9	99	672	22.9	4.2	117	843	20.1	5.3	102
	QUINTILE 5	16326	*432	16.2	2.6	80	863	21.6	5.3	107	659	22.5	4.0	111	867	20.7	5.3	102
MAGAZINES-NEWSPAPERS: DUAL		20721	798	29.8	3.9	117	1165	29.2	5.6	114	805	27.4	3.9	107	1276	30.4	6.2	119
MAGAZINE IMPERATIVE		19186	658	24.6	3.4	104	1035	25.9	5.4	109	847	28.9	4.4	122	1042	24.8	5.4	105
NEWSPAPER IMPERATIVE		21899	631	23.6	2.9	87	1154	28.9	5.3	107	766	26.1	3.5	97	1089	25.9	5.0	96
MAGAZINES-OUTDOOR: DUAL		15451	606	22.7	3.9	119	803	20.1	5.2	105	557	19.0	3.6	100	867	20.7	5.6	108
MAGAZINE IMPERATIVE		25953	897	33.5	3.5	105	1451	36.3	5.6	113	1081	36.8	4.2	115	1510	36.0	5.8	112
OUTDOOR IMPERATIVE		24400	751	28.1	3.1	93	1147	28.7	4.7	95	905	30.8	3.7	102	1138	27.1	4.7	90
MAGAZINES-RADIO: DUAL		18049	789	29.5	4.4	132	1061	26.6	5.9	119	678	23.1	3.8	104	1059	25.2	5.9	113
MAGAZINE IMPERATIVE		23571	796	29.8	3.4	102	1222	30.6	5.2	105	960	32.7	4.1	112	1312	31.3	5.6	107
RADIO IMPERATIVE		23278	684	25.6	2.9	89	1125	28.2	4.8	98	759	25.9	3.3	90	1066	25.4	4.6	88
MAGAZINES-TELEVISION: DUAL		15459	672	25.1	4.3	132	775	19.4	5.0	102	*504	17.2	3.3	90	854	20.3	5.5	107
MAGAZINE IMPERATIVE		25829	848	31.7	3.3	99	1629	40.8	6.3	128	1111	37.9	4.3	119	1572	37.5	6.1	117
TELEVISION IMPERATIVE		26039	829	31.0	3.2	96	1106	27.7	4.2	86	899	30.6	3.5	95	1184	28.2	4.5	88
NEWSPAPERS-OUTDOOR: DUAL		16605	635	23.7	3.8	116	917	23.0	5.5	112	636	21.7	3.8	106	968	23.1	5.8	112
NEWSPAPER IMPERATIVE		26834	867	32.4	3.2	98	1574	39.4	5.9	119	1021	34.8	3.8	105	1431	34.1	5.3	103
OUTDOOR IMPERATIVE		23346	735	27.5	3.1	95	1068	26.8	4.6	93	941	32.1	4.0	111	1111	26.5	4.8	92
NEWSPAPERS-RADIO: DUAL		17133	622	23.3	3.6	110	1060	26.6	6.2	126	667	22.7	3.9	107	941	22.4	5.5	106
NEWSPAPER IMPERATIVE		25892	836	31.3	3.2	98	1344	33.7	5.2	105	967	33.0	3.7	103	1382	32.9	5.3	103
RADIO IMPERATIVE		23167	813	30.4	3.5	106	1113	27.9	4.8	97	790	26.9	3.4	94	1154	27.5	5.0	96
NEWSPAPERS-TELEVISION: DUAL		17159	693	25.9	4.0	122	897	22.5	5.2	106	511	17.4	3.0	82	859	20.5	5.0	97
NEWSPAPER IMPERATIVE		26214	775	29.0	3.0	90	1483	37.1	5.7	115	1075	36.6	4.1	113	1496	35.6	5.7	110
TELEVISION IMPERATIVE		23412	799	29.9	3.4	103	946	23.7	4.0	82	867	29.6	3.7	102	1183	28.2	5.1	98
OUTDOOR-RADIO: DUAL		15303	*520	19.4	3.4	103	861	21.6	5.6	114	503	17.1	3.3	91	798	19.0	5.2	101
OUTDOOR IMPERATIVE		24901	888	33.2	3.6	108	1094	27.4	4.4	89	1064	36.3	4.3	118	1306	31.1	5.2	101
RADIO IMPERATIVE		26492	889	33.2	3.4	102	1470	36.8	5.5	113	932	31.8	3.5	97	1337	31.9	5.0	97
OUTDOOR-TELEVISION: DUAL		14794	580	21.7	3.9	119	713	17.9	4.8	98	*378	12.9	2.6	71	893	21.3	6.0	116
OUTDOOR IMPER																		

	TOTAL U.S. '000	AJAX				ALL POWDER				ARMAY				ARM & HAMMER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	2674	100.0	3.3	100	3992	100.0	4.9	100	2934	100.0	3.6	100	4197	100.0	5.2	100
ATLANTIC MONTHLY	415	**2	0.1	0.5	15	**26	0.7	6.3	127	**1	0.0	0.2	7	**39	0.9	9.4	181
BARRON'S	453	**18	0.7	4.0	120	**45	1.1	9.9	202	**3	0.1	0.7	18	**37	0.9	8.2	158
BETTER HOMES & GARDENS	16256	632	23.6	3.9	118	897	22.5	5.5	112	662	22.6	4.1	112	797	19.0	4.9	95
BON APPETIT	2535	**41	2.3	2.4	73	**175	4.4	6.9	140	**84	2.9	3.3	91	**153	3.6	6.0	116
BUSINESS WEEK	1278	**16	0.6	1.3	38	**115	2.9	9.0	183	**94	3.2	7.4	203	**63	1.5	4.9	95
CAR AND DRIVER	378	**5	0.2	1.3	40	**11	0.3	2.9	59	**26	0.9	6.9	190	**31	0.7	8.2	158
CBS MAGAZINE NETWORK (GROSS)	1498	**78	2.9	5.2	158	**89	2.2	5.9	121	**97	3.3	6.5	179	**161	3.8	10.7	207
CHANGING TIMES	1505	**103	3.9	6.8	207	**100	2.5	6.6	135	**36	1.2	2.4	66	**87	2.1	5.8	112
COLONIAL HOMES	1231	**42	1.6	3.4	103	**93	2.3	7.6	153	**33	1.1	2.7	74	**114	2.7	9.3	179
CONDE NAST MAG. PKG. (GROSS)	14146	527	19.7	3.7	113	712	17.8	5.0	102	459	15.6	3.2	90	703	16.8	5.0	96
CONSUMERS DIGEST	1323	**56	2.1	4.2	128	**59	1.5	4.5	90	**62	2.1	4.7	129	**107	2.5	8.1	156
COSMOPOLITAN	7102	278	10.4	3.9	119	312	7.8	4.4	89	**242	8.2	3.4	94	400	9.5	5.6	109
COUNTRY LIVING	2481	**85	3.2	3.4	104	**159	4.0	6.4	130	**76	2.6	3.1	85	**142	3.4	5.7	110
CUISINE	1472	**46	1.7	3.1	95	**125	3.1	8.5	172	**75	2.6	5.1	141	**69	1.6	4.7	90
CYCLE WORLD	425	**17	0.6	4.0	121	**35	0.9	8.2	167	**25	0.9	5.9	162	**29	0.7	6.8	132
DCI: CREATIVE IDEAS FOR LIV	2510	**128	4.8	5.1	154	**182	4.6	7.3	147	**148	5.0	5.9	163	**82	2.0	3.3	63
DCI: CREAT IDEA/SO. LIV (GROSS)	6694	**203	7.6	3.0	92	359	9.0	5.4	109	298	10.2	4.5	123	269	6.4	4.0	78
DISCOVER	894	**23	0.9	2.6	78	**58	1.5	6.5	132	**40	1.4	4.5	124	**56	1.3	6.3	121
EBONY	3507	231	8.6	6.6	199	**100	2.5	2.9	58	**101	3.4	2.9	79	262	6.2	7.5	144
ESQUIRE	1083	**48	1.8	4.4	134	**62	1.6	5.7	116	**20	0.7	1.8	51	**66	1.6	6.1	118
ESSENCE	1830	**70	2.6	3.8	116	**64	1.6	3.5	71	**57	1.9	3.1	86	**76	1.8	4.2	80
FAMILY CIRCLE	15930	650	24.3	4.1	124	888	22.2	5.6	113	703	24.0	4.4	122	810	19.3	5.1	98
THE FAMILY HANDYMAN	1126	**117	4.4	10.4	315	**109	2.7	9.7	196	**48	1.6	4.3	118	**125	3.0	11.1	214
FAMILY WEEKLY	11468	361	13.5	3.1	95	599	15.0	5.2	106	591	20.1	5.2	142	411	9.8	3.6	69
FIELD & STREAM	2234	**66	2.5	3.0	89	**112	2.8	5.0	102	**74	2.5	3.3	91	**126	3.0	5.6	109
FOOD & WINE	579	**6	0.2	1.0	31	**15	0.4	2.6	53	**7	0.2	1.2	33	**26	0.6	4.5	87
FORBES	728	**10	0.4	1.4	42	**73	1.8	10.0	203	**24	0.8	3.3	91	**89	2.1	12.2	236
FORTUNE	906	**15	0.6	1.7	50	**119	3.0	13.1	266	**66	2.2	7.3	201	**91	2.2	10.0	194
GENTLEMEN'S QUARTERLY	791	**14	0.5	1.8	54	**37	0.9	4.7	95	**62	2.1	7.8	216	**24	0.6	3.0	59
GLAMOUR	5265	**236	8.8	4.5	136	268	6.7	5.1	103	**190	6.5	3.6	100	305	7.3	5.8	112
GOLF DIGEST	636	**60	2.2	9.4	286	**88	2.2	13.8	281	**21	0.7	3.3	91	**27	0.6	4.2	82
GOLF DIGEST/TENNIS (GROSS)	1186	**77	2.9	6.5	197	**104	2.6	8.8	178	**41	1.4	3.5	95	**71	1.7	6.0	116
GOLF MAGAZINE	441	**36	1.3	8.2	247	**89	2.2	20.2	409	**3	0.1	0.7	19	**8	0.2	1.8	35
GOLF MAGAZINE/SKI (GROSS)	922	**40	1.5	4.3	131	**148	3.7	16.1	326	**28	1.0	3.0	84	**27	0.6	2.9	57
GOOD HOUSEKEEPING	16487	550	20.6	3.3	101	925	23.2	5.6	114	661	22.5	4.0	111	955	22.8	5.8	112
HARPER'S BAZAAR	2423	**75	2.8	3.1	94	**158	4.0	6.5	132	**65	2.2	2.7	74	**165	3.9	6.8	131
HEALTH	1994	**93	3.5	4.7	141	**113	2.8	5.7	115	**68	2.3	3.4	94	**129	3.1	6.5	125
HEARST MAG CORP. BUY (GROSS)	44101	1642	61.4	3.7	113	2476	62.0	5.6	114	1521	51.8	3.4	95	2408	57.4	5.5	105
HEARST MAN POWER (GROSS)	1993	**143	5.3	7.2	217	**137	3.4	6.9	139	**26	0.9	1.3	36	**121	2.9	6.1	117
HEARST WOMAN POWER (GROSS)	31274	1101	41.2	3.5	107	1590	39.8	5.1	103	1148	39.1	3.7	101	1713	40.8	5.5	106
HOUSE BEAUTIFUL	3623	**154	5.8	4.3	129	**270	6.8	7.5	151	**147	5.0	4.1	112	**101	2.4	2.8	54
INC.	283	**5	0.2	1.8	54	**7	0.2	2.5	50	**7	0.2	2.5	68	**7	0.2	2.5	48
JET	2928	**185	6.9	6.3	191	**84	2.1	2.9	58	**89	3.0	3.0	84	**186	4.4	6.4	123
LADIES' HOME JOURNAL	11918	387	14.5	3.2	98	535	13.4	4.5	91	629	21.4	5.3	146	672	16.0	5.6	109
LHJ FAMILY GRP COMBO (GROSS)	16764	586	21.9	3.5	106	855	21.4	5.1	103	775	26.4	4.6	128	936	22.3	5.6	108
LIFE	4254	**203	7.6	4.8	145	259	6.5	6.1	124	**114	3.9	2.7	74	251	6.0	5.9	114
L.A. TIMES HOME MAGAZINE	1145	**11	0.4	1.0	29	**62	1.6	5.4	110	**61	2.1	5.3	147	**24	0.6	2.1	40
MADMOISELLE	2884	**88	3.3	3.1	92	**153	3.8	5.3	108	**89	3.0	3.1	85	**126	3.0	4.4	84
MC CALL'S	13460	584	21.8	4.3	131	750	18.8	5.6	113	568	19.4	4.2	116	505	12.0	3.8	72
MC CALL'S/MRK MOTHER (GROSS)	14606	626	23.4	4.3	130	831	20.8	5.7	115	611	20.8	4.2	115	587	14.0	4.0	78
MECHANIX ILLUSTRATED	772	**53	2.0	6.9	208	**79	2.0	10.2	208	**23	0.8	3.0	82	**83	2.0	10.8	207
METROPOLITAN HOME	967	**40	1.5	4.1	125	**92	2.3	9.5	193	**19	0.6	2.0	54	**28	0.7	2.9	56
MONEY	1588	**51	1.9	3.2	97	**84	2.1	5.3	107	**67	2.3	4.2	116	**63	1.5	4.0	77
MOTHER EARTH NEWS	1002	**47	1.8	4.7	142	**41	1.0	4.1	83	**86	2.9	8.6	237	**67	1.6	6.7	129
MS.	825	**101	3.8	12.2	371	**50	1.3	6.1	123	**35	1.2	4.2	117	**31	0.7	3.8	73
NATIONAL ENQUIRER	10336	365	13.6	3.5	107	396	9.9	3.8	78	357	12.2	3.5	95	491	11.7	4.8	92
NATIONAL GEOGRAPHIC	9597	292	10.9	3.0	92	641	16.1	6.7	136	520	17.7	5.4	150	454	10.8	4.7	91
NATIONAL SUNDAY MAGAZINE PKG	49558	1687	63.1	3.4	103	2739	68.6	5.5	112	1821	62.1	3.7	101	2566	61.1	5.2	100
NATURAL HISTORY	573	**29	1.1	5.1	153	**94	2.4	16.4	333	**9	0.3	1.6	43	**54	1.3	9.4	182
NEW WOMAN	1699	**48	1.8	2.8	86	**74	1.9	4.4	88	**61	2.1	3.6	99	**88	2.1	5.2	100
NEW YORK INCLUDING CUE	443	**9	0.3	2.0	62	**49	1.2	11.1	224	**6	0.2	1.4	37	**17	0.4	3.8	74
THE NEW YORKER	1270	**16	0.6	1.3	38	**140	3.5	11.0	224	**23	0.8	1.8	50	**108	2.6	8.5	164
NEWSWEEK	6277	**194	7.3	3.1	94	427	10.7	6.8	138	**189	6.4	3.0	83	396	9.4	6.3	122
THE N.Y. TIMES DAILY EDITION	1205	**30	1.1	2.5	75	**127	3.2	10.5	214	**68	2.3	5.6	156	**140	3.3	11.6	224
THE N.Y. TIMES MAGAZINE	2081	**116	4.3	5.6	169	**181	4.5	8.7	176	**94	3.2	4.5	125	**298	7.1	14.3	276
OMNI	788	**35	1.3	4.4	135	**3	0.1	0.4	8	**51	1.7	6.5	179	**79	1.9	10.0	193
ON CABLE	1158	**58	2.2	5.0	152	**30	0.8	2.6	53	**44	1.5	3.8	105	**34	0.8	2.9	57
1001 HOME IDEAS	2852	**106	4.0	3.7	113	**207	5.2	7.3	147	**79	2.7	2.8	76	**136	3.2	4.8	92
ORGANIC GARDENING	1658	**90	3.4	5.4	164	**48	1.2	2.9	59	**90	3.1	5.4	150	**137	3.3	8.3	159
OUTDOOR LIFE	896	**19	0.7	2.1	64	**36	0.9	4.0	82	**76	2.6	8.5	234	**76	1.8	8.5	164
PARADE MAGAZINE	24275	1008	37.7	4.2	126	1307	32.7	5.4	109	875	29.8	3.6	99	1449	34.5	6.0	115

	TOTAL U.S. '000	AJAX				ALL POWDER				AMMAY				ARM & HAMMER			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	2674	100.0	3.3	100	3992	100.0	4.9	100	2934	100.0	3.6	100	4197	100.0	5.2	100
PARENTS	3845	**163	6.1	4.2	128	*209	5.2	5.4	110	*220	7.5	5.7	158	*216	5.1	5.6	108
PENTHOUSE	831	**20	0.7	2.4	73	**33	0.8	4.0	81	**33	1.1	4.0	110	**49	1.2	5.9	114
PEOPLE	11645	491	18.4	4.2	128	683	17.1	5.9	119	443	15.1	3.8	105	621	14.8	5.3	103
PLAYBOY	2006	**75	2.8	3.7	113	*141	3.5	7.0	143	**94	3.2	4.7	129	*180	4.3	9.0	173
POPULAR HOT RODDING	297	**23	0.9	7.7	235	**13	0.3	4.4	89	**20	0.7	6.7	186	**34	0.8	11.4	221
POPULAR MECHANICS	1018	**87	3.3	8.5	259	**76	1.9	7.5	151	**19	0.6	1.9	52	**51	1.2	5.0	97
POPULAR SCIENCE	878	**30	1.1	3.4	103	**82	2.1	9.3	189	**32	1.1	3.6	101	**43	1.0	4.9	95
PREVENTION	3913	**124	4.6	3.2	96	*296	7.4	7.6	153	284	9.7	7.3	200	*234	5.6	6.0	115
PSYCHOLOGY TODAY	1710	**85	3.2	5.0	151	**58	1.5	3.4	69	**77	2.6	4.5	124	*105	2.5	6.1	118
READER'S DIGEST	22204	723	27.0	3.3	99	1253	31.4	5.6	114	980	33.4	4.4	122	1079	25.7	4.9	94
REDBOOK	7684	273	10.2	3.6	108	353	8.8	4.6	93	244	8.3	3.2	88	357	8.5	4.6	90
ROAD & TRACK	410	**35	1.3	8.5	259	**22	0.6	5.4	109	**35	1.2	8.5	236	**9	0.2	2.2	42
ROLLING STONE	969	**55	2.1	5.7	172	**53	1.3	5.5	111	**62	2.1	6.4	177	*110	2.6	11.4	219
RUNNER'S WORLD	298	**0	0.0	0.0	0	**38	1.0	12.8	259	**0	0.0	0.0	0	**28	0.7	9.4	181
SATURDAY EVENING POST	1169	**34	1.3	2.9	88	**58	1.5	5.0	101	**74	2.5	6.3	175	**58	1.4	5.0	96
SCIENCE 84	587	**19	0.7	3.2	98	**22	0.6	3.7	76	**0	0.0	0.0	0	**32	0.8	5.5	105
SCIENCE DIGEST	482	**28	1.0	5.8	176	**42	1.1	8.7	177	**1	0.0	0.2	6	**23	0.5	4.8	92
SCIENTIFIC AMERICAN	594	**2	0.1	0.3	10	**52	1.3	8.8	178	**2	0.1	0.3	9	**37	0.9	6.2	120
SELF	2089	**46	1.7	2.2	67	**100	2.5	4.8	97	**44	1.5	2.1	58	**66	1.6	3.2	61
SEVENTEEN	2411	**74	2.8	3.1	93	**18	3.0	4.9	99	**142	4.8	5.9	163	*130	3.1	5.4	104
SKI	480	**5	0.2	1.0	32	**59	1.5	12.3	249	**25	0.9	5.2	144	**19	0.5	4.0	76
SMITHSONIAN	2760	**84	3.1	3.0	92	*238	6.0	8.6	175	**87	3.0	3.2	87	*242	5.8	8.8	169
SOAP OPERA DIGEST	3013	**110	4.1	3.7	111	**76	1.9	2.5	51	**56	1.9	1.9	51	*178	4.2	5.9	114
SOUTHERN LIVING	4184	**75	2.8	1.8	54	*176	4.4	4.2	85	*149	5.1	3.6	98	*187	4.5	4.5	86
SPORT	559	**21	0.8	3.8	114	**10	0.3	1.8	36	**9	0.3	1.6	44	**57	1.4	10.2	197
THE SPORTING NEWS	436	**27	1.0	6.2	188	**7	0.2	1.6	33	**11	0.4	2.5	70	**16	0.4	3.7	71
SPORTS AFIELD	493	**28	1.0	5.7	172	**18	0.5	3.7	74	**6	0.2	1.2	34	**47	1.1	9.5	184
SPORTS ILLUSTRATED	2758	**81	3.0	2.9	89	*167	4.2	6.1	123	**106	3.6	3.8	106	*147	3.5	5.3	103
STAR	7456	207	7.7	2.8	84	243	6.1	3.3	66	315	10.7	4.2	117	479	11.4	6.4	124
SUNDAY	24936	908	34.0	3.6	110	1398	35.0	5.6	114	756	25.8	3.0	84	1241	29.6	5.0	96
SUNSET	2124	**125	4.7	5.9	178	**111	2.8	5.2	106	**123	4.2	5.8	160	**93	2.2	4.4	84
TV GUIDE	21661	734	27.4	3.4	103	1006	25.2	4.6	94	830	28.3	3.8	106	1171	27.9	5.4	104
TENNIS	550	**17	0.6	3.1	94	**16	0.4	2.9	59	**20	0.7	3.6	100	**45	1.1	8.2	158
TIME	8880	309	11.6	3.5	105	530	13.3	6.0	121	256	8.7	2.9	80	476	11.3	5.4	103
TOWN & COUNTRY	917	**41	1.5	4.5	135	**36	0.9	3.9	80	**22	0.7	2.4	66	**37	0.9	4.0	78
TRAVEL & LEISURE	972	**58	2.2	6.0	181	**112	2.8	11.5	234	**28	1.0	2.9	80	**38	0.9	3.9	75
TRUE STORY	3356	**129	4.8	3.8	116	**92	2.3	2.7	56	**116	4.0	3.5	95	*169	4.0	5.0	97
U.S. NEWS & WORLD REPORT	3410	**96	3.6	2.8	85	*213	5.3	6.2	127	*120	4.1	3.5	97	*182	4.3	5.3	103
USA TODAY	1759	**100	3.7	5.7	172	**72	1.8	4.1	83	**39	1.3	2.2	61	*116	2.8	6.6	127
US	1873	**25	0.9	1.3	40	**58	1.5	3.1	63	**68	2.3	3.6	100	**79	1.9	4.2	81
VOGUE	3909	*158	5.9	4.0	122	*191	4.8	4.9	99	*137	4.7	3.5	97	*205	4.9	5.2	101
MALL STREET JOURNAL	1886	**77	2.9	4.1	124	*149	3.7	7.9	160	**105	3.6	5.6	154	*117	2.8	6.2	120
WEIGHT WATCHERS	2120	**64	2.4	3.0	91	*137	3.4	6.5	131	**119	4.1	5.6	155	*160	3.8	7.5	146
WOMAN'S DAY	14172	645	24.1	4.6	138	852	21.3	6.0	122	595	20.3	4.2	116	763	18.2	5.4	104
WORKING MOTHER	1146	**42	1.6	3.7	111	**81	2.0	7.1	143	**42	1.4	3.7	101	**81	1.9	7.1	136
WORKING WOMAN	1322	**64	2.4	4.8	147	**78	2.0	5.9	120	**26	0.9	2.0	54	**73	1.7	5.5	107
WORLD TENNIS	*163	**5	0.2	3.1	93	**11	0.3	6.7	137	**18	0.6	11.0	305	**16	0.4	9.8	189
ZIFF-DAVIS MAG NETHK (GROSS)	2532	**39	1.5	1.5	47	*145	3.6	5.7	116	**98	3.3	3.9	107	*111	2.6	4.4	85
BLAIR INSERTS	43657	1553	58.1	3.6	108	2520	63.1	5.8	117	1556	53.0	3.6	98	2570	61.2	5.9	114
DAILY NEWSPAPERS																	
READ ANY	51633	1682	62.9	3.3	99	2763	69.2	5.4	109	1893	64.5	3.7	101	2775	66.1	5.4	104
READ ONE	43463	1375	51.4	3.2	96	2313	57.9	5.3	108	1571	53.5	3.6	100	2303	54.9	5.3	102
READ TWO OR MORE	8170	307	11.5	3.8	114	450	11.3	5.5	112	323	11.0	4.0	109	472	11.2	5.8	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1814	67.8	3.4	104	2936	73.5	5.6	113	1920	65.4	3.6	101	2935	69.9	5.6	108
READ ONE	46126	1607	60.1	3.5	106	2559	64.1	5.5	113	1693	57.7	3.7	101	2623	62.5	5.7	110
READ TWO OR MORE	6552	*206	7.7	3.1	95	377	9.4	5.8	117	*227	7.7	3.5	96	*312	7.4	4.8	92
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.34				29.51				27.13				25.51			
30 DAY REACH	71455	2363	88.4	3.3	100	3480	87.2	4.9	99	2600	88.6	3.6	100	3702	88.2	5.2	100
50 SHWG - 30 DAY AV FREQ	14.56	15.03				15.84				14.15				13.36			
30 DAY REACH	67742	2219	83.0	3.3	99	3250	81.4	4.8	97	2497	85.1	3.7	102	3529	84.1	5.2	101
25 SHWG - 30 DAY AV FREQ	7.94	7.95				8.39				7.56				7.06			
30 DAY REACH	62117	2096	78.4	3.4	102	3071	76.9	4.9	100	2306	78.6	3.7	102	3328	79.3	5.4	103
CABLE TV: HOME WIRED	32077	1265	47.3	3.9	119	1940	48.6	6.0	123	1171	39.9	3.7	101	1899	45.2	5.9	114
HOME NOT WIRED	48909	1409	52.7	2.9	87	2052	51.4	4.2	85	1764	60.1	3.6	100	2298	54.8	4.7	91
HAVE PAY CABLE	15935	675	25.2	4.2	128	1022	25.6	6.4	130	635	21.6	4.0	110	923	22.0	5.8	112

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	2674	100.0	3.3	100	3992	100.0	4.9	100	2934	100.0	3.6	100	4197	100.0	5.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1505	56.3	3.4	104	2440	61.1	5.6	113	1624	55.4	3.7	102	2237	53.3	5.1	98
10:00 AM - 3:00 PM	30659	1145	42.8	3.7	113	1672	41.9	5.5	111	1027	35.0	3.3	92	1647	39.2	5.4	104
3:00 PM - 7:00 PM	31045	1133	42.4	3.6	111	1748	43.8	5.6	114	1302	44.4	4.2	116	1647	39.2	5.3	102
7:00 PM - MIDNIGHT	15767	581	21.7	3.7	112	835	20.9	5.3	107	597	20.3	3.8	105	770	18.3	4.9	94
MIDNIGHT - 6:00 AM	9120	293	11.0	3.2	97	550	13.8	6.0	122	322	11.0	3.5	97	436	10.4	4.8	92
6:00 AM - MIDNIGHT	58527	2034	76.1	3.5	105	3205	80.3	5.5	111	2160	73.6	3.7	102	3114	74.2	5.3	103
ENTIRE DAY	59311	2079	77.7	3.5	106	3267	81.8	5.5	112	2192	74.7	3.7	102	3178	75.7	5.4	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	542	20.3	3.4	102	1046	26.2	6.5	131	545	18.6	3.4	93	877	20.9	5.4	105
ALL NEWS	2256	**73	2.7	3.2	98	**121	3.0	5.4	109	**68	2.3	3.0	83	**131	3.1	5.8	112
AOR/PROGRESSIVE	3874	**138	5.2	3.6	108	**237	5.9	6.1	124	**165	5.6	4.3	118	**259	6.2	6.7	129
BEAUTIFUL MUSIC	5660	**261	9.8	4.6	140	299	7.5	5.3	107	**228	7.8	4.0	111	330	7.9	5.8	113
BLACK	2204	**89	3.3	4.0	122	**83	2.1	3.8	76	**58	2.0	2.6	73	**139	3.3	6.3	122
CLASSICAL	1418	**67	2.5	4.7	143	**125	3.1	8.8	179	**41	1.4	2.9	80	**139	3.3	9.8	189
CHR/ROCK	9538	381	14.2	4.0	121	473	11.8	5.0	101	350	11.9	3.7	101	504	12.0	5.3	102
COUNTRY	12648	338	12.6	2.7	81	638	16.0	5.0	102	510	17.4	4.0	111	614	14.6	4.9	94
GOLDEN OLDIES	1191	**20	0.7	1.7	51	**29	0.7	2.4	49	**27	0.9	2.3	63	**43	1.0	3.6	70
MOR/NOSTALGIA	4757	**186	7.0	3.9	118	337	8.4	7.1	144	**130	4.4	2.7	75	246	5.9	5.2	100
NEWS/TALK	3863	**125	4.7	3.2	98	340	8.5	8.8	179	**133	4.5	3.4	95	**107	2.5	2.8	53
RELIGIOUS	3084	**125	4.7	4.1	123	**96	2.4	3.1	63	**133	4.5	4.3	119	**124	3.0	4.0	78
SOFT ROCK	521	**14	0.5	2.7	81	**6	0.2	1.2	23	**10	0.3	1.9	53	**22	0.5	4.2	81
URBAN CONTEMPORARY	1585	**68	2.5	4.3	130	**95	2.4	6.0	122	**52	1.8	3.3	91	**91	2.2	5.7	111
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**62	2.3	1.9	58	**159	4.0	4.9	99	**58	2.0	1.8	49	**176	4.2	5.4	104
ABC DIRECTION	2316	**71	2.7	3.1	93	**112	2.8	4.8	98	**132	4.5	5.7	157	**97	2.3	4.2	81
ABC ENTERTAINMENT	4834	**126	4.7	2.6	79	**227	5.7	4.7	95	**266	9.1	5.5	152	**256	6.1	5.3	102
ABC FM	2202	**93	3.5	4.2	128	**124	3.1	5.6	114	**99	3.4	4.5	124	**123	2.9	5.6	108
ABC INFORMATION	5425	**167	6.2	3.1	93	473	11.8	8.7	177	227	7.7	4.2	115	288	6.9	5.3	102
ABC ROCK	1677	**68	2.5	4.1	123	**125	3.1	7.5	151	**100	3.4	6.0	165	**70	1.7	4.2	81
CBS	4430	**128	4.8	2.9	88	270	6.8	6.1	124	**111	3.8	2.5	69	**205	4.9	4.6	89
MUTUAL	4992	**175	6.5	3.5	106	**269	6.7	5.4	109	**172	5.9	3.4	95	329	7.8	6.6	127
NBC	4679	**245	9.2	5.2	159	273	6.8	5.8	118	**139	4.7	3.0	82	**236	5.6	5.0	97
RADIORADIO	1994	**87	3.3	4.4	132	**114	2.9	5.7	116	**93	3.2	4.7	129	**106	2.5	5.3	103
RKO ONE	2298	**87	3.3	3.8	115	**120	3.0	5.2	106	**110	3.7	4.8	132	**67	1.6	2.9	56
RKO TWO	3311	**101	3.8	3.1	92	**193	4.8	5.8	118	**130	4.4	3.9	108	**124	3.0	3.7	72
THE SOURCE	2114	**68	2.5	3.2	97	**132	3.3	6.2	127	**141	4.8	6.7	184	**175	4.2	8.3	160
NON-WIRED : BLAIR	8654	**286	10.7	3.3	100	619	15.5	7.2	145	334	11.4	3.9	107	368	8.8	4.3	82
INTERNET	12025	549	20.5	4.6	138	781	19.6	6.5	132	415	14.1	3.5	95	635	15.1	5.3	102
KATZ RADIO GROUP	15359	570	21.3	3.7	112	984	24.6	6.4	130	609	20.8	4.0	109	820	19.5	5.3	103
SUPERNET	10628	317	11.9	3.0	90	666	16.7	6.3	127	416	14.2	3.9	108	486	11.6	4.6	88
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	315	11.8	3.6	110	435	10.9	5.0	102	318	10.8	3.7	101	482	11.5	5.6	107
WKDAY 9:00 AM - 1:00 PM	12163	460	17.2	3.8	115	554	13.9	4.6	92	376	12.8	3.1	85	557	13.3	4.6	88
WKDAY 1:00 PM - 4:30 PM	16150	595	22.3	3.7	112	712	17.8	4.4	89	489	16.7	3.0	84	831	19.8	5.1	99
WKDAY 4:30 PM - 7:30 PM	22463	767	28.7	3.4	103	989	24.8	4.4	89	746	25.4	3.3	92	1072	25.5	4.8	92
WKDAY 7:30 PM - 8:00 PM	31795	1103	41.2	3.5	105	1529	38.3	4.8	98	1134	38.7	3.6	98	1504	35.8	4.7	91
WKDAY 11:00 PM - 11:30 PM	23977	860	32.2	3.6	109	1194	29.9	5.0	101	848	28.9	3.5	98	1324	31.5	5.5	107
WKDAY 11:30 PM - 1:00 AM	7703	267	10.0	3.5	105	424	10.6	5.5	112	323	11.0	4.2	116	385	9.2	5.0	96
M-SAT 8-11 PM-SUN 7-11 PM	33800	1181	44.2	3.5	106	1725	43.2	5.1	104	1225	41.8	3.6	100	1857	44.2	5.5	106
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	269	10.1	4.1	125	312	7.8	4.8	97	246	8.4	3.8	104	280	6.7	4.3	83
ANOTHER WORLD	N 4620	164	6.1	3.5	108	186	4.7	4.0	82	**99	3.4	2.1	59	252	6.0	5.5	105
AS THE WORLD TURNS	C 5614	**152	5.7	2.7	82	201	5.0	3.6	73	123	4.2	2.2	60	309	7.4	5.5	106
CAPITOL	C 3396	**97	3.6	2.9	87	**122	3.1	3.6	73	**63	2.1	1.9	51	202	4.8	5.9	115
CBS MORN. NEWS 1	C 1446	**39	1.5	2.7	82	**67	1.7	4.6	94	**46	1.6	3.2	88	**42	1.0	2.9	56
CBS MORN. NEWS 2	C 1207	**35	1.3	2.9	88	**82	2.1	6.8	138	**50	1.7	4.1	114	**32	0.8	2.7	51
DAYS OF OUR LIVES	N 5877	242	9.1	4.1	125	226	5.7	3.8	78	166	5.7	2.8	78	330	7.9	5.6	108
FACTS OF LIFE - DAYTIME	N 2290	**74	2.8	3.2	98	**86	2.2	3.8	76	**41	1.4	1.8	49	**90	2.1	3.9	76
FAMILY FEUD	A 3023	**102	3.8	3.4	102	170	4.3	5.6	114	**141	4.8	4.7	129	138	3.3	4.6	88
GENERAL HOSPITAL	A 6097	241	9.0	4.0	120	329	8.2	5.4	109	193	6.6	3.2	87	321	7.6	5.3	102
GOOD MORNING, AMERICA-730	A 3515	**101	3.8	2.9	87	268	6.7	7.6	155	**142	4.8	4.0	112	211	5.0	6.0	116
GOOD MORNING, AMERICA-830	A 2818	**98	3.7	3.5	105	235	5.9	8.3	169	**134	4.6	4.8	131	165	3.9	5.9	113
GUIDING LIGHT	C 5339	**145	5.4	2.7	82	162	4.1	3.0	62	**128	4.4	2.4	66	309	7.4	5.8	112
ONE LIFE TO LIVE	A 4478	182	6.8	4.1	123	220	5.5	4.9	100	192	6.5	4.3	118	201	4.8	4.5	87
PRESS YOUR LUCK	C 2244	**63	2.4	2.8	85	**95	2.4	4.2	86	**45	1.5	2.0	55	**71	1.7	3.2	61
PRICE IS RIGHT 1	C 4348	**130	4.9	3.0	91	150	3.8	3.4	70	149	5.1	3.4	95	168	4.0	3.9	75
PRICE IS RIGHT 2	C 5014	156	5.8	3.1	94	166											

**SOAPS & DETERGENTS FOR REGULAR LAUNDRY: BRANDS
(FEMALE HOMEOWNERS)**

	TOTAL U.S. '000	A '000	B %	C % ACROSS	D % INDX	A '000	B %	C % ACROSS	D % INDX	A '000	B %	C % ACROSS	D % INDX	A '000	B %	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	2674	100.0	3.3	100	3992	100.0	4.9	100	2934	100.0	3.6	100	4197	100.0	5.2	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	825	30.9	3.2	96	1128	28.3	4.3	88	819	27.9	3.1	87	1160	27.6	4.5	86
NETWORK AFFILIATES - LATE	20261	712	26.6	3.5	106	1054	26.4	5.2	106	646	22.0	3.2	88	1129	26.9	5.6	108
INDEPENDENTS - LATE	2076	*59	2.2	2.8	86	148	3.7	7.1	145	*94	3.2	4.5	125	143	3.4	6.9	133
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	478	17.9	4.6	138	489	12.2	4.7	95	351	12.0	3.4	93	682	16.2	6.5	126
ABC MONDAY NIGHT MOVIE	A 6412	*192	7.2	3.0	91	351	8.8	5.5	111	*189	6.4	2.9	81	339	8.1	5.3	102
ABC SUNDAY NIGHT MOVIE	A 12407	379	14.2	3.1	93	615	15.4	5.0	101	510	17.4	4.1	113	665	15.8	5.4	103
ABC WORLD NEWS TONIGHT	A 6176	224	8.4	3.6	110	237	5.9	3.8	78	238	8.1	3.9	106	225	5.4	3.6	70
AFTERMASH	C 5863	*290	10.8	4.9	150	*338	8.5	5.8	117	*175	6.0	3.0	82	*343	8.2	5.9	113
ALICE	C 9594	341	12.8	3.6	108	500	12.5	5.2	106	303	10.3	3.2	87	516	12.3	5.4	104
AMERICAN PARADE	C 6622	*150	5.6	2.3	69	353	8.8	5.3	108	334	11.4	5.0	139	253	6.0	3.8	74
BENSON	A 10886	419	15.7	3.8	117	478	12.0	4.4	89	489	16.7	4.5	124	538	12.8	4.9	95
BLUE THUNDER	A 5036	*259	9.7	5.1	156	*218	5.5	4.3	88	*178	6.1	3.5	98	*229	5.5	4.5	88
CAGNEY & LACEY	C 9965	335	12.5	3.4	102	595	14.9	6.0	121	316	10.8	3.2	88	596	14.2	6.0	115
CBS EVENING NEWS-DEAN	C 3491	**100	3.7	2.9	87	*197	4.9	5.6	114	*71	2.4	2.0	56	*170	4.1	4.9	94
CBS EVENING NEWS-RATHER	C 7123	197	7.4	2.8	84	384	9.6	5.4	109	258	8.8	3.6	100	370	8.8	5.2	100
CBS SAT. NEWS-SCHIEFFER	C 3621	*122	4.6	3.4	102	107	2.7	3.0	60	127	4.3	3.5	97	113	2.7	3.1	60
CBS SATURDAY NIGHT MOVIE	C 5436	219	8.2	4.0	122	299	7.5	5.5	112	219	7.5	4.0	111	320	7.6	5.9	114
CBS WEDNESDAY NIGHT MOVIE	C 6100	220	8.2	3.6	109	314	7.9	5.1	104	249	8.5	4.1	113	284	6.8	4.7	90
CHEERS	N 8889	392	14.7	4.4	134	486	12.2	5.5	111	335	11.4	3.8	104	667	15.9	7.5	145
DALLAS	C 22109	763	28.5	3.5	105	1208	30.3	5.5	111	678	23.1	3.1	85	1140	27.2	5.2	99
DIFF'RENT STROKES	N 6940	*210	7.9	3.0	92	255	6.4	3.7	75	*158	5.4	2.3	63	367	8.7	5.3	102
DOUBLE TROUBLE	N 7223	*305	11.4	4.2	128	416	10.4	5.8	117	*218	7.4	3.0	83	342	8.1	4.7	91
DUCK FACTORY	N 5595	*281	10.5	5.0	152	290	7.3	5.2	105	*203	6.9	3.6	100	384	9.1	6.9	132
DUKES OF HAZZARD	C 5768	*177	6.6	3.1	93	262	6.6	4.5	92	*90	3.1	1.6	43	286	6.8	5.0	96
DYNASTY	A 20053	640	23.9	3.2	97	960	24.0	4.8	97	646	22.0	3.2	89	975	23.2	4.9	94
FACTS OF LIFE	N 8087	291	10.9	3.6	109	441	11.0	5.5	111	273	9.3	3.4	93	418	10.0	5.2	100
FALCON CREST	C 20046	672	25.1	3.4	102	1020	25.6	5.1	103	738	25.2	3.7	102	1054	25.1	5.3	101
FALL GUY	A 9084	409	15.3	4.5	136	492	12.3	5.4	110	265	9.0	2.9	81	465	11.1	5.1	99
FAMILY TIES	N 7964	*293	11.0	3.7	111	352	8.8	4.4	90	294	10.0	3.7	102	509	12.1	6.4	123
FANTASY ISLAND	A 7687	268	10.0	3.5	106	397	9.9	5.2	105	264	9.0	3.4	95	412	9.8	5.4	103
FOULUPS, BLEEP & BLUNDERS	A 8861	280	10.5	3.2	96	445	11.1	5.0	102	310	10.6	3.5	97	343	8.2	3.9	75
FOUR SEASONS	C 5095	*188	7.0	3.7	112	*341	8.5	6.7	136	*154	5.2	3.0	83	*300	7.1	5.9	114
GIMME A BREAK	N 8838	388	14.5	4.4	133	297	7.4	3.4	68	300	10.2	3.4	94	533	12.7	6.0	116
HART TO HART	A 8978	262	9.8	2.9	88	409	10.2	4.6	92	280	9.5	3.1	86	441	10.5	4.9	95
HILL STREET BLUES	N 8590	351	13.1	4.1	124	457	11.4	5.3	108	292	10.0	3.4	94	528	12.6	6.1	119
HOTEL	A 14085	498	18.6	3.5	107	687	17.2	4.9	99	519	17.7	3.7	102	770	18.3	5.5	105
JEFFERSONS	C 9360	376	14.1	4.0	122	503	12.6	5.4	109	311	10.6	3.3	92	444	10.6	4.7	92
JENNIFER SLEPT HERE	N 5841	*173	6.5	3.0	90	*257	6.4	4.4	89	*169	5.8	2.9	80	333	7.9	5.7	110
KATE & ALLIE	C 9206	288	10.8	3.1	95	506	12.7	5.5	112	*345	11.8	3.7	103	503	12.0	5.5	105
KNIGHT RIDER	N 7076	*221	8.3	3.1	95	382	9.6	5.4	110	296	10.1	4.2	115	390	9.3	5.5	106
LOVE BOAT	A 12219	426	15.9	3.5	106	604	15.1	4.9	100	399	13.6	3.3	90	658	15.7	5.4	104
MAGNUM PI	C 11199	397	14.8	3.5	107	580	14.5	5.2	105	422	14.4	3.8	104	728	17.3	6.5	125
MAMA'S FAMILY	N 6057	*209	7.8	3.5	105	287	7.2	4.7	96	*177	6.0	2.9	81	326	7.8	5.4	104
MASTER, THE	N 3598	*110	4.1	3.1	93	*140	3.5	3.9	79	*162	5.5	4.5	124	*195	4.6	5.4	105
MATT HOUSTON	A 6344	*210	7.9	3.3	100	337	8.4	5.3	108	293	10.0	4.6	127	370	8.8	5.8	113
NBC MONDAY NIGHT MOVIE	N 11994	353	13.2	2.9	89	534	13.4	4.5	90	506	17.2	4.2	116	716	17.1	6.0	115
NBC NIGHTLY NEWS	N 5132	171	6.4	3.3	101	222	5.6	4.3	88	113	3.9	2.2	61	234	5.6	4.6	88
NBC NIGHTLY NEWS-SAT	N 3375	*664	2.4	1.9	57	*133	3.3	3.9	80	*126	4.3	3.7	103	*130	3.1	3.9	74
NBC NIGHTLY NEWS-SUN	N 3130	*110	4.1	3.5	106	*181	4.5	5.8	117	*271	2.4	2.3	63	*144	3.4	4.6	89
NBC SUNDAY NIGHT MOVIE	N 8284	490	18.3	5.9	179	339	8.5	4.1	83	*274	9.3	3.3	91	638	15.2	7.7	149
NEMHART	C 9240	345	12.9	3.7	113	543	13.6	5.9	119	326	11.1	3.5	97	491	11.7	5.3	103
ONE DAY AT A TIME	C 7288	*201	7.5	2.8	84	374	9.4	5.1	104	*232	7.9	3.2	88	390	9.3	5.4	103
PEOPLE ARE FUNNY	N 4855	*135	5.0	2.8	84	*176	4.4	3.6	74	*149	5.1	3.1	85	*189	4.5	3.9	75
REAL PEOPLE	N 8869	238	8.9	2.7	81	401	10.0	4.5	92	316	10.8	3.6	98	345	8.2	3.9	75
REMINGTON STEELE	N 7743	286	10.7	3.7	112	373	9.3	4.8	98	350	11.9	4.5	125	354	8.4	4.6	88
RIPLY'S BELIEVE IT - NOT	A 5345	*176	6.6	3.3	100	287	7.2	5.4	109	240	8.2	4.5	124	263	6.3	4.9	95
RIPTIDE	N 6988	297	11.1	4.3	129	325	8.1	4.7	94	273	9.3	3.9	108	405	9.6	5.8	112
SCARECROW & MRS. KING	C 10002	274	10.2	2.7	83	556	13.9	5.6	113	364	12.4	3.6	100	604	14.4	6.0	117
SIMON & SIMON	C 10638	317	11.9	3.0	90	527	13.2	5.0	101	428	14.6	4.0	111	635	15.1	6.0	115
60 MINUTES	C 13293	431	16.1	3.2	98	632	15.8	4.8	96	397	13.5	3.0	82	714	17.0	5.4	104
ST. ELSEWHERE	N 7017	*229	8.6	3.3	99	352	8.8	5.0	102	*253	8.6	3.6	100	420	10.0	6.0	115
THREE'S COMPANY	A 10917	419	15.7	3.8	116	549	13.8	5.0	102	391	13.3	3.6	99	577	13.7	5.3	102
T.J. HOOKER	A 9204	258	9.6	2.8	85	475	11.9	5.2	105	333	11.3	3.6	100	418	10.0	4.5	88
TONIGHT SHOW	N 2372	*57	2.1	2.4	73	116	2.9	4.9	99	94	3.2	4.0	109	101	2.4	4.3	82
TRAPPER JOHN, M.D.	C 9846	383	14.3	3.9	118	482	12.1	4.9	99	332	11.3						

	TOTAL U.S. '000	BOLD/BOLD 3				CHEER				COLD POWER				DASH			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	10461	100.0	12.9	100	14858	100.0	18.3	100	3348	100.0	4.1	100	3050	100.0	3.8	100
18 - 24	9282	1030	9.8	11.1	86	1808	12.2	19.5	106	**324	9.7	3.5	84	**246	8.1	2.7	70
25 - 34	19072	2986	28.5	15.7	121	3776	25.4	19.8	108	739	22.1	3.9	94	608	19.9	3.2	85
35 - 44	14591	1842	17.6	12.6	98	2700	18.2	18.5	101	**459	13.7	3.1	76	**411	13.5	2.8	75
45 - 54	11345	1480	14.1	13.0	101	1904	12.8	16.8	91	676	20.2	6.0	144	530	17.4	4.7	124
55 - 64	11635	1518	14.5	13.0	101	1963	13.2	16.9	92	**553	16.5	4.8	115	544	17.8	4.7	124
65 OR OLDER	18061	1606	15.4	10.7	83	2707	18.2	18.0	98	597	17.8	4.0	96	711	23.3	4.7	125
18 - 34	28354	4015	38.4	14.2	110	5585	37.6	19.7	107	1063	31.8	3.7	91	854	28.0	3.0	80
18 - 49	48339	6581	62.9	13.6	105	9192	61.9	19.0	104	1883	56.2	3.9	94	1605	52.6	3.3	88
25 - 54	45008	6307	60.3	14.0	108	8380	56.4	18.6	101	1875	56.0	4.2	101	1549	50.8	3.4	91
35 - 49	19985	2566	24.5	12.8	99	3607	24.3	18.0	98	820	24.5	4.1	99	751	24.6	3.8	100
50 OR OLDER	32647	3879	37.1	11.9	92	5666	38.1	17.4	95	1465	43.8	4.5	109	1445	47.4	4.4	118
GRADUATED COLLEGE	11155	1283	12.3	11.5	89	1945	13.1	17.4	95	**543	16.2	4.9	118	**527	17.3	4.7	125
ATTENDED COLLEGE	13682	1807	17.3	13.2	102	2571	17.3	18.8	102	**499	14.9	3.6	88	**401	13.1	2.9	78
GRADUATED HIGH SCHOOL	33880	4860	46.5	14.3	111	6955	46.8	20.5	112	1331	39.8	3.9	95	1350	44.3	4.0	106
DID NOT GRADUATE HIGH SCHOOL	22270	2511	24.0	11.3	87	3386	22.8	15.2	83	975	29.1	4.4	106	772	25.3	3.5	92
EMPLOYED	42036	5210	49.8	12.9	100	7235	48.7	18.0	98	1843	55.0	4.6	111	1406	46.1	3.5	93
EMPLOYED FULL-TIME	32850	4409	42.1	13.4	104	5693	38.3	17.3	94	1495	44.7	4.6	110	1183	38.8	3.6	96
EMPLOYED PART-TIME	7456	801	7.7	10.7	83	1542	10.4	20.7	113	**347	10.4	4.7	113	**223	7.3	3.0	79
NOT EMPLOYED	40680	5250	50.2	12.9	100	7623	51.3	18.7	102	1505	45.0	3.7	89	1644	53.9	4.0	107
PROFESSIONAL/MANAGER	10392	1350	12.9	13.0	101	1517	10.2	14.6	80	**370	11.1	3.6	86	**424	13.9	4.1	108
TECH/CLERICAL/SALES	17574	2480	23.7	14.1	109	3580	24.1	20.4	111	801	23.9	4.6	110	715	23.4	4.1	108
PRECISION/CRAFT	985	**134	1.3	13.6	105	**128	0.9	13.0	71	**38	1.1	3.9	93	**22	0.7	2.2	59
OTHER EMPLOYED	11354	1247	11.9	11.0	85	2010	13.5	17.7	96	634	18.9	5.6	135	**244	8.0	2.1	57
SINGLE	9863	1042	10.0	10.6	82	1494	10.1	15.1	83	**399	11.9	4.0	98	**354	11.6	3.6	95
MARRIED	51375	7081	67.7	13.8	107	9857	66.3	19.2	105	1963	58.6	3.8	92	1916	62.8	3.7	99
DIVORCED/SEPARATED/WIDOWED	19748	2338	22.3	11.8	92	3507	23.6	17.8	97	986	29.5	5.0	121	780	25.6	3.9	105
PARENTS	32590	4902	46.9	15.0	116	6643	44.7	20.4	111	1333	39.8	4.1	99	1104	36.2	3.4	90
WHITE	70416	9354	89.4	13.3	103	13070	88.0	18.6	101	2773	82.8	3.9	95	2681	87.9	3.8	101
BLACK	8778	871	8.3	9.9	77	1617	10.9	18.4	100	**446	13.9	5.3	128	**323	10.6	3.7	98
OTHER	1791	**236	2.3	13.2	102	**171	1.2	9.5	52	**109	3.3	6.1	147	**446	1.5	2.6	68
NORTHEAST-CENSUS	17786	2049	19.6	11.5	89	2866	19.3	16.1	88	813	24.3	4.6	111	1007	33.0	5.7	150
NORTH CENTRAL	20741	2430	23.2	11.7	91	4412	29.7	21.3	116	**344	10.3	1.7	40	686	22.5	3.3	88
SOUTH	27775	3802	36.3	13.7	106	5426	36.5	19.5	106	1574	47.0	5.7	137	803	26.3	2.9	77
WEST	14683	2180	20.8	14.8	115	2154	14.5	14.7	80	618	18.5	4.2	102	**554	18.2	3.8	100
NORTHEAST-MKTG.	17961	2226	21.3	12.4	96	2747	18.5	15.3	83	976	29.2	5.4	131	905	29.7	5.0	134
EAST CENTRAL	11885	1183	11.3	10.0	77	2498	16.8	21.0	115	**256	7.6	2.2	52	**366	12.0	3.1	82
WEST CENTRAL	14090	1804	17.2	12.8	99	2984	20.1	21.2	115	**244	7.3	1.7	42	543	17.8	3.9	102
SOUTH	24081	3370	32.2	14.0	108	4823	32.5	20.0	109	1314	39.2	5.5	132	745	24.4	3.1	82
PACIFIC	12969	1877	17.9	14.5	112	1806	12.2	13.9	76	**558	16.7	4.3	104	**492	16.1	3.8	101
COUNTY SIZE A	32439	3565	34.1	11.0	85	5358	36.1	16.5	90	1257	37.5	3.9	94	1564	51.3	4.8	128
COUNTY SIZE B	24915	3685	35.2	14.8	115	5114	34.4	20.5	112	1083	32.3	4.3	105	879	28.8	3.5	94
COUNTY SIZE C	12930	1720	16.4	13.3	103	2208	14.9	17.1	93	648	19.4	5.0	121	**374	12.3	2.9	77
COUNTY SIZE D	10703	1490	14.2	13.9	108	2178	14.7	20.3	111	**359	10.7	3.4	81	**233	7.6	2.2	58
METRO CENTRAL CITY	24518	3301	31.6	13.5	104	4600	31.0	18.8	102	966	28.9	3.9	95	1033	33.9	4.2	112
METRO SUBURBAN	35919	4422	42.3	12.3	95	6296	42.4	17.5	96	1607	48.0	4.5	108	1468	48.1	4.1	109
NON METRO	20549	2738	26.2	13.3	103	3963	26.7	19.3	105	775	23.1	3.8	91	549	18.0	2.7	71
TOP 5 ADI'S	18341	2037	19.5	11.1	86	2545	17.1	13.9	76	658	19.7	3.6	87	991	32.5	5.4	143
TOP 10 ADI'S	25378	2740	26.2	10.8	84	4081	27.5	16.1	88	1015	30.3	4.0	97	1280	42.0	5.0	134
TOP 20 ADI'S	36488	4143	39.6	11.4	88	5894	39.7	16.2	88	1423	42.5	3.9	94	1575	51.6	4.3	115
HSOLD INC. \$50,000 OR MORE	6612	677	6.5	10.2	79	1107	7.5	16.7	91	**278	8.3	4.2	102	**272	8.9	4.1	109
\$40,000 OR MORE	12659	1642	15.7	13.0	100	2170	14.6	17.1	93	**575	17.2	4.5	110	**593	19.4	4.7	124
\$30,000 OR MORE	24698	3355	32.1	13.6	105	4389	29.5	17.8	97	944	28.2	3.8	92	1121	36.8	4.5	121
\$25,000 OR MORE	32077	4473	42.8	13.9	108	5756	38.7	17.9	98	1166	34.8	3.6	88	1413	46.3	4.4	117
\$20,000 - \$24,999	9144	980	9.4	10.7	83	1908	12.8	20.9	114	**497	14.8	5.4	131	**361	11.8	3.9	105
\$15,000 - \$19,999	8728	1203	11.5	13.8	107	1665	11.2	19.1	104	**379	11.3	4.3	105	**244	8.0	2.8	74
\$10,000 - \$14,999	12562	1546	14.8	12.3	95	2387	16.1	19.0	104	694	20.7	5.5	134	483	15.8	3.8	102
UNDER \$10,000	18475	2259	21.6	12.2	95	3142	21.1	17.0	93	612	18.3	3.3	80	549	18.0	3.0	79
HOUSEHOLD OF 1 PERSON	11987	1286	12.3	10.7	83	1855	12.5	15.5	84	472	14.1	3.9	95	423	13.9	3.5	94
2 PEOPLE	26577	3191	30.5	12.0	93	4789	32.2	18.0	98	935	27.9	3.5	85	1108	36.3	4.2	111
3 OR 4 PEOPLE	30617	3974	38.0	13.0	100	5518	37.1	18.0	98	1357	40.5	4.4	107	1065	34.9	3.5	92
5 OR MORE PEOPLE	11804	2009	19.2	17.0	132	2696	18.1	22.8	124	**584	17.4	4.9	120	**454	14.9	3.8	102
NO CHILD IN HSOLD	46165	5317	50.8	11.5	89	7759	52.2	16.8	92	1806	53.9	3.9	95	1871	61.3	4.1	108
CHILD(REN) UNDER 2 YRS	5325	736	7.0	13.8	107	1222	8.2	22.9	125	**206	6.2	3.9	94	**151	5.0	2.8	75
2 - 5 YEARS	14221	2206	21.1	15.5	120	3247	21.9	22.8	124	**498	14.9	3.5	85	**439	14.4	3.1	82
6 - 11 YEARS	15117	2136	20.4	14.1	109	3089	20.8	20.4	111	739	22.1	4.9	118	474	15.5	3.1	83
12 - 17 YEARS	16611	2505	23.9	15.1	117	3373	22.7	20.3	111	782	23.4	4.7	114	596	19.5	3.6	95
RESIDENCE OWNED	55884	7236	69.2	12.9	100	10892	73.3	19.5	106	2278	68.0	4.1	99	2087	68.4	3.7	99
VALUE: \$50,000 OR MORE	31744	3732	35.7	11.8	91	5967	40.2	18.8	102	1174	35.1	3.7	89	1365	44.8	4.3	114
VALUE: UNDER \$50,000	24140	3504	33.5	14.5	112	4925	33.1	20.4	111	1104	33.0	4.6	111	722	23.7	3.0	79

		TOTAL U.S. '000	BOLD/BOLD 3				CHEER				COLD POWER				DASH				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS			80986	10461	100.0	12.9	100	14858	100.0	18.3	100	3348	100.0	4.1	100	3050	100.0	3.8	100
MAGAZINES	QUINTILE 1	15799	2212	21.1	14.0	108	2899	19.5	18.3	100	773	23.1	4.9	118	683	22.4	4.3	115	
	QUINTILE 2	17259	2208	21.1	12.8	99	3385	22.8	19.6	107	789	23.6	4.6	111	806	26.4	4.7	124	
	QUINTILE 3	13545	1906	18.2	14.1	109	2439	16.4	18.0	98	*363	10.8	2.7	65	*395	13.0	2.9	77	
	QUINTILE 4	15133	1971	18.8	13.0	101	2901	19.5	19.2	104	632	18.9	4.2	101	*484	15.9	3.2	85	
	QUINTILE 5	19250	2163	20.7	11.2	87	3235	21.8	16.8	92	791	23.6	4.1	99	682	22.4	3.5	94	
NEWSPAPERS	QUINTILE 1	12413	1423	13.6	11.5	89	2519	17.0	20.3	111	*544	16.2	4.4	106	543	17.8	4.4	116	
	QUINTILE 2	24116	2970	28.4	12.3	95	4250	28.6	17.6	96	1086	32.4	4.5	109	991	32.5	4.1	109	
	QUINTILE 3	11261	1687	16.1	15.0	116	2036	13.7	18.1	99	*483	14.4	4.3	104	*535	17.5	4.8	126	
	QUINTILE 4	20255	2583	24.7	12.8	99	3787	25.5	18.7	102	727	21.7	3.6	87	655	21.5	3.2	86	
	QUINTILE 5	12940	1797	17.2	13.9	108	2265	15.2	17.5	95	*508	15.2	3.9	95	*326	10.7	2.5	67	
OUTDOOR	QUINTILE 1	14852	2143	20.5	14.4	112	2876	19.4	19.4	106	553	16.5	3.7	90	761	25.0	5.1	136	
	QUINTILE 2	15725	1973	18.9	12.5	97	2840	19.1	18.1	98	683	20.4	4.3	105	551	18.1	3.5	93	
	QUINTILE 3	16330	2167	20.7	13.3	103	3152	21.2	19.3	105	587	17.5	3.6	87	587	19.2	3.6	95	
	QUINTILE 4	16744	2122	20.3	12.7	98	2987	20.1	17.8	97	748	22.3	4.5	108	615	20.2	3.7	98	
	QUINTILE 5	17334	2056	19.7	11.9	92	3004	20.2	17.3	94	777	23.2	4.5	108	536	17.6	3.1	82	
RADIO-DRIVE TIME	QUINTILE 1	15911	1912	18.3	12.0	93	3107	20.9	19.5	106	563	16.8	3.5	86	611	20.0	3.8	102	
	QUINTILE 2	14837	1820	17.4	12.3	95	2766	18.6	18.6	102	606	18.1	4.1	99	486	15.9	3.3	87	
	QUINTILE 3	15339	1908	18.2	12.4	96	2785	18.7	18.2	99	870	26.0	5.7	137	645	21.1	4.2	112	
	QUINTILE 4	16723	2445	23.4	14.6	113	2838	19.1	17.0	93	537	16.0	3.2	78	562	18.4	3.4	89	
	QUINTILE 5	18176	2376	22.7	13.1	101	3363	22.6	18.5	101	772	23.1	4.2	103	746	24.5	4.1	109	
RADIO-MID- DAY	TERCILE 1	21020	2832	27.1	13.5	104	4094	27.6	19.5	106	934	27.9	4.4	107	810	26.6	3.9	102	
	TERCILE 2	21610	2735	26.1	12.7	98	4069	27.4	18.8	103	861	25.7	4.0	96	888	29.1	4.1	109	
	TERCILE 3	38355	4894	46.8	12.8	99	6695	45.1	17.5	95	1554	46.4	4.1	98	1352	44.3	3.5	94	
RADIO-TOTAL	QUINTILE 1	15988	2158	20.6	13.5	104	3147	21.2	19.7	107	515	15.4	3.2	78	622	20.4	3.9	103	
	QUINTILE 2	15626	1837	17.6	11.8	91	2689	18.1	17.2	94	789	23.6	5.0	122	546	17.9	3.5	93	
	QUINTILE 3	16723	2303	22.0	13.8	107	3428	23.1	20.5	112	807	24.1	4.8	117	822	27.0	4.9	131	
	QUINTILE 4	16342	2087	20.0	12.8	99	2640	17.8	16.2	88	623	18.6	3.8	92	512	16.8	3.1	83	
	QUINTILE 5	16306	2075	19.8	12.7	99	2955	19.9	18.1	99	614	18.3	3.8	91	548	18.0	3.4	89	
TV-PRIME TIME	QUINTILE 1	15953	2142	20.5	13.4	104	2984	20.1	18.7	102	858	25.6	5.4	130	667	21.9	4.2	111	
	QUINTILE 2	16137	2083	19.9	12.9	100	3073	20.7	19.0	104	582	17.4	3.6	87	730	23.9	4.5	120	
	QUINTILE 3	16420	2180	20.8	13.3	103	3088	20.8	18.8	103	677	20.2	4.1	100	509	16.7	3.1	82	
	QUINTILE 4	16687	1959	18.7	11.7	91	3047	20.5	18.3	100	*549	16.4	3.3	80	591	19.4	3.5	94	
	QUINTILE 5	15789	2097	20.0	13.3	103	2665	17.9	16.9	92	681	20.3	4.3	104	554	18.2	3.5	93	
TV-DAYTIME	TERCILE 1	27736	3786	36.2	13.7	106	5266	35.4	19.0	103	1248	37.3	4.5	109	1117	36.6	4.0	107	
	TERCILE 2	26489	3357	32.1	12.7	98	5147	34.6	19.4	106	1099	32.8	4.1	100	1010	33.1	3.8	101	
	TERCILE 3	26761	3318	31.7	12.4	96	4445	29.9	16.6	91	1001	29.9	3.7	90	923	30.3	3.4	92	
TV-TOTAL	QUINTILE 1	16345	2241	21.4	13.7	106	3151	21.2	19.3	105	835	24.9	5.1	124	694	22.8	4.2	113	
	QUINTILE 2	16447	2198	21.0	13.4	103	2931	19.7	17.8	97	707	21.1	4.3	104	695	22.8	4.2	112	
	QUINTILE 3	15980	1954	18.7	12.2	95	3226	21.7	20.2	110	650	19.4	4.1	98	570	18.7	3.6	95	
	QUINTILE 4	15887	1926	18.4	12.1	94	2973	20.0	18.7	102	*393	11.7	2.5	60	568	18.6	3.6	95	
	QUINTILE 5	16326	2142	20.5	13.1	102	2577	17.3	15.8	86	764	22.8	4.7	113	523	17.1	3.2	85	
MAGAZINES-NEWSPAPERS: DUAL			20721	2539	24.3	12.3	95	3913	26.3	18.9	103	1010	30.2	4.9	118	869	28.5	4.2	111
MAGAZINE IMPERATIVE			19186	2979	28.5	15.5	120	3605	24.3	18.8	102	746	22.3	3.9	94	730	23.9	3.8	101
NEWSPAPER IMPERATIVE			21899	2729	26.1	12.5	96	3942	26.5	18.0	98	841	25.1	3.8	93	909	29.8	4.2	110
MAGAZINES-OUTDOOR: DUAL			15451	2175	20.8	14.1	109	2908	19.6	18.8	103	655	19.6	4.2	103	706	23.1	4.6	121
MAGAZINE IMPERATIVE			25953	3385	32.4	13.0	101	4881	32.9	18.8	103	1103	32.9	4.2	103	974	31.9	3.8	100
OUTDOOR IMPERATIVE			24400	3155	30.2	12.9	100	4633	31.2	19.0	103	942	28.1	3.9	93	922	30.2	3.8	100
MAGAZINES-RADIO: DUAL			18049	2360	22.6	13.1	101	3483	23.4	19.3	105	728	21.7	4.0	98	778	25.5	4.3	114
MAGAZINE IMPERATIVE			23571	3410	32.6	14.5	112	4368	29.4	18.5	101	1053	31.5	4.5	108	996	32.7	4.2	111
RADIO IMPERATIVE			23278	2937	28.1	12.6	98	4282	28.8	18.4	100	1017	30.4	4.4	106	801	26.3	3.4	91
MAGAZINES-TELEVISION: DUAL			15459	2084	19.9	13.5	104	3019	20.3	19.5	106	798	23.8	5.2	125	791	25.9	5.1	136
MAGAZINE IMPERATIVE			25829	3391	32.4	13.1	102	4781	32.2	18.5	101	956	28.6	3.7	90	907	29.7	3.5	93
TELEVISION IMPERATIVE			26039	3332	31.9	12.8	99	4762	32.1	18.3	100	1073	32.0	4.1	100	933	30.6	3.6	95
NEWSPAPERS-OUTDOOR: DUAL			16605	2210	21.1	13.3	103	3153	21.2	19.0	103	704	21.0	4.2	103	637	20.9	3.8	102
NEWSPAPER IMPERATIVE			26834	3199	30.6	11.9	92	4876	32.8	18.2	99	1241	37.1	4.6	112	1132	37.1	4.2	112
OUTDOOR IMPERATIVE			23346	3205	30.6	13.7	106	4260	28.7	18.2	99	832	24.9	3.6	86	975	32.0	4.2	111
NEWSPAPERS-RADIO: DUAL			17133	2241	21.4	13.1	101	3336	22.5	19.5	106	756	22.6	4.4	107	968	31.7	5.6	150
NEWSPAPER IMPERATIVE			25892	3149	30.1	12.2	94	4589	30.9	17.7	97	1181	35.3	4.6	110	923	30.3	3.6	95
RADIO IMPERATIVE			23167	3184	30.4	13.7	106	4377	29.5	18.9	103	942	28.1	4.1	98	741	24.3	3.2	85
NEWSPAPERS-TELEVISION: DUAL			17159	2214	21.2	12.9	100	3096	20.8	18.0	98	856	25.6	5.0	121	745	24.4	4.3	115
NEWSPAPER IMPERATIVE			26214	3111	29.7	11.9	92	4842	32.6	18.5	101	981	29.3	3.7	91	1082	35.5	4.1	110
TELEVISION IMPERATIVE			23412	3206	30.6	13.7	106	4515	30.4	19.3	105	1001	29.9	4.3	103	842	27.6	3.6	95
OUTDOOR-RADIO: DUAL			15303	2187	20.9	14.3	111	2982	20.1	19.5	106	535	16.0	3.5	85	635	20.8	4.1	110
OUTDOOR IMPERATIVE			24901	3239	31.0	13.0	101	4567	30.7	18.3	100	1043	31.2	4.2	101	1058	34.7	4.2	113
RADIO IMPERATIVE			26492	3183	30.4	12.0	93	4921	33.1	18.6</									

	TOTAL U.S. '000	BOLD/BOLD 3				CHEER				COLD POWER				DASH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	10461	100.0	12.9	100	14858	100.0	18.3	100	3348	100.0	4.1	100	3050	100.0	3.8	100
ATLANTIC MONTHLY	415	**25	0.2	6.0	47	**108	0.7	26.0	142	**3	0.1	0.7	17	**8	0.3	1.9	51
BARRON'S	453	**38	0.4	8.4	65	**69	0.5	15.2	83	**85	2.5	18.8	454	**32	1.0	7.1	188
BETTER HOMES & GARDENS	16256	2298	22.0	14.1	109	2997	20.2	18.4	100	708	21.1	4.4	105	729	23.9	4.5	119
BON APPETIT	2535	209	2.0	8.2	64	389	2.6	15.3	84	**127	3.8	5.0	121	*108	3.5	4.3	113
BUSINESS WEEK	1278	**88	0.8	6.9	53	*141	0.9	11.0	60	**147	4.4	11.5	278	**49	1.6	3.8	102
CAR AND DRIVER	378	**15	0.1	4.0	31	**21	0.1	5.6	30	**53	1.6	14.0	339	**4	0.1	1.1	28
CBS MAGAZINE NETWORK (GROSS)	1498	*248	2.4	16.6	128	*237	1.6	15.8	86	**63	1.9	4.2	102	**97	3.2	6.5	172
CHANGING TIMES	1505	*253	2.4	16.8	130	353	2.4	23.5	128	**132	3.9	8.8	212	**60	2.0	4.0	106
COLONIAL HOMES	1231	*219	2.1	17.8	138	257	1.7	20.9	114	**72	2.2	5.8	141	**48	1.6	3.9	104
CONDE NAST MAG. PKG. (GROSS)	14146	1730	16.5	12.2	95	2854	19.2	20.2	110	782	23.4	5.5	134	666	21.8	4.7	125
CONSUMERS DIGEST	1323	*221	2.1	16.7	129	*257	1.7	19.4	106	**82	2.4	6.2	150	**48	1.6	3.6	96
COSMOPOLITAN	7102	1040	9.9	14.6	113	1414	9.5	19.9	109	*244	7.3	3.4	83	375	12.3	5.3	140
COUNTRY LIVING	2481	365	3.5	14.7	114	550	3.7	22.2	121	**94	2.8	3.8	92	**105	3.4	4.2	112
CUISINE	1472	*215	2.1	14.6	113	*263	1.8	17.9	97	**94	2.8	6.4	154	**42	1.4	2.9	76
CYCLE WORLD	425	**60	0.6	14.1	109	**64	0.4	15.1	82	**33	1.0	7.8	188	**58	1.9	13.6	362
DCI:CREATIVE IDEAS FOR LIV	2510	374	3.6	14.9	115	451	3.0	18.0	98	**86	2.6	3.4	83	**120	3.9	4.8	127
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1082	10.3	16.2	125	1181	7.9	17.6	96	348	10.4	5.2	126	357	11.7	5.3	142
DISCOVER	894	**119	1.1	13.3	103	*146	1.0	16.3	89	**101	3.0	11.3	273	**22	0.7	2.5	65
EBONY	3507	457	4.4	13.0	101	723	4.9	20.6	112	*242	7.2	6.9	167	*144	4.7	4.1	109
ESQUIRE	1083	*101	1.0	9.3	72	*155	1.0	14.3	78	**81	2.4	7.5	181	**9	0.3	0.8	22
ESSENCE	1830	246	2.4	13.4	104	344	2.3	18.8	102	**133	4.0	7.3	176	**63	2.1	3.4	91
FAMILY CIRCLE	15930	2227	21.3	14.0	108	3231	21.7	20.3	111	746	22.3	4.7	113	603	19.8	3.8	101
THE FAMILY HANDYMAN	1126	*245	2.3	21.8	168	*191	1.3	17.0	92	**88	2.6	7.8	189	**80	2.6	7.1	189
FAMILY WEEKLY	11468	1724	16.5	15.0	116	2046	13.8	17.8	97	542	16.2	4.7	114	361	11.8	3.1	84
FIELD & STREAM	2234	341	3.3	15.3	118	474	3.2	21.2	116	**93	2.8	4.2	101	**82	2.7	3.7	97
FOOD & WINE	579	**128	1.2	22.1	171	*145	1.0	25.0	137	**32	1.0	5.5	134	**45	1.5	7.8	206
FORBES	728	**41	0.4	5.6	44	**70	0.5	9.6	52	**47	1.4	6.5	156	**33	1.1	4.5	120
FORTUNE	906	**79	0.8	8.7	68	**132	0.9	14.6	79	**82	2.4	9.1	219	**34	1.1	3.8	100
GENTLEMEN'S QUARTERLY	791	*192	1.8	24.3	188	*134	0.9	16.9	92	**20	0.6	2.5	61	**63	2.1	8.0	211
GLAMOUR	5265	656	6.3	12.5	96	1044	7.0	19.8	108	332	9.9	6.3	153	*284	9.3	5.4	143
GOLF DIGEST	636	**32	0.3	5.0	39	**102	0.7	16.0	87	**12	0.4	1.9	46	**14	0.5	2.2	58
GOLF DIGEST/TENNIS (GROSS)	1186	**110	1.1	9.3	72	*182	1.2	15.3	84	**26	0.8	2.2	53	**26	0.9	2.2	58
GOLF MAGAZINE	441	**43	0.4	9.8	75	**41	0.3	9.3	51	**29	0.9	6.6	159	**14	0.5	3.2	84
GOLF MAGAZINE/SKI (GROSS)	922	**95	0.9	10.3	80	**93	0.6	10.1	55	**29	0.9	3.1	76	**71	2.3	7.7	204
GOOD HOUSEKEEPING	16487	2138	20.4	13.0	100	3247	21.9	19.7	107	645	19.3	3.9	95	777	25.5	4.7	125
HARPER'S BAZAAR	2423	*270	2.6	11.1	86	433	2.9	17.9	97	**149	4.5	6.1	149	**101	3.3	4.2	111
HEALTH	1994	*210	2.0	10.5	82	413	2.8	20.7	113	**117	3.5	5.9	142	**128	4.2	6.4	170
HEARST MAG CORP. BUY (GROSS)	44101	6114	58.4	13.9	107	8670	58.4	19.7	107	1794	53.6	4.1	98	1963	64.4	4.5	118
HEARST MAN POWER (GROSS)	1993	275	2.6	13.8	107	394	2.7	19.8	108	**78	2.3	3.9	95	**97	3.2	4.9	129
HEARST WOMAN POWER (GROSS)	31274	4305	41.2	13.8	107	6122	41.2	19.6	107	1187	35.5	3.8	92	1428	46.8	4.6	121
HOUSE BEAUTIFUL	3623	530	5.1	14.6	113	668	4.5	18.4	100	*177	5.3	4.9	118	*139	4.6	3.8	102
INC.	283	**26	0.2	9.2	71	**38	0.3	13.4	73	**33	1.0	11.7	282	**0	0.0	0.0	0
JET	2928	361	3.5	12.3	95	555	3.7	19.0	103	*186	5.6	6.4	154	*101	3.3	3.4	92
LADIES' HOME JOURNAL	11918	1624	15.5	13.6	105	2284	15.4	19.2	104	438	13.1	3.7	89	466	15.3	3.9	104
LMJ FAMILY GRP COMBO(GROSS)	16764	2326	22.2	13.9	107	3349	22.5	20.0	109	693	20.7	4.1	100	669	21.9	4.0	106
LIFE	4254	670	6.4	15.7	122	932	6.3	21.9	119	**151	4.5	3.5	86	*219	7.2	5.1	137
L.A. TIMES HOME MAGAZINE	1145	*132	1.3	11.5	89	**88	0.6	7.7	42	**82	2.4	7.2	173	**95	3.1	8.3	220
MADMOISELLE	2884	361	3.5	12.5	97	660	4.4	22.9	125	**175	5.2	6.1	147	**103	3.4	3.6	95
MC CALL'S	13460	1972	18.9	14.7	113	2587	17.4	19.2	105	560	16.7	4.2	101	744	24.4	5.5	147
MC CALL'S/MRK MOTHER (GROSS)	14606	2214	21.2	15.2	117	2828	19.0	19.4	106	565	16.9	3.9	94	786	25.8	5.4	143
MECHANIX ILLUSTRATED	772	**161	1.5	20.9	161	**143	1.0	18.5	101	**47	1.4	6.1	147	**64	2.1	8.3	220
METROPOLITAN HOME	967	**139	1.3	14.4	111	*282	1.9	29.2	159	**40	1.2	4.1	100	**16	0.5	1.7	44
MONEY	1588	*142	1.4	8.9	69	283	1.9	17.8	97	**123	3.7	7.7	187	**39	1.3	2.5	65
MOTHER EARTH NEWS	1002	*123	1.2	12.3	95	*168	1.1	16.8	91	**54	1.6	5.4	130	**31	1.0	3.1	82
MS.	825	**109	1.0	13.2	102	*167	1.1	20.2	110	**31	0.9	3.8	91	**51	1.7	6.2	164
NATIONAL ENQUIRER	10336	1526	14.6	14.8	114	2137	14.4	20.7	113	422	12.6	4.1	99	333	10.9	3.2	86
NATIONAL GEOGRAPHIC	9597	1103	10.5	11.5	89	1599	10.8	16.7	91	378	11.3	3.9	95	358	11.7	3.7	99
NATIONAL SUNDAY MAGAZINE PKG.	49558	6279	60.0	12.7	98	9299	62.6	18.8	102	2088	62.4	4.2	102	1965	64.4	4.0	105
NATURAL HISTORY	573	**18	0.2	3.1	24	**77	0.5	13.4	73	**6	0.2	1.0	25	**7	0.2	1.2	32
NEW WOMAN	1699	*239	2.3	14.1	109	347	2.3	20.4	111	**15	0.4	0.9	21	**93	3.0	5.5	145
NEW YORK INCLUDING CUE	443	**18	0.2	4.1	31	**57	0.4	12.9	70	**2	0.1	0.5	11	**50	1.6	11.3	300
THE NEW YORKER	1270	*146	1.4	11.5	89	*150	1.0	11.8	64	**43	1.3	3.4	82	**49	1.6	3.9	102
NEWSWEEK	6277	738	7.1	11.8	91	1052	7.1	16.8	91	*289	8.6	4.6	111	329	10.8	5.2	139
THE N.Y. TIMES DAILY EDITION	1205	**118	1.1	9.8	76	*138	0.9	11.5	62	**57	1.7	4.7	114	**79	2.6	6.6	174
THE N.Y. TIMES MAGAZINE	2081	*242	2.3	11.6	90	231	1.6	11.1	61	**131	3.9	6.3	152	*133	4.4	6.4	170
OMNI	788	*167	1.6	21.2	164	*138	0.9	17.5	95	**22	0.7	2.8	68	**57	1.9	7.2	192
ON CABLE	1158	*266	2.5	23.0	178	*328	2.2	28.3	154	**13	0.4	1.1	27	**21	0.7	1.8	48
1001 HOME IDEAS	2852	492	4.7	17.3	134	652	4.4	22.9	125	**138	4.1	4.8	117	**75	2.5	2.6	70
ORGANIC GARDENING	1658	*292	2.8	17.6	136	303	2.0	18.3	100	**56	1.7	3.4	82	**54	1.8	3.3	86
OUTDOOR LIFE	896	**101	1.0	11.3	87	*208	1.4	23.2	127	**46	1.4	5.1	124	**30	1.0	3.3	89
PARADE MAGAZINE	24275	3070	29.3	12.6	98	4814	32.4	19.8	108	1096	32.7	4.5	109	1032	33.8	4.3	113

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	BOLD/BOLD 3				CHEER				COLD POWER				DASH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% ACROSS	% ACROSS	% ACROSS	'000	% ACROSS	% ACROSS	% ACROSS	'000	% ACROSS	% ACROSS	% ACROSS	'000	% ACROSS	% ACROSS	% ACROSS
			DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN	DOWN
			INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX	INDX
TOTAL FEMALE HOMEOWNERS	80986	10461	100.0	12.9	100	14858	100.0	18.3	100	3348	100.0	4.1	100	3050	100.0	3.8	100
PARENTS	3845	544	5.2	14.1	110	954	6.4	24.8	135	**89	2.7	2.3	56	**72	2.4	1.9	50
PENHOUSE	831	**90	0.9	10.8	84	**130	0.9	15.6	85	**40	1.2	4.8	116	**27	0.9	3.2	86
PEOPLE	11645	1418	13.6	12.2	94	2096	14.1	18.0	98	448	13.4	3.8	93	427	14.0	3.7	97
PLAYBOY	2006	*191	1.8	9.5	74	345	2.3	17.2	94	**63	1.9	3.1	76	**65	2.1	3.2	86
POPULAR HOT RODDING	297	**58	0.6	19.5	151	**61	0.4	20.5	112	**19	0.6	6.4	155	**17	0.6	5.7	152
POPULAR MECHANICS	1018	**155	1.5	15.2	118	**173	1.2	17.0	93	**44	1.3	4.3	105	**72	2.4	7.1	188
POPULAR SCIENCE	878	**107	1.0	12.2	94	*154	1.0	17.5	96	**54	1.6	6.2	149	**64	2.1	7.3	194
PREVENTION	3913	531	5.1	13.6	105	642	4.3	16.4	89	*148	4.4	3.8	91	*229	7.5	5.9	155
PSYCHOLOGY TODAY	1710	333	3.2	19.5	151	290	2.0	17.0	92	**132	3.9	7.7	187	**54	1.8	3.2	84
READER'S DIGEST	22204	3007	28.7	13.5	105	4418	29.7	19.9	108	1023	30.6	4.6	111	892	29.2	4.0	107
REDBOOK	7684	1127	10.8	14.7	114	1461	9.8	19.0	104	297	8.9	3.9	93	276	9.0	3.6	95
ROAD & TRACK	410	**99	0.9	24.1	187	**78	0.5	19.0	104	**0	0.0	0.0	0	**14	0.5	3.4	91
ROLLING STONE	969	*153	1.5	15.8	122	276	1.9	28.5	155	**30	0.9	3.1	75	**54	1.8	5.6	148
RUNNER'S WORLD	298	**41	0.4	13.8	107	**98	0.7	32.9	179	**13	0.4	4.4	106	**18	0.6	6.0	160
SATURDAY EVENING POST	1169	**87	0.8	7.4	58	*206	1.4	17.6	96	**61	1.8	5.2	126	**78	2.6	6.7	177
SCIENCE 84	587	**44	0.4	7.5	58	**125	0.8	21.3	116	**20	0.6	3.4	82	**4	0.1	0.7	18
SCIENCE DIGEST	482	**59	0.6	12.2	95	**114	0.8	23.7	129	**12	0.4	2.5	60	**3	0.1	0.6	17
SCIENTIFIC AMERICAN	594	**52	0.5	8.8	68	**43	0.3	7.2	39	**12	0.4	2.0	49	**4	0.1	0.7	18
SELF	2089	*272	2.6	13.0	101	399	2.7	19.1	104	**34	1.0	1.6	39	**116	3.8	5.6	147
SEVENTEEN	2411	*262	2.5	10.9	84	481	3.2	20.0	109	**82	2.4	3.4	82	**102	3.3	4.2	112
SKI	480	**52	0.5	10.8	84	**52	0.3	10.8	59	**0	0.0	0.0	0	**57	1.9	11.9	315
SMITHSONIAN	2760	263	2.5	9.5	74	389	2.6	14.1	77	*173	5.2	6.3	152	**137	4.5	5.0	132
SOAP OPERA DIGEST	3013	488	4.7	16.2	125	637	4.3	21.1	115	*166	5.0	5.5	133	**107	3.5	3.6	94
SOUTHERN LIVING	4184	709	6.8	16.9	131	729	4.9	17.4	95	*262	7.8	6.3	151	*237	7.8	5.7	150
SPORT	559	**33	0.3	5.9	46	**146	1.0	26.1	142	*227	0.8	4.8	117	**50	1.6	8.9	238
THE SPORTING NEWS	436	**55	0.5	12.6	98	**113	0.8	25.9	141	**21	0.6	4.8	117	**29	1.0	6.7	177
SPORTS AFIELD	493	**61	0.6	12.4	96	**106	0.7	21.5	117	**22	0.7	4.5	108	**21	0.7	4.3	113
SPORTS ILLUSTRATED	2758	339	3.2	12.3	95	470	3.2	17.0	93	**105	3.1	3.8	92	*168	5.5	6.1	162
STAR	7456	985	9.4	13.2	102	1574	10.6	21.1	115	324	9.7	4.3	105	*207	6.8	2.8	74
SUNDAY	24936	3046	29.1	12.2	95	4644	31.3	18.6	102	1030	30.8	4.1	100	981	32.2	3.9	104
SUNSET	2124	307	2.9	14.5	112	297	2.0	14.0	76	**80	2.4	3.8	91	**40	1.3	1.9	50
TV GUIDE	21661	3061	29.3	14.1	109	3776	25.4	17.4	95	1085	32.4	5.0	121	813	26.7	3.8	100
TENNIS	550	**77	0.7	14.0	108	**80	0.5	14.5	79	**14	0.4	2.5	62	**12	0.4	2.2	58
TIME	8880	1077	10.3	12.1	94	1569	10.6	17.7	96	458	13.7	5.2	125	435	14.3	4.9	130
TOWN & COUNTRY	917	*144	1.4	15.7	122	*232	1.6	25.3	138	*337	1.1	4.0	98	**43	1.4	4.7	125
TRAVEL & LEISURE	972	**122	1.2	12.6	97	*158	1.1	16.3	89	*335	1.0	3.6	87	**43	1.4	4.4	117
TRUE STORY	3356	553	5.3	16.5	128	696	4.7	20.7	113	**181	5.4	5.4	130	**96	3.1	2.9	76
U.S. NEWS & WORLD REPORT	3410	421	4.0	12.3	96	681	4.6	20.0	109	*176	5.3	5.2	125	*133	4.4	3.9	104
USA TODAY	1759	*186	1.8	10.6	82	398	2.7	22.6	123	*67	2.0	3.8	92	**59	1.9	3.4	89
US	1873	*259	2.5	13.8	107	317	2.1	16.9	92	**49	1.5	2.6	63	**80	2.6	4.3	113
VOGUE	3909	441	4.2	11.3	87	751	5.1	19.2	105	*241	7.2	6.2	149	*163	5.3	4.2	111
WALL STREET JOURNAL	1886	*204	2.0	10.8	84	382	2.6	20.3	110	**51	1.5	2.7	65	**55	1.8	2.9	77
WEIGHT WATCHERS	2120	354	3.4	16.7	129	472	3.2	22.3	121	**113	3.4	5.3	129	*139	4.6	6.6	174
WOMAN'S DAY	14172	1831	17.5	12.9	100	2877	19.4	20.3	111	723	21.6	5.1	123	623	20.4	4.4	117
WORKING MOTHER	1146	*242	2.3	21.1	163	*241	1.6	21.0	115	**5	0.1	0.4	11	**41	1.3	3.6	95
WORKING WOMAN	1322	*204	2.0	15.4	119	*231	1.6	17.5	95	**83	2.5	6.3	152	**68	2.2	5.1	137
WORLD TENNIS	*163	**17	0.2	10.4	81	**38	0.3	23.3	127	**19	0.6	11.7	282	**4	0.1	2.5	65
ZIFF-DAVIS MAG NETHK (GROSS)	2532	332	3.2	13.1	102	411	2.8	16.2	88	*153	4.6	6.0	146	*130	4.3	5.1	136
BLAIR INSERTS	43657	5391	51.5	12.3	96	8195	55.2	18.8	102	1896	56.6	4.3	105	1833	60.1	4.2	111
DAILY NEWSPAPERS																	
READ ANY	51633	6527	62.4	12.6	98	9500	63.9	18.4	100	2208	65.9	4.3	103	2188	71.7	4.2	113
READ ONE	43463	5556	53.1	12.8	99	7855	52.9	18.1	99	1824	54.5	4.2	102	1828	59.9	4.2	112
READ TWO OR MORE	8170	971	9.3	11.9	92	1644	11.1	20.1	110	384	11.5	4.7	114	360	11.8	4.4	117
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6669	63.8	12.7	98	9859	66.4	18.7	102	2261	67.5	4.3	104	2157	70.7	4.1	109
READ ONE	46126	5966	57.0	12.9	100	8479	57.1	18.4	100	1952	58.3	4.2	102	1922	63.0	4.2	111
READ TWO OR MORE	6552	703	6.7	10.7	83	1380	9.3	21.1	115	309	9.2	4.7	114	235	7.7	3.6	95
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.56				27.79				26.43				34.28			
30 DAY REACH	71455	9340	89.3	13.1	101	13237	89.1	18.5	101	2941	87.8	4.1	100	2791	91.5	3.9	104
50 SHMG - 30 DAY AV FREQ	14.56	15.54				14.75				13.95				18.16			
30 DAY REACH	67742	8892	85.0	13.1	102	12517	84.2	18.5	101	2783	83.1	4.1	99	2641	86.6	3.9	104
25 SHMG - 30 DAY AV FREQ	7.94	8.32				7.92				7.63				9.76			
30 DAY REACH	62117	8276	79.1	13.3	103	11624	78.2	18.7	102	2529	75.5	4.1	98	2466	80.9	4.0	105
CABLE TV: HOME WIRED	32077	4735	45.3	14.8	114	6289	42.3	19.6	107	1226	36.6	3.8	92	1387	45.5	4.3	115
HOME NOT WIRED	48909	5726	54.7	11.7	91	8569	57.7	17.5	95	2122	63.4	4.3	105	1663	54.5	3.4	90
HAVE PAY CABLE	15935	2340	22.4	14.7	114	2885	19.4	18.1	99	662	19.8	4.2	100	595	19.5	3.7	99

	TOTAL U.S. '000	BOLD/BOLD 3				CHEER				COLD POWER				DASH			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	10461	100.0	12.9	100	14858	100.0	18.3	100	3348	100.0	4.1	100	3050	100.0	3.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	5516	52.7	12.6	97	7994	53.8	18.2	99	1800	53.8	4.1	99	1592	52.2	3.6	96
10:00 AM - 3:00 PM	30659	4052	38.7	13.2	102	5878	39.6	19.2	105	1237	36.9	4.0	98	1259	41.3	4.1	109
3:00 PM - 7:00 PM	31045	3957	37.8	12.7	99	5974	40.2	19.2	105	1160	34.6	3.7	90	1146	37.6	3.7	98
7:00 PM - MIDNIGHT	15767	2041	19.5	12.9	100	3082	20.7	19.5	107	600	17.9	3.8	92	571	18.7	3.6	96
MIDNIGHT - 6:00 AM	9120	1222	11.7	13.4	104	1716	11.5	18.8	103	402	12.0	4.4	107	327	10.7	3.6	95
6:00 AM - MIDNIGHT	58527	7590	72.6	13.0	100	10880	73.2	18.6	101	2290	68.4	3.9	95	2254	73.9	3.9	102
ENTIRE DAY	59311	7672	73.3	12.9	100	11060	74.4	18.6	102	2370	70.8	4.0	97	2299	75.4	3.9	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2202	21.0	13.6	105	3185	21.4	19.7	107	672	20.1	4.2	101	588	19.3	3.6	97
ALL NEWS	2256	325	3.1	14.4	112	*219	1.5	9.7	53	**105	3.1	4.7	113	*124	4.1	5.5	146
AOR/PROGRESSIVE	3874	561	5.4	14.5	112	743	5.0	19.2	105	**117	3.5	3.0	73	*233	7.6	6.0	160
BEAUTIFUL MUSIC	5660	696	6.7	12.3	95	1067	7.2	18.9	103	*231	6.9	4.1	99	*173	5.7	3.1	81
BLACK	2204	*225	2.2	10.2	79	511	3.4	23.2	126	**120	3.6	5.4	132	**113	3.7	5.1	136
CLASSICAL	1418	**145	1.4	10.2	79	309	2.1	21.8	119	*41	1.2	2.9	70	*58	1.9	4.1	109
CHR/ROCK	9538	1349	12.9	14.1	109	1889	12.7	19.8	108	388	11.6	4.1	98	294	9.6	3.1	82
COUNTRY	12648	1605	15.3	12.7	98	2279	15.3	18.0	98	512	15.3	4.0	98	444	14.6	3.5	93
GOLDEN OLDIES	1191	**149	1.4	12.5	97	*231	1.6	19.4	106	**57	1.7	4.8	116	*36	1.2	3.0	80
MOR/NOSTALGIA	4757	678	6.5	14.3	110	948	6.4	19.9	109	*204	6.1	4.3	104	*202	6.6	4.2	113
NEWS/TALK	3863	501	4.8	13.0	100	650	4.4	16.8	92	*117	3.5	3.0	73	270	8.9	7.0	186
RELIGIOUS	3084	352	3.4	11.4	88	615	4.1	19.9	109	*180	5.4	5.8	141	**89	2.9	2.9	77
SOFT ROCK	521	**45	0.4	8.6	67	**86	0.6	16.5	90	*10	0.3	1.9	46	**18	0.6	3.5	92
URBAN CONTEMPORARY	1585	*159	1.5	10.0	78	*225	1.5	14.2	77	*72	2.2	4.5	110	*66	2.2	4.2	111
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	480	4.6	14.7	114	599	4.0	18.4	100	**164	4.9	5.0	122	**76	2.5	2.3	62
ABC DIRECTION	2316	392	3.7	16.9	131	494	3.3	21.3	116	**99	3.0	4.3	103	*117	3.8	5.1	134
ABC ENTERTAINMENT	4834	659	6.3	13.6	106	814	5.5	16.8	92	*158	4.7	3.3	79	*241	7.9	5.0	132
ABC FM	2202	283	2.7	12.9	99	544	3.7	24.7	135	*81	2.4	3.7	89	*47	1.5	2.1	57
ABC INFORMATION	5425	757	7.2	14.0	108	1099	7.4	20.3	110	*197	5.9	3.6	88	*263	8.6	4.8	129
ABC ROCK	1677	*300	2.9	17.9	138	391	2.6	23.3	127	**69	2.1	4.1	100	**111	3.6	6.6	176
CBS	4430	678	6.5	15.3	118	705	4.7	15.9	87	*202	6.0	4.6	110	*212	7.0	4.8	127
MUTUAL	4992	671	6.4	13.4	104	959	6.5	19.2	105	*181	5.4	3.6	88	*277	9.1	5.5	147
NBC	4679	688	6.6	14.7	114	697	4.7	14.9	81	*196	5.9	4.2	101	*203	6.7	4.3	115
RADIORADIO	1994	*241	2.3	12.1	94	412	2.8	20.7	113	**95	2.8	4.8	115	**102	3.3	5.1	136
RKO ONE	2298	285	2.7	12.4	96	346	2.3	15.1	82	*132	3.9	5.7	139	*57	1.9	2.5	66
RKO TWO	3311	404	3.9	12.2	94	584	3.9	17.6	96	*131	3.9	4.0	96	*164	5.4	5.0	132
THE SOURCE	2114	*291	2.8	13.8	107	333	2.2	15.8	86	**111	3.3	5.3	127	**116	3.8	5.5	146
NON-HIRED: BLAIR	8654	1246	11.9	14.4	111	1677	11.3	19.4	106	355	10.6	4.1	99	293	9.6	3.4	90
INTERNET	12025	1888	18.0	15.7	122	2584	17.4	21.5	117	621	18.5	5.2	125	508	16.7	4.2	112
KATZ RADIO GROUP	15359	1765	16.9	11.5	89	2881	19.4	18.8	102	643	19.2	4.2	101	692	22.7	4.5	120
SUPERNET	10628	1316	12.6	12.4	96	1880	12.7	17.7	96	308	9.2	2.9	70	369	12.1	3.5	92
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1181	11.3	13.6	106	1711	11.5	19.8	108	391	11.7	4.5	109	345	11.3	4.0	106
MKDAY 9:00 AM - 1:00 PM	12163	1594	15.2	13.1	101	2329	15.7	19.1	104	592	17.7	4.9	118	440	14.4	3.6	96
MKDAY 1:00 PM - 4:30 PM	16150	2152	20.6	13.3	103	3049	20.5	18.9	103	719	21.5	4.5	108	590	19.3	3.7	97
MKDAY 4:30 PM - 7:30 PM	22463	2799	26.8	12.5	96	4059	27.3	18.1	98	1027	30.7	4.6	111	874	28.7	3.9	103
MKDAY 7:30 PM - 8:00 PM	31795	4078	39.0	12.8	99	5828	39.2	18.3	100	1391	41.5	4.4	106	1225	40.2	3.9	102
MKDAY 11:00 PM - 11:30 PM	23977	3154	30.2	13.2	102	4764	32.1	19.9	108	927	27.7	3.9	94	1017	33.3	4.2	113
MKDAY 11:30 PM - 1:00 AM	7703	1129	10.8	14.7	113	1737	11.7	22.5	123	278	8.3	3.6	87	401	13.1	5.2	138
M-SAT 8-11 PM-SUN 7-11 PM	33800	4437	42.4	13.1	102	6345	42.7	18.8	102	1457	43.5	4.3	104	1367	44.8	4.0	107
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	889	8.5	13.6	105	1089	7.3	16.7	91	302	9.0	4.6	112	206	6.8	3.2	84
ANOTHER WORLD	N 4620	585	5.6	12.7	98	754	5.1	16.3	89	227	6.8	4.9	119	173	5.7	3.7	99
AS THE WORLD TURNS	C 5614	698	6.7	12.4	96	1115	7.5	19.9	108	207	6.2	3.7	89	176	5.8	3.1	83
CAPITOL	C 3396	438	4.2	12.9	100	666	4.5	19.6	107	*135	4.0	4.0	96	*102	3.3	3.0	80
CBS MORN. NEWS 1	C 1446	181	1.7	12.5	97	339	2.3	23.4	128	*49	1.5	3.4	82	*43	1.4	3.0	79
CBS MORN. NEWS 2	C 1207	107	1.0	8.9	69	230	1.5	19.1	104	*65	1.9	5.4	130	*48	1.6	4.0	106
DAYS OF OUR LIVES	N 5877	728	7.0	12.4	96	994	6.7	16.9	92	317	9.5	5.4	130	244	8.0	4.2	110
FACTS OF LIFE - DAYTIME	N 2290	352	3.4	15.4	119	426	2.9	18.6	101	168	5.0	7.3	177	*71	2.3	3.1	82
FAMILY FEUD	A 3023	385	3.7	12.7	99	635	4.3	21.0	114	*100	3.0	3.3	80	150	4.9	5.0	132
GENERAL HOSPITAL	A 6097	984	9.4	16.1	125	1258	8.5	20.6	112	280	8.4	4.6	111	200	6.6	3.3	87
GOOD MORNING, AMERICA-730	A 3515	560	5.4	15.9	123	741	5.0	21.1	115	142	4.2	4.0	98	159	5.2	4.5	120
GOOD MORNING, AMERICA-830	A 2818	430	4.1	15.3	118	602	4.1	21.4	116	110	3.3	3.9	94	137	4.5	4.9	129
GUIDING LIGHT	C 5339	635	6.1	11.9	92	1020	6.9	19.1	104	213	6.4	4.0	97	206	6.8	3.9	102
ONE LIFE TO LIVE	A 4478	715	6.8	16.0	124	909	6.1	20.3	111	151	4.5	3.4	82	94	3.1	2.1	55
PRESS YOUR LUCK	C 2244	346	3.3	15.4	119	473	3.2	21.1	115	*69	2.1	3.1	74	*47	1.5	2.1	55
PRICE IS RIGHT 1	C 4348	575	5.5	13.2	102	1012	6.8	23.3	127	170	5.1	3.9	95	171	5.6	3.9	104
PRICE IS RIGHT 2	C 5014	632	6.0	12.6	98	1124	7.6	22.4	122	207	6.2	4.1	100	184	6.0	3.7	97
RYAN'S HOPE	A 3150	532	5.1	16.9	131	53											

	TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	10461	100.0	12.9	100	14858	100.0	18.3	100	3348	100.0	4.1	100	3050	100.0	3.8	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3160	30.2	12.1	94	4730	31.8	18.1	99	1032	30.8	4.0	96	1034	33.9	4.0	105
NETWORK AFFILIATES - LATE	20261	2618	25.0	12.9	100	4004	26.9	19.8	108	755	22.6	3.7	90	865	28.4	4.3	113
INDEPENDENTS - LATE	2076	238	2.3	11.5	89	296	2.0	14.3	78	*131	3.9	6.3	153	85	2.8	4.1	109
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1396	13.3	13.4	103	1963	13.2	18.8	102	495	14.8	4.7	115	420	13.8	4.0	107
ABC MONDAY NIGHT MOVIE	A 6412	836	8.0	13.0	101	1164	7.8	18.2	99	286	8.5	4.5	108	279	9.1	4.4	116
ABC SUNDAY NIGHT MOVIE	A 12407	1538	14.7	12.4	96	2240	15.1	18.1	98	557	16.6	4.5	109	542	17.8	4.4	111
ABC WORLD NEWS TONIGHT	A 6176	879	8.4	14.2	110	1077	7.2	17.4	95	203	6.1	3.3	80	262	8.6	4.2	111
AFTERMASH	C 5863	940	9.0	16.0	124	1329	8.9	22.7	124	*254	7.6	4.3	105	*250	8.2	4.3	113
ALICE	C 9594	1399	13.4	14.6	113	1999	13.5	20.8	114	414	12.4	4.3	104	273	9.0	2.8	76
AMERICAN PARADE	C 6622	740	7.1	11.2	87	1280	8.6	19.3	105	323	9.6	4.9	118	265	8.7	4.0	106
BENSON	A 10886	1391	13.3	12.8	99	2072	13.9	19.0	104	496	14.8	4.6	110	329	10.8	3.0	80
BLUE THUNDER	A 5036	713	6.8	14.2	110	1018	6.9	20.2	110	*244	7.3	4.8	117	*197	6.5	3.9	104
CAGNEY & LACEY	C 9965	1444	13.8	14.5	112	2032	13.7	20.4	111	262	7.8	2.6	64	311	10.2	3.1	83
CBS EVENING NEWS-DEAN	C 3491	418	4.0	12.0	93	637	4.3	18.2	99	*179	5.3	5.1	124	*108	3.5	3.1	82
CBS EVENING NEWS-RATHER	C 7123	908	8.7	12.7	99	1382	9.3	19.4	106	241	7.2	3.4	82	258	8.5	3.6	96
CBS SAT. NEWS-SCHIEFFER	C 3621	467	4.5	12.9	100	771	5.2	21.3	116	170	5.1	4.7	114	130	4.3	3.6	95
CBS SATURDAY NIGHT MOVIE	C 5436	754	7.2	13.9	107	1158	7.8	21.3	116	201	6.0	3.7	89	212	7.0	3.9	104
CBS WEDNESDAY NIGHT MOVIE	C 6100	843	8.1	13.8	107	1189	8.0	19.5	106	222	6.6	3.6	88	205	6.7	3.4	89
CHEERS	N 8889	1177	11.3	13.2	103	1948	13.1	21.9	119	355	10.6	4.0	97	343	11.2	3.9	102
DALLAS	C 22109	2845	27.2	12.9	100	4268	28.7	19.3	105	890	26.6	4.0	97	880	28.9	4.0	106
DIFF'RENT STROKES	N 6940	907	8.7	13.1	101	1330	9.0	19.2	104	332	9.9	4.8	116	*296	9.7	4.3	113
DOUBLE TROUBLE	N 7223	1044	10.0	14.5	112	1527	10.3	21.1	115	371	11.1	5.1	124	290	9.5	4.0	107
DUCK FACTORY	N 5595	666	6.4	11.9	92	1297	8.7	23.2	126	*216	6.5	3.9	93	*263	8.6	4.7	125
DUKES OF HAZZARD	C 5768	634	6.1	11.0	85	1078	7.3	18.7	102	*216	6.5	3.7	91	*204	6.7	3.5	94
DYNASTY	A 20053	2515	24.0	12.5	97	3893	26.2	19.4	106	799	23.9	4.0	96	733	24.0	3.7	97
FACTS OF LIFE	N 8087	981	9.4	12.1	94	1525	10.3	18.9	103	320	9.6	4.0	96	336	11.0	4.2	110
FALCON CREST	C 20046	2529	24.2	12.6	98	3872	26.1	19.3	105	778	23.2	3.9	94	703	23.0	3.5	93
FALL GUY	A 9084	1288	12.3	14.2	110	1714	11.5	18.9	103	404	12.1	4.4	108	359	11.8	4.0	105
FAMILY TIES	N 7964	1119	10.7	14.1	109	1762	11.9	22.1	121	421	12.6	5.3	128	314	10.3	3.9	105
FANTASY ISLAND	A 7687	1003	9.6	13.0	101	1323	8.9	17.2	94	337	10.1	4.4	106	335	11.0	4.4	116
FOULUPS, BLEEP & BLUNDERS	A 8861	1180	11.3	13.3	103	1623	10.9	18.3	100	255	7.6	2.9	70	353	11.6	4.0	106
FOUR SEASONS	C 5095	876	8.4	17.2	133	1098	7.4	21.6	117	*262	7.8	5.1	124	*193	6.3	3.8	101
GIMME A BREAK	N 8838	1059	10.1	12.0	93	1689	11.4	19.1	104	477	14.2	5.4	131	365	12.0	4.1	110
HART TO HART	A 8978	1268	12.1	14.1	109	1592	10.7	17.7	97	354	10.6	3.9	95	321	10.5	3.6	95
HILL STREET BLUES	N 8590	1011	9.7	11.8	91	1656	11.1	19.3	105	400	11.9	4.7	113	194	6.4	2.3	60
HOTEL	A 14085	1885	18.0	13.4	104	2575	17.3	18.3	100	575	17.2	4.1	99	507	16.6	3.6	96
JEFFERSONS	C 9360	1325	12.7	14.2	110	1968	13.2	21.0	115	397	11.9	4.2	103	286	9.4	3.1	81
JENNIFER SLEPT HERE	N 5841	773	7.4	13.2	102	1090	7.3	18.7	102	*265	7.9	4.5	110	*211	6.9	3.6	96
KATE & ALLIE	C 9206	1432	13.7	15.6	120	1617	10.9	17.6	96	283	8.5	3.1	74	328	10.8	3.6	95
KNIGHT RIDER	N 7076	830	7.9	11.7	91	1290	8.7	18.2	99	296	8.8	4.2	101	272	8.9	3.8	102
LOVE BOAT	A 12219	1555	14.9	12.7	99	2231	15.0	18.3	100	532	15.9	4.4	105	465	15.2	3.8	101
MAGNUM PI	C 11199	1586	15.2	14.2	110	2184	14.7	19.5	106	572	17.1	5.1	124	339	11.1	3.0	80
MAMA'S FAMILY	N 6057	772	7.4	12.7	99	1178	7.9	19.4	106	*261	7.8	4.3	104	*268	8.8	4.4	117
MASTER, THE	N 3598	451	4.3	12.5	97	759	5.1	21.1	115	*182	5.4	5.1	122	*163	5.3	4.5	120
MATT HOUSTON	A 6344	833	8.0	13.1	102	1133	7.6	17.9	97	277	8.3	4.4	106	319	10.5	5.0	134
NBC MONDAY NIGHT MOVIE	N 11994	1592	15.2	13.3	103	2057	13.8	17.2	93	561	16.8	4.7	113	386	12.7	3.2	85
NBC NIGHTLY NEWS	N 5132	619	5.9	12.1	93	868	5.8	16.9	92	259	7.7	5.0	122	181	5.9	3.5	94
NBC NIGHTLY NEWS-SAT	N 3375	384	3.7	11.4	88	535	3.6	15.9	86	*147	4.4	4.4	105	*130	4.3	3.9	102
NBC NIGHTLY NEWS-SUN	N 3130	308	2.9	9.8	76	468	3.1	15.0	81	*115	3.4	3.7	89	*168	5.5	5.4	143
NBC SUNDAY NIGHT MOVIE	N 8284	1037	9.9	12.5	97	1649	11.1	19.9	109	401	12.0	4.8	117	*361	11.8	4.4	116
NENHART	C 9240	1379	13.2	14.9	116	1882	12.7	20.4	111	221	6.6	2.4	58	339	11.1	3.7	97
ONE DAY AT A TIME	C 7288	1108	10.6	15.2	118	1419	9.6	19.5	106	283	8.5	3.9	94	263	8.6	3.6	96
PEOPLE ARE FUNNY	N 4855	552	5.3	11.4	88	949	6.4	19.5	107	*180	5.4	3.7	90	*219	7.2	4.5	120
REAL PEOPLE	N 8869	1115	10.7	12.6	97	1709	11.5	19.3	105	319	9.5	3.6	87	229	7.5	2.6	69
REMINGTON STEELE	N 7743	818	7.8	10.6	82	1489	10.0	19.2	105	321	9.6	4.1	100	365	12.0	4.7	125
RIPLEY'S BELIEVE IT - NOT	A 5345	799	7.6	14.9	116	1132	7.6	21.2	115	*231	6.9	4.3	105	270	8.9	5.1	134
RIPTIDE	N 6988	922	8.8	13.2	102	1314	8.8	18.8	102	*278	8.3	4.0	96	314	10.3	4.5	119
SCARECROW & MRS. KING	C 10002	1317	12.6	13.2	102	1711	11.5	17.1	93	351	10.5	3.5	85	377	12.4	3.8	100
SIMON & SIMON	C 10638	1404	13.4	13.2	102	2149	14.5	20.2	110	464	13.9	4.4	106	400	13.1	3.8	100
60 MINUTES	C 13293	1709	16.3	12.9	100	2473	16.6	18.6	101	592	17.7	4.5	108	461	15.1	3.5	92
ST. ELSEWHERE	N 7017	1027	9.8	14.6	113	1467	9.9	20.9	114	289	8.6	4.1	100	201	6.6	2.9	76
THREE'S COMPANY	A 10917	1379	13.2	12.6	98	2068	13.9	18.9	103	376	11.2	3.4	83	434	14.2	4.0	106
T.J. HOOKER	A 9204	1022	9.8	11.1	86	1682	11.3	18.3	100	355	10.6	3.9	93	230	7.5	2.5	66
TONIGHT SHOW																	

	TOTAL U.S. '000	A	DYNAMO B % DOWN	C % ACROSS	D % INDEX	A	ERA B % DOWN	C % ACROSS	D % INDEX	A	FAB B % DOWN	C % ACROSS	D % INDEX	A	FRESH START B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	5937	100.0	7.3	100	8886	100.0	11.0	100	7210	100.0	8.9	100	5089	100.0	6.3	100
18 - 24	9282	542	9.1	5.8	80	848	9.5	9.1	83	840	11.7	9.0	102	822	16.2	8.9	141
25 - 34	19072	1815	30.6	9.5	130	2433	27.4	12.8	116	1935	26.8	10.1	114	1480	29.1	7.8	123
35 - 44	14591	1163	19.6	8.0	109	1711	19.3	11.7	107	1525	21.2	10.5	117	922	18.1	6.3	101
45 - 54	11345	774	13.0	6.8	93	1393	15.7	12.3	112	964	13.4	8.5	95	544	10.7	4.8	76
55 - 64	11635	1018	17.1	8.7	119	1212	13.6	10.4	95	962	13.3	8.3	93	610	12.0	5.2	83
65 OR OLDER	15061	625	10.5	4.1	57	1290	14.5	8.6	78	985	13.7	6.5	73	712	14.0	4.7	75
18 - 34	28354	2357	39.7	8.3	113	3280	36.9	11.6	105	2775	38.5	9.8	110	2301	45.2	8.1	129
18 - 49	48339	3853	64.9	8.0	109	5613	63.2	11.6	106	4846	67.2	10.0	113	3514	69.1	7.3	116
25 - 54	45008	3751	63.2	8.3	114	5536	62.3	12.3	112	4424	61.4	9.8	110	2946	57.9	6.5	104
35 - 49	19985	1496	25.2	7.5	102	2333	26.3	11.7	106	2071	28.7	10.4	116	1212	23.8	6.1	97
50 OR OLDER	32647	2084	35.1	6.4	87	3273	36.8	10.0	91	2364	32.8	7.2	81	1576	31.0	4.8	77
GRADUATED COLLEGE	11155	926	15.6	8.3	113	1443	16.2	12.9	118	1035	14.4	9.3	104	943	18.5	8.5	135
ATTENDED COLLEGE	13682	1282	21.6	9.4	128	1811	20.4	13.2	121	1332	18.5	9.7	109	1074	21.1	7.8	125
GRADUATED HIGH SCHOOL	33880	2573	43.3	7.6	104	3885	43.7	11.5	105	2828	39.2	8.3	94	2086	41.0	6.2	98
DID NOT GRADUATE HIGH SCHOOL	22270	1156	19.5	5.2	71	1748	19.7	7.8	72	2015	27.9	9.0	102	987	19.4	4.4	71
EMPLOYED	40306	3060	51.5	7.6	104	4551	51.2	11.3	103	3575	49.6	8.9	100	2876	56.5	7.1	114
EMPLOYED FULL-TIME	32850	2438	41.1	7.4	101	3838	43.2	11.7	106	3008	41.7	9.2	103	2419	47.5	7.4	117
EMPLOYED PART-TIME	7456	622	10.5	8.3	114	713	8.0	9.6	87	*567	7.9	7.6	85	*457	9.0	6.1	98
NOT EMPLOYED	40680	2877	48.5	7.1	96	4335	48.8	10.7	97	3636	50.4	8.9	100	2214	43.5	5.4	87
PROFESSIONAL/MANAGER	10392	946	15.9	9.1	124	1406	15.8	13.5	123	945	13.1	9.1	102	936	18.4	9.0	143
TECH/CLERICAL/SALES	17574	1435	24.2	8.2	111	2097	23.6	11.9	109	1618	22.4	9.2	103	1266	24.9	7.2	115
PRECISION/CRAFT	985	*39	0.7	4.0	54	*97	1.1	9.8	90	*49	0.7	5.0	56	*41	0.8	4.2	66
OTHER EMPLOYED	11354	641	10.8	5.6	77	951	10.7	8.4	76	963	13.4	8.5	95	633	12.4	5.6	89
SINGLE	9863	734	12.4	7.4	102	1018	11.5	10.3	94	701	9.7	7.1	80	778	15.3	7.9	126
MARRIED	51375	4263	71.8	8.3	113	5816	65.5	11.3	103	5112	70.9	10.0	112	3215	63.2	6.3	100
DIVORCED/SEPARATED/WIDOWED	19748	940	15.8	4.8	65	2052	23.1	10.4	95	1398	19.4	7.1	80	1097	21.6	5.6	88
PARENTS	32590	2717	45.8	8.3	114	3752	42.2	11.5	105	3318	46.0	10.2	114	1924	37.8	5.9	94
WHITE	70416	5436	91.6	7.7	105	8209	92.4	11.7	106	6327	87.8	9.0	101	4625	90.9	6.6	105
BLACK	8778	393	6.6	4.5	61	574	6.5	6.5	60	805	11.2	9.2	103	*379	7.4	4.3	69
OTHER	1791	*108	1.8	6.0	82	*104	1.2	5.8	53	*79	1.1	4.4	50	*85	1.7	4.7	76
NORTHEAST-CENSUS	17786	2077	35.0	11.7	159	3082	34.7	17.3	158	1554	21.6	8.7	98	1303	25.6	7.3	117
NORTH CENTRAL	20741	1907	32.1	9.2	125	3252	36.6	15.7	143	1194	16.6	5.8	65	1259	24.7	6.1	97
SOUTH	27775	1132	19.1	4.1	56	1647	18.5	5.9	54	3465	48.1	12.5	140	1451	28.5	5.2	83
WEST	14683	821	13.8	5.6	76	905	10.2	6.2	56	997	13.8	6.8	76	1077	21.2	7.3	117
NORTHEAST-MKTG.	17961	2049	34.5	11.4	156	2908	32.7	16.2	148	1613	22.4	9.0	101	1242	24.4	6.9	110
EAST CENTRAL	11885	1136	19.1	9.6	130	1624	18.3	13.7	125	796	11.0	6.7	75	678	13.3	5.7	91
WEST CENTRAL	14090	1162	19.6	8.2	112	2185	24.6	15.5	141	855	11.9	6.1	68	945	18.6	6.7	107
SOUTH	24081	909	15.3	3.8	51	1462	16.5	6.1	55	3059	42.4	12.7	143	1273	25.0	5.3	84
PACIFIC	12969	*681	11.5	5.3	72	707	8.0	5.5	50	888	12.3	6.8	77	951	18.7	7.3	117
COUNTY SIZE A	32439	2676	45.1	8.2	113	3687	41.5	11.4	104	2394	33.2	7.4	83	2303	45.3	7.1	113
COUNTY SIZE B	24915	1942	32.7	7.8	106	3042	34.2	12.2	111	2710	37.6	10.9	122	1576	31.0	6.3	101
COUNTY SIZE C	12930	762	12.8	5.9	80	1143	12.9	8.8	81	1224	17.0	9.5	106	663	13.0	5.1	82
COUNTY SIZE D	10703	557	9.4	5.2	71	1014	11.4	9.5	86	881	12.2	8.2	92	*548	10.8	5.1	81
METRO CENTRAL CITY	24518	1747	29.4	7.1	97	2627	29.6	10.7	98	2104	29.2	8.6	96	1476	29.0	6.0	96
METRO SUBURBAN	35919	2947	49.6	8.2	112	4433	49.9	12.3	112	3484	48.3	9.7	109	2665	52.4	7.4	118
NON METRO	20549	1243	20.9	6.0	83	1827	20.6	8.9	81	1622	22.5	7.9	89	948	18.6	4.6	73
TOP 5 ADI'S	18341	1605	27.0	8.8	119	2205	24.8	12.0	110	1061	14.7	5.8	65	1297	25.5	7.1	113
TOP 10 ADI'S	25378	2179	36.7	8.6	117	2789	31.4	11.0	100	1706	23.7	6.7	76	1672	32.9	6.6	105
TOP 20 ADI'S	36488	2982	50.2	8.2	111	4113	46.3	11.3	103	2716	37.7	7.4	84	2517	49.5	6.9	110
HSOLD INC. \$50,000 OR MORE	6612	719	12.1	10.9	148	932	10.5	14.1	128	*541	7.5	8.2	92	*520	10.2	7.9	125
\$40,000 OR MORE	12659	1360	22.9	10.7	147	1840	20.7	14.5	132	1025	14.2	8.1	91	1032	20.3	8.2	130
\$30,000 OR MORE	24698	2320	39.1	9.4	128	3323	37.4	13.5	123	2074	28.8	8.4	94	1662	32.7	6.7	107
\$25,000 OR MORE	32077	3023	50.9	9.4	129	4248	47.8	13.2	121	2805	38.9	8.7	98	2257	44.4	7.0	112
\$20,000 - \$24,999	9144	832	14.0	9.1	124	1223	13.8	13.4	122	1020	14.1	11.2	125	629	12.4	6.9	109
\$15,000 - \$19,999	8728	484	8.2	5.5	76	898	10.1	10.3	94	633	8.8	7.3	81	*454	8.9	5.2	83
\$10,000 - \$14,999	12562	743	12.5	5.9	81	1083	12.2	8.6	79	1344	18.6	10.7	120	879	17.3	7.0	111
UNDER \$10,000	18475	855	14.4	4.6	63	1434	16.1	7.8	71	1408	19.5	7.6	86	870	17.1	4.7	75
HOUSEHOLD OF 1 PERSON	11987	559	9.4	4.7	64	1052	11.8	8.8	80	747	10.4	6.2	70	552	10.8	4.6	73
2 PEOPLE	26577	1945	32.8	7.3	100	2997	33.7	11.3	103	2271	31.5	8.5	96	2220	43.6	8.4	133
3 OR 4 PEOPLE	30617	2306	38.8	7.5	103	3547	39.9	11.6	106	2889	40.1	9.4	106	1615	31.7	5.3	84
5 OR MORE PEOPLE	11804	1127	19.0	9.5	130	1291	14.5	10.9	100	1304	18.1	11.0	124	*702	13.8	5.9	95
NO CHILD IN HSOLD	46165	3027	51.0	6.6	89	4774	53.7	10.3	94	3605	50.0	7.8	88	3052	60.0	6.6	105
CHILD(REN) UNDER 2 YRS	5325	*548	9.2	10.3	140	565	6.4	10.6	97	*437	6.1	8.2	92	*315	6.2	5.9	94
2 - 5 YEARS	14221	1309	22.0	9.2	126	1592	17.9	11.2	102	1722	23.9	12.1	136	792	15.6	5.6	89
6 - 11 YEARS	15117	1272	21.4	8.4	115	1856	20.9	12.3	112	1481	20.5	9.8	110	790	15.5	5.2	83
12 - 17 YEARS	16611	1254	21.1	7.5	103	1904	21.4	11.5	104	1686	23.4	10.1	114	974	19.1	5.9	93
RESIDENCE OWNED	55884	4306	72.5	7.7	105	6359	71.6	11.4	104	5251	72.8	9.4	106	3234	63.5	5.8	92
VALUE: \$50,000 OR MORE	31744	2592	43.7	8.2	111	3672	41.3	11.6	105	2891	40.1	9.1	102	2099	41.2	6.6	105
VALUE: UNDER \$50,000	24140	1713	28.9	7.1	97	2687	30.2	11.1	101	2361	32.7	9.8	110	1135	22.3	4.7	75

		TOTAL U.S. '000	DYNAMO				ERA				FAB				FRESH START			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	5937	100.0	7.3	100	8886	100.0	11.0	100	7210	100.0	8.9	100	5089	100.0	6.3	100
MAGAZINES	QUINTILE 1	15799	1417	23.9	9.0	122	1880	21.2	11.9	108	1536	21.3	9.7	109	958	18.8	6.1	96
	QUINTILE 2	17259	1325	22.3	7.7	105	2215	24.9	12.8	117	1616	22.4	9.4	105	1106	21.7	6.4	102
	QUINTILE 3	13545	1025	17.3	7.6	103	1310	14.7	9.7	88	1169	16.2	8.6	97	1054	20.7	7.8	124
	QUINTILE 4	15133	1061	17.9	7.0	96	1683	18.9	11.1	101	1318	18.3	8.7	98	1060	20.8	7.0	111
	QUINTILE 5	19250	1109	18.7	5.8	79	1798	20.2	9.3	85	1572	21.8	8.2	92	910	17.9	4.7	75
NEWSPAPERS	QUINTILE 1	12413	1322	22.3	10.7	145	1729	19.5	13.9	127	1204	16.7	9.7	109	822	16.2	6.6	105
	QUINTILE 2	24116	1977	33.3	8.2	112	2952	33.2	12.2	112	2081	28.9	8.6	97	1653	32.5	6.9	109
	QUINTILE 3	11261	658	11.1	5.8	80	1457	16.4	12.9	118	1187	16.5	10.5	118	832	16.3	7.4	111
	QUINTILE 4	20255	1321	22.3	6.5	89	1893	21.3	9.3	85	1687	23.4	8.3	94	1035	20.3	5.1	81
	QUINTILE 5	12940	659	11.1	5.1	69	854	9.6	6.6	60	1051	14.6	8.1	91	748	14.7	5.8	92
OUTDOOR	QUINTILE 1	14852	1110	18.7	7.5	102	1866	21.0	12.6	115	1453	20.2	9.8	110	1022	20.1	6.9	110
	QUINTILE 2	15725	1205	20.3	7.7	105	1863	21.0	11.8	108	1410	19.6	9.0	101	1063	20.9	6.8	108
	QUINTILE 3	16330	1131	19.1	6.9	94	1693	19.1	10.4	94	1495	20.7	9.2	103	994	19.5	6.1	97
	QUINTILE 4	16744	1219	20.5	7.3	99	1626	18.3	9.7	89	1399	19.4	8.4	94	943	18.5	5.6	90
	QUINTILE 5	17334	1273	21.4	7.3	100	1839	20.7	10.6	97	1453	20.2	8.4	94	1068	21.0	6.2	98
RADIO-DRIVE TIME	QUINTILE 1	15911	1145	19.3	7.2	98	1854	20.9	11.7	106	1581	21.9	9.9	112	800	15.7	5.0	80
	QUINTILE 2	14837	997	16.8	6.7	92	1649	18.6	11.1	101	1269	17.6	8.6	96	952	18.7	6.4	102
	QUINTILE 3	15339	1280	21.6	8.3	114	1692	19.0	11.0	101	1425	19.8	9.3	104	1003	19.7	6.5	104
	QUINTILE 4	16723	1406	23.7	8.4	115	1848	20.8	11.1	101	1458	20.2	8.7	98	1240	24.4	7.4	118
	QUINTILE 5	18176	1109	18.7	6.1	83	1842	20.7	10.1	92	1478	20.5	8.1	91	1095	21.5	6.0	96
RADIO-MID- DAY	TERCILE 1	21020	1558	26.2	7.4	101	2641	29.7	12.6	115	1885	26.1	9.0	101	1273	25.0	6.1	96
	TERCILE 2	21610	1822	30.7	8.4	115	2468	27.8	11.4	104	2200	30.5	10.2	114	1395	27.4	6.5	103
	TERCILE 3	38355	2557	43.1	6.7	91	3777	42.5	9.8	90	3125	43.3	8.1	92	2422	47.6	6.3	100
RADIO-TOTAL	QUINTILE 1	15988	1247	21.0	7.8	106	1776	20.0	11.1	101	1527	21.2	9.6	107	808	15.9	5.1	80
	QUINTILE 2	15626	1024	17.2	6.6	89	1892	21.3	12.1	110	1476	20.5	9.4	106	1106	21.7	7.1	113
	QUINTILE 3	16723	1457	24.5	8.7	119	1939	21.8	11.6	106	1706	23.7	10.2	115	1195	23.5	7.1	114
	QUINTILE 4	16342	1297	21.8	7.9	108	1877	21.1	11.5	105	1233	17.1	7.5	85	1140	22.4	7.0	111
	QUINTILE 5	16306	912	15.4	5.6	76	1402	15.8	8.6	78	1268	17.6	7.8	87	841	16.5	5.2	82
TV-PRIME TIME	QUINTILE 1	15953	1061	17.9	6.7	91	1819	20.5	11.4	104	1554	21.6	9.7	109	956	18.8	6.0	95
	QUINTILE 2	16137	1431	24.1	8.9	121	1873	21.1	11.6	106	1436	19.9	8.9	100	810	15.9	5.0	80
	QUINTILE 3	16420	1149	19.4	7.0	95	1881	21.2	11.5	104	1472	20.4	9.0	101	1021	20.1	6.2	99
	QUINTILE 4	16687	1359	22.9	8.1	111	1661	18.7	10.0	91	1500	20.8	9.0	101	1256	24.7	7.5	120
	QUINTILE 5	15789	938	15.8	5.9	81	1652	18.6	10.5	95	1249	17.3	7.9	89	1047	20.6	6.6	106
TV-DAYTIME	TERCILE 1	27736	1933	32.6	7.0	95	2886	32.5	10.4	95	2610	36.2	9.4	106	1592	31.3	5.7	91
	TERCILE 2	26489	2040	34.4	7.7	105	3201	36.0	12.1	110	2507	34.8	9.5	106	1893	37.2	7.1	114
	TERCILE 3	26761	1964	33.1	7.3	100	2799	31.5	10.5	95	2093	29.0	7.8	88	1605	31.5	6.0	95
TV-TOTAL	QUINTILE 1	16345	1090	18.4	6.7	91	1801	20.3	11.0	100	1669	23.1	10.2	115	879	17.3	5.4	86
	QUINTILE 2	16447	1373	23.1	8.3	114	1690	19.0	10.3	94	1504	20.9	9.1	103	1060	20.8	6.4	103
	QUINTILE 3	15980	1154	19.4	7.2	99	1919	21.6	12.0	109	1318	18.3	8.2	93	980	19.3	6.1	98
	QUINTILE 4	15887	1193	20.1	7.5	102	1813	20.4	11.4	104	1199	16.6	7.5	85	968	19.0	6.1	97
	QUINTILE 5	16326	1127	19.0	6.9	94	1662	18.7	10.2	93	1520	21.1	9.3	105	1203	23.6	7.4	117
MAGAZINES-NEWSPAPERS: DUAL		20721	2001	33.7	9.7	132	2704	30.4	13.0	119	1877	26.0	9.1	102	1399	27.5	6.8	107
MAGAZINE IMPERATIVE		19186	1162	19.6	6.1	83	1932	21.7	10.1	92	1823	25.3	9.5	107	1238	24.3	6.5	103
NEWSPAPER IMPERATIVE		21899	1651	27.8	7.5	103	2684	30.2	12.3	112	1979	27.4	9.0	102	1534	30.1	7.0	111
MAGAZINES-OUTDOOR: DUAL		15451	1423	24.0	9.2	126	2019	22.7	13.1	119	1464	20.3	9.5	106	1072	21.1	6.9	110
MAGAZINE IMPERATIVE		25953	1939	32.7	7.5	102	2805	31.6	10.8	99	2371	32.9	9.1	103	1637	32.2	6.3	100
OUTDOOR IMPERATIVE		24400	1516	25.5	6.2	85	2608	29.3	10.7	97	2194	30.4	9.0	101	1638	32.2	6.7	107
MAGAZINES-RADIO: DUAL		18049	1346	22.7	7.5	102	2065	23.2	11.4	104	1869	25.9	10.4	116	1097	21.6	6.1	97
MAGAZINE IMPERATIVE		23571	2000	33.7	8.5	116	2829	31.8	12.0	109	2062	28.6	8.7	98	1638	32.2	6.9	111
RADIO IMPERATIVE		23278	1656	27.9	7.1	97	2577	29.0	11.1	101	2108	29.2	9.1	102	1423	28.0	6.1	97
MAGAZINES-TELEVISION: DUAL		15459	1357	22.9	8.8	120	1865	21.0	12.1	110	1535	21.3	9.9	112	999	19.6	6.5	103
MAGAZINE IMPERATIVE		25829	1966	33.1	7.6	104	3061	34.4	11.9	108	2275	31.6	8.8	99	1680	33.0	6.5	104
TELEVISION IMPERATIVE		26039	1732	29.2	6.7	91	2628	29.6	10.1	92	2336	32.4	9.0	101	1585	31.1	6.1	97
NEWSPAPERS-OUTDOOR: DUAL		16605	1407	23.7	8.5	116	2283	25.7	13.7	125	1579	21.9	9.5	107	1081	21.2	6.5	104
NEWSPAPER IMPERATIVE		26834	2301	38.8	8.6	117	3317	37.3	12.4	113	2471	34.3	9.2	103	1840	36.2	6.9	109
OUTDOOR IMPERATIVE		23346	1391	23.4	6.0	81	2193	24.7	9.4	86	2200	30.5	9.4	106	1518	29.8	6.5	103
NEWSPAPERS-RADIO: DUAL		17133	1603	27.0	9.4	128	2077	23.4	12.1	110	1649	22.9	9.6	108	1188	23.3	6.9	110
NEWSPAPER IMPERATIVE		25892	2114	35.6	8.2	111	3361	37.8	13.0	118	2250	31.2	8.7	98	1797	35.3	6.9	110
RADIO IMPERATIVE		23167	1390	23.4	6.0	82	2466	27.8	10.6	97	2217	30.7	9.6	107	1339	26.3	5.8	92
NEWSPAPERS-TELEVISION: DUAL		17159	1515	25.5	8.8	120	2299	25.9	13.4	122	1657	23.0	9.7	108	1169	23.0	6.8	108
NEWSPAPER IMPERATIVE		26214	2153	36.3	8.2	112	3394	38.2	12.9	118	2250	31.2	8.6	96	1884	37.0	7.2	114
TELEVISION IMPERATIVE		23412	1365	23.0	5.8	80	2018	22.7	8.6	79	2180	30.2	9.3	105	1265	24.9	5.4	86
OUTDOOR-RADIO: DUAL		15303	1179	19.9	7.7	105	2139	24.1	14.0	127	1487	20.6	9.7	109	1070	21.0	7.0	111
OUTDOOR IMPERATIVE		24901	1794	30.2	7.2	98	2640	29.7	10.6	97	2178	30.2	8.7	98	1596	31.4	6.4	102
RADIO IMPERATIVE		26492	2002	33.7														

	TOTAL U.S. '000	DYNAMO				ERA				FAB				FRESH START			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	5937	100.0	7.3	100	8886	100.0	11.0	100	7210	100.0	8.9	100	5089	100.0	6.3	100
ATLANTIC MONTHLY	415	**38	0.6	9.2	125	**61	0.7	14.7	134	**18	0.2	4.3	49	**39	0.8	9.4	150
BARRON'S	453	**36	0.6	7.9	108	**71	0.8	15.7	143	**35	0.5	7.7	87	**46	0.9	10.2	162
BETTER HOMES & GARDENS	16256	1410	23.7	8.7	118	2049	23.1	12.6	115	1460	20.2	9.0	101	1065	20.9	6.6	104
BON APPETIT	2535	243	4.1	9.6	131	307	3.5	12.1	110	*142	2.0	5.6	63	*219	4.3	8.6	137
BUSINESS WEEK	1278	**90	1.5	7.0	96	*118	1.3	9.2	84	**51	0.7	4.0	45	**74	1.5	5.8	92
CAR AND DRIVER	378	**16	0.3	4.2	58	**39	0.4	10.3	94	**15	0.2	4.0	45	**10	0.2	2.6	42
CBS MAGAZINE NETWORK (GROSS)	1498	**66	1.1	4.4	60	*149	1.7	9.9	91	**104	1.4	6.9	78	**92	1.8	6.1	98
CHANGING TIMES	1505	*174	2.9	11.6	158	*191	2.1	12.7	116	*179	2.5	11.9	134	**150	2.9	10.0	159
COLONIAL HOMES	1231	*140	2.4	11.4	155	*125	1.4	10.2	93	**82	1.1	6.7	75	**105	2.1	8.5	136
CONDE NAST MAG. PKG. (GROSS)	14146	1184	19.9	8.4	114	1811	20.4	12.8	117	1474	20.4	10.4	117	1091	21.4	7.7	123
CONSUMERS DIGEST	1323	**140	2.4	10.6	144	*166	1.9	12.5	114	**73	1.0	5.5	62	**76	1.5	5.7	91
COSMOPOLITAN	7102	592	10.0	8.3	114	1029	11.6	14.5	132	737	10.2	10.4	117	525	10.3	7.4	118
COUNTRY LIVING	2481	*211	3.6	8.5	116	339	3.8	13.7	125	*272	3.8	11.0	123	*130	2.6	5.2	83
CUISINE	1472	*143	2.4	9.7	133	*137	1.5	9.3	85	**41	0.6	2.8	31	**115	2.3	7.8	124
CYCLE WORLD	425	**9	0.2	2.1	29	**44	0.5	10.4	94	**10	0.1	2.4	26	**27	0.5	6.4	101
DCI:CREATIVE IDEAS FOR LIV	2510	*200	3.4	8.0	109	259	2.9	10.3	94	*180	2.5	7.2	81	**69	1.4	2.7	44
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	343	5.8	5.1	70	548	6.2	8.2	75	797	11.1	11.9	134	228	4.5	3.4	54
DISCOVER	894	**79	1.3	8.8	121	**93	1.0	10.4	95	**57	0.8	6.4	72	**42	0.8	4.7	75
EDMUND	3507	185	3.1	5.3	72	333	3.7	9.5	87	393	5.5	11.2	126	184	3.6	5.2	83
ESQUIRE	1083	**62	1.0	5.7	78	**90	1.0	8.3	76	**47	0.7	4.3	49	**24	0.5	2.2	35
ESSENCE	1830	**65	1.1	3.6	48	*175	2.0	9.6	87	*158	2.2	8.6	97	**75	1.5	4.1	65
FAMILY CIRCLE	15930	1582	26.6	9.9	135	2042	23.0	12.8	117	1593	22.1	10.0	112	1068	21.0	6.7	107
THE FAMILY HANDYMAN	1126	**134	2.3	11.9	162	*181	2.0	16.1	147	**108	1.5	9.6	108	**132	2.6	11.7	187
FAMILY WEEKLY	11468	718	12.1	6.3	85	1236	13.9	10.8	98	1053	14.6	9.2	103	640	12.6	5.6	89
FIELD & STREAM	2234	*146	2.5	6.5	89	*254	2.9	11.4	104	*191	2.6	8.5	96	**109	2.1	4.9	78
FOOD & WINE	579	**25	0.4	4.3	59	**68	0.8	11.7	107	**32	0.4	5.5	62	**18	0.4	3.1	49
FORBES	728	**69	1.2	9.5	129	*145	1.6	19.9	182	**27	0.4	3.7	42	**55	1.1	7.6	120
FORTUNE	906	**115	1.9	12.7	173	*160	1.8	17.7	161	**20	0.3	2.2	25	**57	1.1	6.3	100
GENTLEMAN'S QUARTERLY	791	**75	1.3	9.5	129	**89	1.0	11.3	103	**103	1.4	13.0	146	**55	1.1	7.0	111
GLAMOUR	5265	427	7.2	8.1	111	766	8.6	14.5	133	602	8.3	11.4	128	394	7.7	7.5	119
GOLF DIGEST	636	**73	1.2	11.5	157	**86	1.0	13.5	123	**35	0.5	5.5	62	**42	0.8	6.6	105
GOLF DIGEST/TENNIS (GROSS)	1186	**84	1.4	7.1	97	*143	1.6	12.1	110	**107	1.5	9.0	101	**79	1.6	6.7	106
GOLF MAGAZINE	441	**53	0.9	12.0	164	**47	0.5	10.7	97	**27	0.4	6.1	69	**26	0.5	5.9	94
GOLF MAGAZINE/SKI (GROSS)	922	**82	1.4	8.9	121	**82	0.9	8.9	81	**76	1.1	8.2	93	**55	1.1	6.0	95
GOOD HOUSEKEEPING	16487	1363	23.0	8.3	113	1934	21.8	11.7	107	1563	21.7	9.5	106	1041	20.5	6.3	100
HARPER'S BAZAAR	2423	*191	3.2	7.9	108	307	3.5	12.7	115	*168	2.3	6.9	78	*160	3.1	6.6	105
HEALTH	1994	*217	3.7	10.9	148	*227	2.6	11.4	104	*188	2.6	9.4	106	**91	1.8	4.6	73
HEARST MAG CORP. BUY (GROSS)	44101	3685	62.1	8.4	114	5547	62.4	12.6	115	4258	59.1	9.7	108	2736	53.8	6.2	99
HEARST MAN POWER (GROSS)	1993	*160	2.7	8.0	110	*223	2.5	11.2	102	*205	2.8	10.3	116	*221	4.3	11.1	176
HEARST WOMAN POWER (GROSS)	31274	2631	44.3	8.4	115	4043	45.5	12.9	118	3082	42.7	9.9	111	1929	37.9	6.2	98
HOUSE BEAUTIFUL	3623	269	4.5	7.4	101	342	3.8	9.4	86	339	4.7	9.4	105	*146	2.9	4.0	64
INC.	283	**31	0.5	11.0	149	**54	0.6	19.1	174	**30	0.4	10.6	119	**19	0.4	6.7	107
JET	2928	**98	1.7	3.3	46	208	2.3	7.1	65	326	4.5	11.1	125	*106	2.1	3.6	58
LADIES' HOME JOURNAL	11918	986	16.6	8.3	113	1445	16.3	12.1	111	966	13.4	8.1	91	645	12.7	5.4	86
LHJ FAMILY GRP COMBO(GROSS)	16764	1435	24.2	8.6	117	2042	23.0	12.2	111	1357	18.8	8.1	91	933	18.3	5.6	89
LIFE	4254	373	6.3	8.8	120	535	6.0	12.6	115	419	5.8	9.8	111	276	5.4	6.5	103
L.A. TIMES HOME MAGAZINE	1146	**12	0.2	1.0	14	**102	1.1	8.9	81	**56	0.8	4.9	55	**82	1.6	7.2	114
MADENOISELLE	2884	*316	5.3	11.0	149	278	3.1	9.6	88	343	4.8	11.9	134	*259	5.1	9.0	143
MC CALL'S	13460	1131	19.1	8.4	115	1725	19.4	12.8	117	1258	17.4	9.3	105	677	13.3	5.0	80
MC CALL'S/MRK MOTHER (GROSS)	14606	1273	21.4	8.7	119	1912	21.5	13.1	119	1367	19.0	9.4	105	737	14.5	5.0	80
MECHANIX ILLUSTRATED	772	**66	1.1	8.5	117	**110	1.2	14.2	130	**75	1.0	9.7	109	**72	1.4	9.3	148
METROPOLITAN HOME	967	**64	1.1	6.6	90	*141	1.6	14.6	133	*142	2.0	14.7	165	**128	2.5	13.2	211
MONEY	1588	*127	2.1	8.0	109	*206	2.3	13.0	118	*75	1.0	4.7	53	*100	2.0	6.3	100
MOTHER EARTH NEWS	1002	**58	1.0	5.8	79	**96	1.1	9.6	87	**117	1.6	11.7	131	**68	1.3	6.8	108
MS.	825	**83	1.4	10.1	137	*123	1.4	14.9	136	**106	1.5	12.8	144	**71	1.4	8.6	137
NATIONAL ENQUIRER	10336	584	9.8	5.7	77	994	11.2	9.6	88	1017	14.1	9.8	111	513	10.1	5.0	79
NATIONAL GEOGRAPHIC	9597	723	12.2	7.5	103	1104	12.4	11.5	105	811	11.2	8.5	95	535	10.5	5.6	89
NATIONAL SUNDAY MAGAZINE PKG	49558	4047	68.2	8.2	111	6122	68.9	12.4	113	4617	64.0	9.3	105	3180	62.5	6.4	102
NATURAL HISTORY	573	**27	0.5	4.7	64	**60	0.7	10.5	95	**14	0.2	2.4	27	**22	0.4	3.8	61
NEW WOMAN	1699	**112	1.9	6.6	90	*242	2.7	14.2	130	**152	2.1	8.9	100	**110	2.2	6.5	103
NEW YORK INCLUDING GUE	443	**58	1.0	13.1	179	**64	0.7	14.4	132	**62	0.9	14.0	157	**39	0.8	8.8	140
THE NEW YORKER	1270	*140	2.4	11.0	150	*178	2.0	14.0	128	**83	1.2	6.5	73	**126	2.5	9.9	158
NEWSWEEK	6277	552	9.3	8.8	120	773	8.7	12.3	112	464	6.4	7.4	83	406	8.0	6.5	103
THE N.Y. TIMES DAILY EDITION	1205	*124	2.1	10.3	140	240	2.7	19.9	182	**78	1.1	6.5	73	**117	2.3	9.7	155
THE N.Y. TIMES MAGAZINE	2081	279	4.7	13.4	183	380	4.3	18.3	166	*141	2.0	6.8	76	*182	3.6	8.7	139
OMNI	788	**72	1.2	9.1	125	*141	1.6	17.9	163	**91	1.3	11.5	130	**85	1.7	10.8	172
ON CABLE	1158	**138	2.3	11.9	163	*256	2.9	22.1	201	**108	1.5	9.3	105	**136	2.7	11.7	187
1001 HOME IDEAS	2852	*231	3.9	8.1	110	371	4.2	13.0	119	*203	2.8	7.1	80	*198	3.9	6.9	110
ORGANIC GARDENING	1658	**118	2.0	7.1	97	*211	2.4	12.7	116	*75	1.0	4.5	51	**98	1.9	5.9	94
OUTDOOR LIFE	896	**75	1.3	8.4	114	*119	1.3	13.3	121	**101	1.4	11.3	127	**28	0.6	3.1	50
PARADE MAGAZINE	24275	2258	18.0	9.3	127	3071	34.6	12.7	115	2262	11.4	9.3	105	1416	27.8	5.8	93

	TOTAL U.S. '000	A '000	DYNAMO B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	5937	100.0	7.3	100	8886	100.0	11.0	100	7210	100.0	8.9	100	5089	100.0	6.3	100
PARENTS	3845	406	6.8	10.6	144	525	5.9	13.7	124	458	6.4	11.9	134	*230	4.5	6.0	95
PENHOUSE	831	**81	1.4	9.7	133	**93	1.0	11.2	102	**47	0.7	5.7	64	**63	1.2	7.6	121
PEOPLE	11645	941	15.8	8.1	110	1262	14.2	10.8	99	1058	14.7	9.1	102	860	16.9	7.4	118
PLAYBOY	2006	*184	3.1	9.2	125	*228	2.6	11.4	104	*160	2.2	8.0	90	*121	2.4	6.0	96
POPULAR HOT RODDING	297	**37	0.6	12.5	170	**42	0.5	14.1	129	**37	0.5	12.5	140	**34	0.7	11.4	182
POPULAR MECHANICS	1018	**56	0.9	5.5	75	**81	0.9	8.0	73	**101	1.4	9.9	111	**93	1.8	9.1	145
POPULAR SCIENCE	878	**109	1.8	12.4	169	**122	1.4	13.9	127	**104	1.4	11.8	133	**41	0.8	4.7	74
PREVENTION	3913	341	5.7	8.7	119	512	5.8	13.1	119	270	3.7	6.9	78	*208	4.1	5.3	85
PSYCHOLOGY TODAY	1710	*131	2.2	7.7	105	*122	1.4	7.1	65	*181	2.5	10.6	119	*107	2.1	6.3	100
READER'S DIGEST	22204	1664	28.0	7.5	102	2441	27.5	11.0	100	2123	29.4	9.6	107	1283	25.2	5.8	92
REDBOOK	7684	677	11.4	8.8	120	1081	12.2	14.1	128	783	10.9	10.2	114	364	7.2	4.7	75
ROAD & TRACK	410	**16	0.3	3.9	53	**37	0.4	9.0	82	**34	0.5	8.3	93	**5	0.1	1.2	19
ROLLING STONE	969	**106	1.8	10.9	149	*174	2.0	18.0	164	*123	1.7	12.7	143	*79	1.6	8.2	130
RUNNER'S WORLD	298	**9	0.2	3.0	41	**24	0.3	8.1	73	**9	0.1	3.0	34	*22	0.4	7.4	117
SATURDAY EVENING POST	1169	**111	1.9	9.5	130	*160	1.8	13.7	125	*110	1.5	9.4	106	*68	1.3	5.8	93
SCIENCE 84	587	**22	0.4	3.7	51	**107	1.2	18.2	166	**23	0.3	3.9	44	**28	0.6	4.8	76
SCIENCE DIGEST	482	**31	0.5	6.4	88	**66	0.7	13.7	125	**59	0.8	12.2	137	**44	0.9	9.1	145
SCIENTIFIC AMERICAN	594	**62	1.0	10.4	142	**70	0.8	11.8	107	**76	1.1	12.8	144	**53	1.0	8.9	142
SELF	2089	*130	2.2	6.2	85	*228	2.6	10.9	99	*120	1.7	5.7	65	*146	2.9	7.0	111
SEVENTEEN	2411	*177	3.0	7.3	100	324	3.6	13.4	122	*250	3.5	10.4	116	*186	3.7	7.7	123
SKI	480	**28	0.5	5.8	80	**36	0.4	7.5	68	**49	0.7	10.2	115	**28	0.6	5.8	93
SMITHSONIAN	2760	*184	3.1	6.7	91	275	3.1	10.0	91	*147	2.0	5.3	60	*198	3.9	7.2	114
SOAP OPERA DIGEST	3013	*259	4.4	8.6	117	451	5.1	15.0	136	269	3.7	8.9	100	*195	3.8	6.5	103
SOUTHERN LIVING	4184	*143	2.4	3.4	47	289	3.3	6.9	63	618	8.6	14.8	166	*159	3.1	3.8	60
SPORT	559	**68	1.1	12.2	166	**64	0.7	11.4	104	**45	0.6	8.1	90	*22	0.4	3.9	63
THE SPORTING NEWS	436	**14	0.2	3.2	44	**45	0.5	10.3	94	**30	0.4	6.9	77	*12	0.2	2.8	44
SPORTS AFIELD	493	**73	1.2	14.8	202	**75	0.8	15.2	139	**45	0.6	9.1	103	*84	1.7	17.0	271
SPORTS ILLUSTRATED	2758	*250	4.2	9.1	124	347	3.9	12.6	115	339	4.7	12.3	138	*216	4.2	7.8	125
STAR	7456	543	9.1	7.3	99	938	10.6	12.6	115	728	10.1	9.8	110	429	8.4	5.8	92
SUNDAY	24936	2213	37.3	8.9	121	3213	36.2	12.9	117	2240	31.1	9.0	101	1737	34.1	7.0	111
SUNSET	2124	**96	1.6	4.5	62	*176	2.0	8.3	76	**84	1.2	4.0	44	*194	3.8	9.1	145
TV GUIDE	21661	1669	28.1	7.7	105	2332	26.2	10.8	98	1885	26.1	8.7	98	1297	25.5	6.0	95
TELEVISION	550	**11	0.2	2.0	27	**56	0.6	10.2	93	**72	1.0	13.1	147	*37	0.7	6.7	107
TIME	8880	889	15.0	10.0	137	1126	12.7	12.7	116	825	11.4	9.3	104	612	12.0	6.9	110
TOWN & COUNTRY	917	**76	1.3	8.3	113	*136	1.5	14.8	135	*103	1.4	11.2	126	*38	0.7	4.1	66
TRAVEL & LEISURE	972	**85	1.4	8.7	119	*118	1.3	12.1	111	**65	0.9	6.7	75	*71	1.4	7.3	116
TRUE STORY	3356	*150	2.5	4.5	61	281	3.2	8.4	76	*196	2.7	5.8	66	*177	3.5	5.3	84
U.S. NEWS & WORLD REPORT	3410	267	4.5	7.8	107	364	4.1	10.7	97	*279	3.9	8.2	92	*164	3.2	4.8	77
USA TODAY	1759	*198	3.3	11.3	154	*306	3.4	17.4	159	*169	2.3	9.6	108	*135	2.7	7.7	122
US	1873	*174	2.9	9.3	127	267	3.0	14.3	130	*194	2.7	10.4	116	*121	2.4	6.5	103
VOGUE	3909	311	5.2	8.0	109	539	6.1	13.8	126	409	5.7	10.5	118	292	5.7	7.5	119
WALL STREET JOURNAL	1886	*130	2.2	6.9	94	*200	2.3	10.6	97	**92	1.3	4.9	55	*170	3.3	9.0	143
WEIGHT WATCHERS	2120	*158	2.7	7.5	102	268	3.0	12.6	115	*221	3.1	10.4	117	*91	1.8	4.3	68
WOMAN'S DAY	14172	1434	24.2	10.1	138	2031	22.9	14.3	131	1428	19.8	10.1	113	723	14.2	5.1	81
WORKING WOMAN	1146	*142	2.4	12.4	169	*187	2.1	16.3	149	*109	1.5	9.5	107	*60	1.2	5.2	83
WORKING WOMAN	1322	*135	2.3	10.2	139	*246	2.8	18.6	170	**71	1.0	5.4	60	**88	1.7	6.7	106
WORLD TENNIS	*163	**5	0.1	3.1	42	*16	0.2	9.8	89	*17	0.2	10.4	117	*13	0.3	8.0	127
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*115	1.9	4.5	62	241	2.7	9.5	87	*179	2.5	7.1	79	*107	2.1	4.2	67
BLAIR INSERTS	43657	3852	64.9	8.8	120	5681	63.9	13.0	119	4003	55.5	9.2	103	2953	58.0	6.8	108
DAILY NEWSPAPERS																	
READ ANY	51633	4219	71.1	8.2	111	6311	71.0	12.2	111	4696	65.1	9.1	102	3337	65.6	6.5	103
READ ONE	43463	3380	56.9	7.8	106	5256	59.1	12.1	110	3831	53.1	8.8	99	2862	56.2	6.6	105
READ TWO OR MORE	8170	839	14.1	10.3	140	1055	11.9	12.9	118	865	12.0	10.6	119	474	9.3	5.8	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4270	71.9	8.1	111	6547	73.7	12.4	113	4900	68.0	9.3	104	3562	70.0	6.8	108
READ ONE	46126	3609	60.8	7.8	107	5675	63.9	12.3	112	4287	59.5	9.3	104	3181	62.5	6.9	110
READ TWO OR MORE	6552	662	11.2	10.1	138	872	9.8	13.3	121	612	8.5	9.3	105	381	7.5	5.8	93
OUTDOOR																	
100 SHM - 30 DAY AV FREQ	27.55	29.01				30.28				29.38				29.49			
30 DAY REACH	71455	5225	88.0	7.3	100	7895	88.8	11.0	101	6443	89.4	9.0	101	4519	88.8	6.3	101
50 SHM - 30 DAY AV FREQ	14.56	15.40				15.99				15.61				15.86			
30 DAY REACH	67742	4927	83.0	7.3	99	7485	84.2	11.0	101	6058	84.0	8.9	100	4229	83.1	6.2	99
25 SHM - 30 DAY AV FREQ	7.94	8.33				8.69				8.27				8.46			
30 DAY REACH	62117	4582	77.2	7.4	101	6892	77.6	11.1	101	5701	79.1	9.2	103	3966	77.9	6.4	102
CABLE TV: HOME WIRED	32077	2401	40.4	7.5	102	3877	43.6	12.1	110	3149	43.7	9.8	110	2082	40.9	6.5	103
HOME NOT WIRED	48909	3536	59.6	7.2	99	5009	56.4	10.2	93	4061	56.3	8.3	93	3007	59.1	6.1	98
HAVE PAY CABLE	15935	1393	23.5	8.7	119	1890	21.3	11.9	108	1623	22.5	10.2	114	1054	20.7	6.6	105

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	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	5937	100.0	7.3	100	8886	100.0	11.0	100	7210	100.0	8.9	100	5089	100.0	6.3	100
MCKAY LOCAL EVENING TV NEWS	26063	1881	31.7	7.2	98	2798	31.5	10.7	98	2375	32.9	9.1	102	1468	28.8	5.6	90
NETWORK AFFILIATES - EARLY	20261	1475	24.8	7.3	99	2522	28.4	12.4	113	1653	22.9	8.2	92	1233	24.2	6.1	97
INDEPENDENTS - LATE	2076	177	3.0	8.5	116	230	2.6	11.1	101	151	2.1	7.3	82	119	2.3	5.7	91
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	10453	821	13.8	7.9	107	1165	13.1	11.1	102	1101	15.3	10.5	118	733	14.4	7.0	112
ABC MONDAY NIGHT MOVIE	6412	483	8.1	7.5	103	728	8.2	11.4	103	640	8.9	10.0	112	464	9.1	7.2	115
ABC SUNDAY NIGHT MOVIE	12407	995	16.8	8.0	109	1400	15.8	11.3	103	1100	15.3	8.9	100	698	13.7	5.6	90
ABC WORLD NEWS TONIGHT	6176	481	8.1	7.8	106	701	7.9	11.4	103	591	8.2	9.6	107	351	6.9	5.7	90
AFTERMASH	5863	401	6.8	6.8	93	676	7.6	11.5	105	677	9.4	11.5	130	*304	6.0	5.2	83
ALICE	9594	769	13.0	8.0	109	1057	11.9	11.0	100	920	12.8	9.6	108	609	12.0	6.3	101
AMERICAN PARADE	6622	452	7.6	6.8	93	650	7.3	9.8	89	626	8.7	9.5	106	453	8.9	6.8	109
BENSON	10886	914	15.4	8.4	115	1152	13.0	10.6	96	924	12.8	8.5	95	704	13.8	6.5	103
BLUE THUNDER	5036	352	5.9	7.0	95	493	5.5	9.8	89	443	6.1	8.8	99	351	6.9	7.0	111
CAGNEY & LACEY	9965	960	16.2	9.6	131	1285	14.5	12.9	118	823	11.4	8.3	93	500	9.8	5.0	80
CBS EVENING NEWS-DEAN	3491	*220	3.7	6.3	86	345	3.9	9.9	90	315	4.4	9.0	101	*218	4.3	6.2	99
CBS EVENING NEWS-RATHER	7123	503	8.5	7.1	96	850	9.6	11.9	109	626	8.7	8.8	99	446	8.8	6.3	100
CBS SAT. NEWS-SCHIEFFER	3621	231	3.9	6.4	87	323	3.6	8.9	81	470	6.5	13.0	146	236	4.6	6.5	104
CBS SATURDAY NIGHT MOVIE	5436	416	7.0	7.7	104	587	6.6	10.8	98	490	6.8	9.0	101	322	6.3	5.9	94
CBS WEDNESDAY NIGHT MOVIE	6100	420	7.1	6.9	94	714	8.0	11.7	107	470	6.5	7.7	87	278	5.5	4.6	73
CHEERS	8889	742	12.5	8.3	114	1215	13.7	13.7	125	833	11.6	9.4	105	636	12.5	7.2	114
DALLAS	22109	1463	24.6	6.6	90	2412	27.1	10.9	99	2182	30.3	9.9	111	1313	25.8	5.9	95
DIFF'RENT STROKES	6940	456	7.7	6.6	90	698	7.9	10.1	92	603	8.4	8.7	98	357	7.0	5.1	82
DOUBLE TROUBLE	7223	450	7.6	6.2	85	778	8.8	10.8	98	815	11.3	11.3	127	527	10.4	7.3	116
DUCK FACTORY	5595	382	6.4	6.8	93	710	8.0	12.7	116	517	7.2	9.2	104	382	7.5	6.8	109
DUKES OF HAZZARD	5768	390	6.6	6.8	92	661	7.4	11.5	104	614	8.5	10.6	120	329	6.5	5.7	91
DYNASTY	20053	1332	22.4	6.6	91	2048	23.0	10.2	93	2071	28.7	10.3	116	1148	22.6	5.7	91
FACTS OF LIFE	8087	537	9.0	6.6	91	856	9.6	10.6	96	682	9.5	8.4	95	479	9.4	5.9	94
FALCON CREST	20046	1357	22.9	6.8	92	2174	24.5	10.8	99	1963	27.2	9.8	110	1136	22.3	5.7	90
FALL GUY	9084	714	12.0	7.9	107	1142	12.9	12.6	115	1022	14.2	11.3	126	447	8.8	4.9	78
FAMILY TIES	7964	565	9.5	7.1	97	1095	12.3	13.7	125	897	12.4	11.3	127	565	11.1	7.1	113
FANTASY ISLAND	7687	556	9.4	7.2	99	828	9.3	10.8	98	751	10.4	9.8	110	452	8.9	5.9	94
FOULUPS, BLEEPERS & BLUNDERS	8861	685	11.5	7.7	105	855	9.6	9.6	88	677	9.4	7.6	86	393	7.7	4.4	71
FOUR SEASONS	5095	332	5.6	6.5	89	680	7.7	13.3	122	518	7.2	10.2	114	*268	5.3	5.3	84
GIMME A BREAK	8838	591	10.0	6.7	91	1037	11.7	11.7	107	878	12.2	9.9	112	676	13.3	7.6	122
HART TO HART	8978	607	10.2	6.8	92	886	10.0	9.9	90	786	10.9	8.8	98	540	10.6	6.0	96
HILL STREET BLUES	8590	697	11.7	8.1	111	1065	12.0	12.4	113	707	9.8	8.2	92	578	11.4	6.7	107
HOTEL	14085	1035	17.4	7.3	100	1496	16.8	10.6	97	1262	17.5	9.0	101	832	16.3	5.9	94
JEFFERSONS	9360	706	11.9	7.5	103	987	11.1	10.5	96	911	12.6	9.7	109	627	12.3	6.7	107
JENNIFER SLEPT HERE	5841	403	6.8	6.9	94	551	6.2	9.4	86	510	7.1	8.7	98	283	5.6	4.8	77
KATE & ALLIE	9206	892	15.0	9.7	132	1159	13.0	12.6	115	799	11.1	8.7	97	581	11.4	6.3	100
KNIGHT RIDER	7076	570	9.6	8.1	110	802	9.0	11.3	103	715	9.9	10.1	113	497	9.8	7.0	112
LOVE BOAT	12219	805	13.6	6.6	90	1291	14.5	10.6	96	1109	15.4	9.1	102	762	15.0	6.2	99
MAGNUM PI	11199	859	14.5	7.7	105	1156	13.0	10.3	94	1170	16.2	10.4	117	633	12.4	5.7	90
MAMA'S FAMILY	6057	432	7.3	7.1	97	600	6.8	9.9	90	459	6.4	7.6	85	284	5.6	4.7	75
MASTER, THE	3598	*242	4.1	6.7	92	318	3.6	8.8	81	367	5.1	10.2	115	*249	4.9	6.9	110
MATT HOUSTON	6344	462	7.8	7.3	99	683	7.7	10.8	98	606	8.4	9.6	107	442	8.7	7.0	111
NBC MONDAY NIGHT MOVIE	11994	818	13.8	6.8	93	1439	16.2	10.2	109	1065	14.8	8.9	100	707	13.9	5.9	94
NBC NIGHTLY NEWS	5132	337	5.7	6.6	90	597	6.7	11.6	106	406	5.6	7.9	89	270	5.3	5.3	84
NBC NIGHTLY NEWS-SAT	3375	232	3.9	6.9	94	386	4.3	11.4	104	*213	3.0	6.3	71	*151	3.0	4.5	71
NBC NIGHTLY NEWS-SUN	3130	*183	3.1	5.8	80	335	3.8	10.7	98	*282	3.9	9.0	101	*234	4.6	7.5	119
NBC SUNDAY NIGHT MOVIE	8284	690	10.9	7.8	107	1076	12.1	13.0	118	819	11.4	9.9	111	708	13.9	8.5	136
NENHART	9240	945	15.9	10.2	140	1208	13.6	13.1	119	740	10.3	8.0	90	556	10.9	6.0	96
ONE DAY AT A TIME	7288	536	9.0	7.4	100	727	8.2	10.0	91	633	8.8	8.7	98	497	9.8	6.8	109
PEOPLE ARE FUNNY	4855	348	5.9	7.2	98	440	5.0	9.1	83	373	5.2	7.7	86	*210	4.1	4.3	69
REAL PEOPLE	8869	599	7.7	5.2	71	795	8.9	9.0	82	664	9.2	7.5	84	443	8.7	5.0	79
REMINGTON STEELE	7743	452	10.0	7.6	104	803	9.0	10.4	95	549	7.6	7.1	80	477	9.4	6.2	98
RIPLEY'S BELIEVE IT - NOT	5345	355	6.0	6.6	91	617	6.9	11.5	105	545	7.6	10.2	115	446	8.8	8.3	133
RIPTIDE	6988	655	11.0	9.4	128	804	9.0	11.5	105	674	9.3	9.6	108	537	10.6	7.7	122
SCARECROW & MRS. KING	10002	828	13.9	8.3	113	1016	11.4	10.2	93	939	13.0	9.4	105	658	12.9	6.6	105
SIMON & SIMON	10638	778	13.1	7.3	100	1236	13.9	11.6	106	1096	15.2	10.3	116	582	11.4	5.5	87
60 MINUTES	13293	889	15.0	6.7	91	1419	16.0	10.7	97	1266	17.6	9.5	107	853	16.8	6.4	102
ST. ELSEWHERE	7017	617	10.4	8.8	120	964	10.8	13.7	125	736	10.2	10.5	118	492	9.7	7.0	112
THREE'S COMPANY	10917	842	14.2	7.7	105	1191	13.4	10.9	99	1033	14.3	9.5	106	559	11.0	5.1	81
T.J. HOOKER	9204	563	9.5	6.1	83	985	11.1	10.7	98	922	12.8	10.0	113	499	9.8	5.4	86
TONIGHT SHOW	2372	234	3.9	9.9	135	340	3.8	14.3	131	168	2.3	7.1	80	258	5.1	10.9	173
TRAPPER JOHN, M.D.	9846	774	13.0	7.9	107	1034	11.6	10.5	96	829	11.5	8.4	95	514	10.1	5.2	83
TV BLOOPERS & PRAC. JOKES	9105	620	10.4	6.8	93	917	10.3	10.1	92	722	10.0	7.9	89	551	10.8	6.1	96
20/20	9387	690	11.6	7.4	100	1130	12.7	12.0	110	830	11.5	8.8	99	582	11.4	6.2	99
WEBSTER	11067	923	15.5	8.3	114	1152	13.0	10.4	95	953	13.2	8.6	97	738	14.5	6.7	106
WORLD NEWS - SUN	3062	*232	3.9	7.6	103	340	3.8	11.1	101	319	4.4	10.4	117	*247	4.9	8.1	128
YELLOW ROSE	4978	281	4.7	5.6	77	482	5.4	9.7	88	355	4.9	7.1	80	279	5.5	5.6	89
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	469	7.9	5.3	72	882	9.9	9.9	91	599	8.3	6.7	76	562	11.0	6.3	101
BASKETBALL - COLLEGE GAMES	4080	*258	4.3	6.3	86	546	6.1	13.4	122	*504	7.0	12.4	139	*291	5.7	7.1	114
BASKETBALL - PRO GAMES	3607	*185	3.1	5.1	70	*391	4.4	10.8	99	*318	4.4	8.8	99	*265	5.2	7.3	117
BOWLING	3883	*192	3.2	4.9	67	493	5.5	12.7	116	*355	4.9	9.1	103	*205	4.0	5.3	84
BOXING	3928	*222	3.7	5.7	77	*442	5.0	11.3	103	*314	4.4	8.0	90	*348	6.8	8.9	141
FOOTBALL - COLLEGE GAMES	3666	*405	6.8	6.4	87	819	9.2	12.9	1								

	TOTAL U.S. '000	IVORY SNOW				OXYDOL				PUREX POWDER				SOLO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	2433	100.0	3.0	100	8093	100.0	10.0	100	3861	100.0	4.8	100	4088	100.0	5.0	100
18 - 24	9282	*299	12.3	3.2	107	595	7.4	6.4	64	*542	14.0	5.8	122	598	14.6	6.4	128
25 - 34	19072	912	37.5	4.8	159	2258	27.9	11.8	118	991	25.7	5.2	109	968	23.7	5.1	101
35 - 44	14591	*342	14.1	2.9	78	1245	15.4	8.5	85	772	20.0	5.3	111	678	16.6	4.6	92
45 - 54	11345	**198	8.1	1.7	58	1144	14.1	10.1	101	659	17.1	5.8	122	501	12.3	4.4	87
55 - 64	11635	**175	7.2	1.5	50	1072	13.2	9.2	92	*529	13.7	4.5	95	559	13.7	4.8	95
65 OR OLDER	15061	507	20.8	3.4	112	1779	22.0	11.8	118	*367	9.5	2.4	51	784	19.2	5.2	103
18 - 34	28354	1211	49.8	4.3	142	2853	35.3	10.1	101	1534	39.7	5.4	113	1566	38.3	5.5	109
18 - 49	48339	1605	66.0	3.3	111	4682	57.9	9.7	97	2550	66.0	5.3	111	2444	59.8	5.1	100
25 - 54	45008	1452	59.7	3.2	107	4447	57.4	10.3	103	2422	62.7	5.4	113	2147	52.5	4.8	95
35 - 49	19985	*394	16.2	2.0	66	1829	22.6	9.2	92	1016	26.3	5.1	107	877	21.5	4.4	87
50 OR OLDER	32647	828	34.0	2.5	84	3410	42.1	10.4	105	1311	34.0	4.0	84	1644	40.2	5.0	100
GRADUATED COLLEGE	11155	*349	14.3	3.1	104	847	10.5	7.6	76	*205	5.3	1.8	39	*495	12.1	4.4	88
ATTENDED COLLEGE	13682	*359	14.8	3.2	87	1454	18.0	10.6	106	*544	14.1	4.0	83	505	12.4	3.7	73
GRADUATED HIGH SCHOOL	33880	1075	44.2	3.2	106	3957	48.9	11.7	117	1832	47.4	5.4	113	2018	49.4	6.0	118
DID NOT GRADUATE HIGH SCHOOL	22270	650	26.7	2.9	97	1834	22.7	8.2	82	1281	33.2	5.8	121	1070	26.2	4.8	95
EMPLOYED	40306	941	38.7	2.3	78	3755	46.4	9.3	93	1619	41.9	4.0	84	2133	52.2	5.3	105
EMPLOYED FULL-TIME	32850	848	34.9	2.6	86	2993	37.0	9.1	91	1346	34.9	4.1	86	1552	38.0	4.7	94
EMPLOYED PART-TIME	7456	**93	3.8	1.2	42	762	9.4	10.2	102	**273	7.1	3.7	77	*581	14.2	7.8	154
NOT EMPLOYED	40680	1492	61.3	3.7	122	4338	53.6	10.7	107	2242	58.1	5.5	116	1955	47.8	4.8	95
PROFESSIONAL/MANAGER	10392	**219	9.0	2.1	70	843	10.4	8.1	81	*278	7.2	2.7	56	*436	10.7	4.2	83
TECH/CLERICAL/SALES	17574	*403	16.6	2.3	76	1741	21.5	9.9	99	596	15.4	3.4	71	996	24.4	5.7	112
PRECISION/CRAFT	985	*55	2.3	5.6	186	**65	0.8	6.6	66	*21	0.5	2.1	45	**68	1.7	6.9	137
OTHER EMPLOYED	11354	**264	10.9	2.3	77	1106	13.7	9.7	97	723	18.7	6.4	134	633	15.5	5.6	110
SINGLE	9863	*412	16.9	4.2	139	735	9.1	7.5	75	*421	10.9	4.3	90	551	13.5	5.6	111
MARRIED	51375	1486	61.1	2.9	96	5329	65.8	10.4	104	2647	68.6	5.2	108	2678	65.5	5.2	103
DIVORCED/SEPARATED/WIDOWED	19748	536	22.0	2.7	90	2029	25.1	10.3	103	793	20.5	4.0	84	859	21.0	4.3	86
PARENTS	32590	1288	52.9	4.0	132	3452	42.7	10.6	106	1972	51.1	6.1	127	1635	40.0	5.0	99
WHITE	70416	2063	84.8	2.9	98	7127	88.1	10.1	101	2983	77.3	4.2	89	3555	87.0	5.0	100
BLACK	8778	*271	11.1	3.1	103	937	11.6	10.7	107	843	21.8	9.6	201	*453	11.1	5.2	102
OTHER	1791	**99	4.1	5.5	184	**28	0.3	1.6	16	*35	0.9	2.0	41	**80	2.0	4.5	88
NORTHEAST-CENSUS	17786	737	30.3	4.1	138	1302	16.1	7.3	73	562	14.6	3.2	66	2052	50.2	11.5	229
NORTH CENTRAL	20741	*337	13.9	1.6	54	3089	38.2	14.9	149	1109	28.7	5.3	112	1393	34.1	6.7	133
SOUTH	27775	915	37.6	3.3	110	2575	31.8	9.3	93	1840	47.7	6.6	139	*476	11.6	1.7	34
WEST	14683	*444	18.2	3.0	101	1127	13.9	7.7	77	*349	9.0	2.4	50	**168	4.1	1.1	23
NORTHEAST-MKTG.	17961	696	28.6	3.9	129	1158	14.3	6.4	65	593	15.4	3.3	69	1945	47.6	10.8	215
EAST CENTRAL	11885	*308	12.7	2.6	86	1552	19.2	13.1	131	687	17.8	5.8	121	641	15.7	5.4	107
WEST CENTRAL	14090	*217	8.9	1.5	51	2007	24.8	14.2	143	617	16.0	4.4	92	997	24.4	7.1	140
SOUTH	24081	831	34.2	3.5	115	2379	29.4	9.9	99	1690	43.8	7.0	147	*355	8.7	1.5	29
PACIFIC	12969	*381	15.7	2.9	98	997	12.3	7.7	77	**274	7.1	2.1	44	**150	3.7	1.2	23
COUNTY SIZE A	32439	947	38.9	2.9	97	2881	35.6	8.9	89	1072	27.8	3.3	69	1886	46.1	5.8	115
COUNTY SIZE B	24915	785	32.3	3.2	105	2726	33.7	10.9	109	1322	34.2	5.3	111	1406	34.4	5.6	112
COUNTY SIZE C	12930	*487	20.0	3.8	125	1200	14.8	9.3	93	665	17.2	5.1	108	*427	10.4	3.3	65
COUNTY SIZE D	10703	**214	8.8	2.0	67	1285	15.9	12.0	120	802	20.8	7.5	157	*369	9.0	3.4	68
METRO CENTRAL CITY	24518	697	28.6	2.8	95	2336	28.9	9.5	95	1014	26.3	4.1	87	1321	32.3	5.4	107
METRO SUBURBAN	35919	1133	46.6	3.2	105	3525	43.6	9.8	98	1474	38.2	4.1	86	2098	51.3	5.8	116
NON METRO	20549	*603	24.8	2.9	98	2231	27.6	10.9	109	1373	35.6	6.7	140	669	16.4	3.3	64
TOP 5 ADI'S	18341	584	24.0	3.2	106	1310	16.2	7.1	71	478	12.4	2.6	55	1458	35.7	7.9	157
TOP 10 ADI'S	25378	755	31.0	3.0	99	2076	25.7	8.2	82	832	21.5	3.3	69	1751	42.8	6.9	137
TOP 20 ADI'S	36488	1089	44.8	3.0	99	3186	39.4	8.7	87	1143	29.6	3.1	66	2159	52.8	5.9	117
HSMLD INC. \$50,000 OR MORE	6612	**96	3.9	1.5	48	*439	5.4	6.6	66	*161	4.2	2.4	51	*407	10.0	6.2	122
\$40,000 OR MORE	12659	*280	11.5	2.2	74	1003	12.4	7.9	79	*376	9.7	3.0	62	650	15.9	5.1	102
\$30,000 OR MORE	24698	622	25.6	2.5	84	2287	28.3	9.3	93	863	22.4	3.5	73	1364	33.4	5.5	109
\$25,000 OR MORE	32077	907	37.3	2.8	94	2971	36.7	9.3	93	1125	29.1	3.5	74	1711	41.9	5.3	106
\$20,000 - \$24,999	9144	**230	9.5	2.5	84	819	10.1	9.0	90	*293	7.6	3.2	67	*500	12.2	5.5	108
\$15,000 - \$19,999	8728	*271	11.1	3.1	103	1002	12.4	11.5	115	*421	10.9	4.8	101	*323	7.9	3.7	78
\$10,000 - \$14,999	12562	*432	17.8	3.4	114	1603	19.8	12.8	128	943	24.4	7.5	157	615	15.0	4.9	97
UNDER \$10,000	18475	593	24.4	3.2	107	1698	21.0	9.2	92	1079	27.9	5.8	123	939	23.0	5.1	101
HOUSEHOLD OF 1 PERSON	11987	307	12.6	2.6	85	1170	14.5	9.8	98	300	7.8	2.5	52	433	10.6	3.6	72
2 PEOPLE	26577	581	23.9	2.2	73	2556	31.6	9.6	96	1021	26.4	3.8	81	1368	33.5	5.1	102
3 OR 4 PEOPLE	30617	1043	42.9	3.4	113	3037	37.5	9.9	99	1635	42.3	5.3	112	1621	39.7	5.3	105
5 OR MORE PEOPLE	11804	*503	20.7	4.3	142	1330	16.4	11.3	113	905	23.4	7.7	161	*666	16.3	5.6	112
NO CHILD IN HSMLD	46165	1086	44.6	2.4	78	4436	54.8	9.6	96	1747	45.2	3.8	79	2334	57.1	5.1	100
CHILD(REN) UNDER 2 YRS	5325	*519	21.3	9.7	324	*571	7.1	10.7	107	*377	9.8	7.1	149	**168	4.1	3.2	63
2 - 5 YEARS	14221	771	31.7	5.4	180	1543	19.1	10.9	109	992	25.7	7.0	146	624	15.3	4.4	87
6 - 11 YEARS	15117	*477	19.6	3.2	105	1691	20.9	11.2	112	972	25.2	6.4	135	736	18.0	4.9	96
12 - 17 YEARS	16611	*471	19.4	2.8	94	1541	19.0	9.3	93	1019	26.4	6.1	129	921	22.5	5.5	110
RESIDENCE OWNED	55884	1457	59.9	2.6	87	5925	73.2	10.6	106	2485	64.4	4.4	93	2640	64.6	4.7	94
VALUE: \$50,000 OR MORE	31744	769	31.6	2.4	81	2895	35.8	9.1	91	1014	26.3	3.2	67	1518	37.1	4.8	95
VALUE: UNDER \$50,000	24140	688	28.3	2.9	95	3030	37.4	12.6	126	1472	38.1	6.1	128	1122	27.4	4.6	92

		TOTAL	IVORY SNOW				OXYDOL				PUREX POWDER				SOLO			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS		80986	2433	100.0	3.0	100	8093	100.0	10.0	100	3861	100.0	4.8	100	4088	100.0	5.0	100
MAGAZINES	QUINTILE 1	15799	*435	17.9	2.8	92	1504	18.6	9.5	95	782	20.3	4.9	104	769	18.8	4.9	96
	QUINTILE 2	17259	505	20.8	2.9	97	1805	22.3	10.5	105	682	17.7	4.0	83	953	23.3	5.5	109
	QUINTILE 3	13545	*515	21.2	3.8	127	1463	18.1	10.8	108	624	16.2	4.6	97	768	18.8	5.7	112
	QUINTILE 4	15133	*469	19.3	3.1	103	1732	21.4	11.4	115	763	19.8	5.0	106	804	19.7	5.3	105
	QUINTILE 5	19250	*509	20.9	2.6	88	1589	19.6	8.3	83	1010	26.2	5.2	110	794	19.4	4.1	82
NEWSPAPERS	QUINTILE 1	12413	416	17.1	3.4	112	1198	14.8	9.7	97	*428	11.1	3.4	72	901	22.0	7.3	144
	QUINTILE 2	24116	623	25.6	2.6	86	2525	31.2	10.5	105	1113	28.8	4.6	97	1280	31.3	5.3	109
	QUINTILE 3	11261	*305	12.5	2.7	90	1194	14.8	10.6	106	*474	12.3	4.2	88	589	14.4	5.2	104
	QUINTILE 4	20255	678	27.9	3.3	111	2017	24.9	10.0	100	953	24.7	4.7	99	858	21.0	4.2	84
	QUINTILE 5	12940	*412	16.9	3.2	106	1159	14.3	9.0	90	893	23.1	6.9	145	*461	11.3	3.6	71
OUTDOOR	QUINTILE 1	14852	*425	17.5	2.9	95	1764	21.8	11.9	119	725	18.8	4.9	102	902	22.1	6.1	120
	QUINTILE 2	15725	*515	21.2	3.3	109	1542	19.1	9.8	98	737	19.1	4.7	98	815	19.9	5.2	103
	QUINTILE 3	16330	*439	18.0	2.7	89	1411	17.4	8.6	86	815	21.1	5.0	105	1029	25.2	6.3	125
	QUINTILE 4	16744	569	23.4	3.4	113	1601	19.8	9.6	96	798	20.7	4.8	100	709	17.3	4.2	84
	QUINTILE 5	17334	485	19.9	2.8	93	1775	21.9	10.2	102	786	20.4	4.5	95	633	15.5	3.7	72
RADIO-DRIVE TIME	QUINTILE 1	15911	*535	22.0	3.4	112	1620	20.0	10.2	102	886	22.9	5.6	117	973	23.8	6.1	121
	QUINTILE 2	14837	*461	18.9	3.1	103	1423	17.6	9.6	96	715	18.5	4.8	101	924	22.6	6.2	123
	QUINTILE 3	15339	*428	17.6	2.8	93	1607	19.9	10.5	105	637	16.5	4.2	87	553	13.5	3.6	71
	QUINTILE 4	16723	532	21.9	3.2	106	1449	17.9	8.7	87	752	19.5	4.5	94	851	20.8	5.1	101
	QUINTILE 5	18176	*478	19.6	2.6	88	1994	24.6	11.0	110	871	22.6	4.8	101	786	19.2	4.3	86
RADIO-MID- DAY	TERCILE 1	21020	899	37.0	4.3	142	2259	27.9	10.7	108	972	25.2	4.6	97	1335	32.7	6.4	126
	TERCILE 2	21610	688	28.3	3.2	106	2099	25.9	9.7	97	1268	32.8	5.9	123	1046	25.6	4.8	96
	TERCILE 3	38355	846	34.8	2.2	73	3735	46.2	9.7	97	1621	42.0	4.2	89	1707	41.8	4.5	88
RADIO-TOTAL	QUINTILE 1	15988	689	28.3	4.3	143	1708	21.1	10.7	107	839	21.7	5.2	110	1009	24.7	6.3	125
	QUINTILE 2	15626	*472	19.4	3.0	101	1498	18.5	9.6	96	772	20.0	4.9	104	902	22.1	5.8	114
	QUINTILE 3	16723	*460	18.9	2.8	92	1761	21.8	10.5	105	821	21.3	4.9	103	765	18.7	4.6	91
	QUINTILE 4	16342	492	20.2	3.0	100	1443	17.8	8.8	88	729	18.9	4.5	94	666	16.3	4.1	81
	QUINTILE 5	16306	*320	13.2	2.0	65	1682	20.8	10.3	103	700	18.1	4.3	90	746	18.2	4.6	91
TV-PRIME TIME	QUINTILE 1	15953	705	29.0	4.4	147	1511	18.7	9.5	95	853	22.1	5.3	112	979	23.9	6.1	122
	QUINTILE 2	16137	*511	21.0	3.2	105	1699	21.0	10.5	105	713	18.5	4.4	93	846	20.7	5.2	104
	QUINTILE 3	16420	*388	15.9	2.4	79	1804	22.3	11.0	110	777	20.1	4.7	99	700	17.1	4.3	84
	QUINTILE 4	16687	487	20.0	2.9	97	1609	19.9	9.6	96	838	21.7	5.0	105	727	17.8	4.4	86
	QUINTILE 5	15789	*343	14.1	2.2	72	1470	18.2	9.3	93	680	17.6	4.3	90	836	20.5	5.3	105
TV-DAYTIME	TERCILE 1	27736	1017	41.8	3.7	122	3174	39.2	11.4	115	1734	44.9	6.3	131	1354	33.1	4.9	97
	TERCILE 2	26489	782	32.1	3.0	98	2681	33.1	10.1	101	1109	28.7	4.2	88	1434	35.1	5.4	107
	TERCILE 3	26761	634	26.1	2.4	79	2237	27.6	8.4	84	1018	26.4	3.8	80	1300	31.8	4.9	96
TV-TOTAL	QUINTILE 1	16345	690	28.4	4.2	141	1737	21.5	10.6	106	1122	29.1	6.9	144	887	21.7	5.4	108
	QUINTILE 2	16447	*466	19.2	2.8	94	1696	21.0	10.3	103	763	19.8	4.6	97	876	21.4	5.3	106
	QUINTILE 3	15980	*487	20.0	3.0	101	1902	23.5	11.9	119	636	16.5	4.0	83	808	19.8	5.1	100
	QUINTILE 4	15887	*356	14.6	2.2	75	1526	18.9	9.6	96	680	17.6	4.3	90	701	17.1	4.4	87
	QUINTILE 5	16326	*434	17.8	2.7	88	1232	15.2	7.5	76	660	17.1	4.0	85	816	20.0	5.0	99
MAGAZINES-NEWSPAPERS: DUAL		20721	631	25.9	3.0	101	2214	27.4	10.7	107	869	22.5	4.2	88	1172	28.7	5.7	112
MAGAZINE IMPERATIVE		19186	611	25.1	3.2	106	1814	22.4	9.5	95	1046	27.1	5.5	114	801	19.6	4.2	83
NEWSPAPER IMPERATIVE		21899	594	24.4	2.7	90	2266	28.0	10.3	104	932	24.1	4.3	89	1351	33.0	6.2	122
MAGAZINES-OUTDOOR: DUAL		15451	*426	17.5	2.8	92	1516	18.7	9.8	98	668	17.3	4.3	91	992	24.3	6.4	127
MAGAZINE IMPERATIVE		25953	808	33.2	3.1	104	2662	32.9	10.3	103	1198	31.0	4.6	97	1188	29.1	4.6	91
OUTDOOR IMPERATIVE		24400	732	30.1	3.0	100	2607	32.2	10.7	107	1237	32.0	5.1	106	1337	32.7	5.5	109
MAGAZINES-RADIO: DUAL		18049	557	22.9	3.1	103	1702	21.0	9.4	94	841	21.8	4.7	98	1011	24.7	5.6	111
MAGAZINE IMPERATIVE		23571	638	26.2	2.7	90	2416	29.9	10.2	103	1007	26.1	4.3	90	1177	28.8	5.0	99
RADIO IMPERATIVE		23278	861	35.4	3.7	123	2441	30.2	10.5	105	1260	32.6	5.4	114	1337	32.7	5.7	114
MAGAZINES-TELEVISION: DUAL		15459	544	22.4	3.5	117	1600	19.8	10.3	104	697	18.1	4.5	95	861	21.1	5.6	110
MAGAZINE IMPERATIVE		25829	648	26.6	2.5	84	2407	29.7	9.3	93	1009	26.1	3.9	82	1298	31.8	5.0	100
TELEVISION IMPERATIVE		26039	958	39.4	3.7	122	2849	35.2	10.9	109	1506	39.0	5.8	121	1304	31.9	5.0	99
NEWSPAPERS-OUTDOOR: DUAL		16605	*489	20.1	2.9	98	1671	20.6	10.1	101	714	18.5	4.3	90	1202	29.4	7.2	143
NEWSPAPER IMPERATIVE		26834	763	31.4	2.8	95	2628	32.5	9.8	98	1161	30.1	4.3	91	1395	34.1	5.2	103
OUTDOOR IMPERATIVE		23346	662	27.2	2.8	94	2401	29.7	10.3	103	1164	30.1	5.0	105	1012	24.8	4.3	86
NEWSPAPERS-RADIO: DUAL		17133	629	25.9	3.7	122	1745	21.6	10.2	102	734	19.0	4.3	90	1113	27.2	6.5	129
NEWSPAPER IMPERATIVE		25892	546	22.4	2.1	70	2634	32.5	10.2	102	1042	27.0	4.0	84	1406	34.4	5.4	108
RADIO IMPERATIVE		23167	784	32.2	3.4	113	2414	29.8	10.4	104	1320	34.2	5.7	120	1087	26.6	4.7	93
NEWSPAPERS-TELEVISION: DUAL		17159	*506	20.8	2.9	98	1909	23.6	11.1	111	925	24.0	5.4	113	1046	25.6	6.1	121
NEWSPAPER IMPERATIVE		26214	614	25.2	2.3	78	2499	30.9	9.5	95	899	23.3	3.4	72	1385	33.9	5.3	105
TELEVISION IMPERATIVE		23412	907	37.3	3.9	129	2416	29.9	10.3	103	1291	33.4	5.5	116	1077	26.3	4.6	91
OUTDOOR-RADIO: DUAL		15303	*627	25.8	4.1	136	1712	21.2	11.2	112	705	18.3	4.6	97	1041	25.5	6.8	135
OUTDOOR IMPERATIVE		24901	559	23.0	2.2	75	2425	30.0	9.7	97	1226	31.8	4.9	103	1152	28.2	4.6	92
RADIO IMPERATIVE		26492	881	36.2	3.3	111	2515	31.1	9.5	95	1374	35.6	5.2	109	1354	33.1	5.1	101
OUTDOOR-TELEVISION: DUAL		14794	*475	19.5	3.2	107	1745	21.6	11.8	118	740	19.2	5.0	105	930	22.7	6.3	125
OUTDOOR IMPERATIVE		25437	700	28.8	2.8	92	2422	29.9	9.5	95	1088							

	TOTAL U.S. '000	IVORY SNOW				OXYDOL				PUREX POWDER				SOLO			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	2433	100.0	3.0	100	8093	100.0	10.0	100	3861	100.0	4.8	100	4088	100.0	5.0	100
ATLANTIC MONTHLY	415	**20	0.8	4.8	160	**38	0.5	9.2	92	**6	0.2	1.4	30	**10	0.2	2.4	48
BARRON'S	453	**8	0.3	1.8	59	**16	0.2	3.5	35	**4	0.1	0.9	19	**23	0.6	5.1	101
BETTER HOMES & GARDENS	16256	572	23.5	3.5	117	1944	24.0	12.0	120	766	19.8	4.7	99	889	21.7	5.5	108
BON APPETIT	2535	**96	3.9	3.8	126	**161	2.0	6.4	64	**52	1.3	2.1	43	**77	1.9	3.0	60
BUSINESS WEEK	1278	**30	1.2	2.3	78	**59	0.7	4.6	46	**69	1.8	5.4	113	**71	1.7	5.6	110
CAR AND DRIVER	378	**14	0.6	3.7	123	**28	0.3	7.4	74	**12	0.3	3.2	67	**5	0.1	1.3	26
CBS MAGAZINE NETWORK (GROSS)	1498	**38	1.6	2.5	84	**33	1.0	5.5	55	**67	1.7	4.5	94	**37	0.9	2.5	49
CHANGING TIMES	1505	**88	3.6	5.8	195	**273	3.4	18.1	182	**123	3.2	8.2	171	**62	1.5	4.1	82
COLONIAL HOMES	1231	**76	3.1	6.2	206	**80	1.0	6.5	65	**60	1.6	4.9	102	**29	0.7	2.4	47
CONDE NAST MAG. PKG. (GROSS)	14146	421	17.3	3.0	99	1276	15.8	9.0	90	782	20.3	5.5	116	862	21.1	6.1	121
CONSUMERS DIGEST	1323	**28	1.2	2.1	70	**137	1.7	10.4	104	**36	0.9	2.7	57	**113	2.8	8.5	169
COSMOPOLITAN	7102	**249	10.2	3.5	117	749	9.3	10.5	106	320	8.3	4.5	95	386	9.4	5.4	108
COUNTRY LIVING	2481	**84	3.5	3.4	113	**245	3.0	9.9	99	**128	3.3	5.2	108	**62	1.5	2.5	50
CUISINE	1472	**76	3.1	5.2	172	**104	1.3	7.1	71	**51	1.3	3.5	73	**47	1.1	3.2	63
CYCLE WORLD	425	**18	0.7	4.2	141	**40	0.5	9.4	94	**26	0.7	6.1	128	**10	0.2	2.4	47
DCI:CREATIVE IDEAS FOR LIV	2510	**56	2.3	2.2	74	277	3.4	11.0	110	**137	3.5	5.5	114	**81	2.0	3.2	64
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	**145	6.0	2.2	72	679	8.4	10.1	102	367	9.5	5.5	115	**146	3.6	2.2	43
DISCOVER	894	**21	0.9	2.3	78	**59	0.7	6.6	66	**64	1.7	7.2	150	**104	2.5	11.6	230
EBONY	3507	**141	5.8	4.0	134	445	5.5	12.7	127	371	9.6	10.6	222	222	5.4	6.3	125
ESQUIRE	1083	**82	3.4	7.6	252	**149	1.8	13.8	138	**42	1.1	3.9	81	**65	1.6	6.0	119
ESSENCE	1830	**84	3.5	4.6	153	172	2.1	9.4	94	**232	6.0	12.7	266	**102	2.5	5.6	110
FAMILY CIRCLE	15930	487	20.0	3.1	102	1895	23.4	11.9	119	792	20.5	5.0	104	930	22.7	5.8	116
THE FAMILY HANDYMAN	1126	**35	1.4	3.1	103	**190	2.3	16.9	169	**81	2.1	7.2	151	**49	1.2	4.4	86
FAMILY WEEKLY	11468	301	12.4	2.6	87	1316	16.3	11.5	115	579	15.0	5.0	106	446	10.9	3.9	77
FIELD & STREAM	2234	**37	1.5	1.7	55	**296	3.7	13.2	133	**114	3.0	5.1	107	**72	1.8	3.2	64
FOOD & WINE	579	**17	0.7	2.9	98	**69	0.9	11.9	119	**13	0.3	2.2	47	**12	0.3	2.1	41
FORBES	728	**4	0.2	0.5	18	**28	0.3	3.8	38	**20	0.5	2.7	58	**23	0.6	3.2	63
FORTUNE	906	**7	0.3	0.8	26	**23	0.3	2.5	25	**68	1.8	7.5	157	**57	1.4	6.3	125
GENTLEMAN'S QUARTERLY	791	**61	2.5	7.7	257	**57	0.7	7.2	72	**49	1.3	6.2	130	**25	0.6	3.2	63
GLAMOUR	5265	**180	7.4	3.4	114	446	5.5	8.5	85	326	8.4	6.2	130	388	9.5	7.4	146
GOLF DIGEST	636	**23	0.9	3.6	120	**45	0.6	7.1	71	**37	1.0	5.8	122	**17	0.4	2.7	53
GOLF DIGEST/TENNIS (GROSS)	1186	**35	1.4	3.0	98	**80	1.0	6.7	68	**64	1.7	5.4	113	**51	1.2	4.3	85
GOLF MAGAZINE	441	**0	0.0	0.0	0	**22	0.3	5.0	50	**17	0.4	3.9	81	**0	0.0	0.0	0
GOLF MAGAZINE/SKI (GROSS)	922	**3	0.1	0.3	11	**36	0.4	3.9	39	**25	0.6	2.7	57	**26	0.6	2.8	56
GOOD HOUSEKEEPING	16487	507	20.8	3.1	102	1686	20.8	10.2	102	813	21.1	4.9	103	987	24.1	6.0	119
HARPER'S BAZAAR	2423	**67	2.8	2.8	92	**165	2.0	6.8	68	**131	3.4	5.4	113	**129	3.2	5.3	105
HEALTH	1994	**48	2.0	2.4	80	206	2.5	10.3	103	**188	4.9	9.4	198	**98	2.4	4.9	97
HEARST MAG CORP. BUY (GROSS)	44101	1444	59.4	3.3	109	4552	56.2	10.3	103	2193	56.8	5.0	104	2375	58.1	5.4	107
HEARST MAN POWER (GROSS)	1993	**80	3.3	4.0	134	**231	2.9	11.6	116	**133	3.4	6.7	140	**117	2.9	5.9	116
HEARST WOMAN POWER (GROSS)	31274	988	40.6	3.2	105	3328	41.1	10.6	106	1562	40.5	5.0	105	1837	44.9	5.9	116
HOUSE BEAUTIFUL	3623	**109	4.5	3.0	100	379	4.7	10.5	105	**148	3.8	4.1	86	**121	3.0	3.3	66
INC.	283	**0	0.0	0.0	0	**18	0.2	6.4	64	**16	0.4	5.7	119	**2	0.0	0.7	14
JET	2928	**150	6.2	5.1	171	319	3.9	10.9	109	330	8.5	11.3	236	**168	4.1	5.7	114
LADIES' HOME JOURNAL	11918	359	14.8	3.0	100	1196	14.8	10.0	100	547	14.2	4.6	96	585	14.3	4.9	97
LHJ FAMILY GRP COMBO(GROSS)	16764	460	18.9	2.7	91	1739	21.5	10.4	104	856	22.2	5.1	107	822	20.1	4.9	97
LIFE	4254	**168	6.9	3.9	131	425	5.3	10.0	100	**219	5.7	5.1	108	228	5.6	5.4	106
L.A. TIMES HOME MAGAZINE	1145	**23	0.9	2.0	67	**66	0.8	5.8	58	**18	0.5	1.6	33	**5	0.1	0.4	9
MADMOISELLE	2884	**78	3.2	2.7	90	**282	3.5	9.8	98	**201	5.2	7.0	146	**144	3.5	5.0	99
MC CALL'S	13460	371	15.2	2.8	92	1449	17.9	10.8	108	623	16.1	4.6	97	736	18.0	5.5	108
MC CALL'S/WRK MOTHER (GROSS)	14606	424	17.4	2.9	97	1578	19.5	10.8	108	692	17.9	4.7	99	794	19.4	5.4	108
MECHANIX ILLUSTRATED	772	**26	1.1	3.4	112	**114	1.4	14.8	148	**92	2.4	11.9	250	**26	0.6	3.4	67
METROPOLITAN HOME	967	**24	1.0	2.5	83	**84	1.0	8.7	87	**34	0.9	3.5	74	**56	1.4	5.8	115
MONEY	1588	**49	2.0	3.1	103	**100	1.2	6.3	63	**42	1.1	2.6	55	**29	0.7	1.8	36
MOTHER EARTH NEWS	1002	**66	2.7	6.6	219	**140	1.7	14.0	140	**17	0.4	1.7	36	**20	0.5	2.0	40
MS.	825	**26	1.1	3.2	105	**97	1.2	11.8	118	**70	1.8	8.5	178	**33	0.8	4.0	79
NATIONAL ENQUIRER	10336	363	14.9	3.5	117	1177	14.5	11.4	114	681	17.6	6.6	138	487	11.9	4.7	93
NATIONAL GEOGRAPHIC	9597	270	11.1	2.8	94	907	11.2	9.5	95	303	7.8	3.2	66	411	10.1	4.3	85
NATIONAL SUNDAY MAGAZINE PKG	49558	1437	59.1	2.9	97	5174	63.9	10.4	104	2123	55.0	4.3	90	2667	65.2	5.4	107
NATURAL HISTORY	573	**36	1.5	6.3	209	**37	0.5	6.5	65	**21	0.5	3.7	77	**3	0.1	0.5	10
NEW WOMAN	1699	**17	0.7	1.0	33	**146	1.8	8.6	86	**84	2.2	4.9	104	**127	3.1	7.5	148
NEW YORK INCLUDING CUE	443	**7	0.3	1.6	53	**13	0.2	2.9	29	**20	0.5	4.5	95	**34	0.8	7.7	152
THE NEW YORKER	1270	**70	2.9	5.5	183	**73	0.9	5.7	58	**47	1.2	3.7	78	**93	2.3	7.3	145
NEWSWEEK	6277	245	10.1	3.9	130	521	6.4	8.3	83	**201	5.2	3.2	67	322	7.9	5.1	102
THE N.Y. TIMES DAILY EDITION	1205	**30	1.2	2.5	83	**59	0.7	4.9	49	**13	0.3	1.1	23	**144	3.5	12.0	237
THE N.Y. TIMES MAGAZINE	2081	**59	2.4	2.8	94	**162	2.0	7.8	78	**66	1.7	3.2	67	**263	6.4	12.6	250
OMNI	788	**7	0.3	0.9	30	**72	0.9	9.1	91	**80	2.1	10.2	213	**26	0.6	3.3	65
ON CABLE	1158	**16	0.7	1.4	46	**174	2.2	15.0	150	**70	1.8	6.0	127	**111	2.7	9.6	190
1001 HOME IDEAS	2852	**53	2.2	1.9	62	336	4.2	11.8	118	**121	3.1	4.2	89	**139	3.4	4.9	97
ORGANIC GARDENING	1658	**103	4.2	6.2	207	**155	1.9	9.3	94	**78	2.0	4.7	99	**84	2.1	5.1	100
OUTDOOR LIFE	896	**23	0.9	2.6	85	**130	1.6	14.5	145	**69	1.8	7.7	162	**62	1.5	6.9	137
PARADE MAGAZINE	24275	893	36.7	3.7	122	2354	29.1	9.7	97	903	23.4	3.7	78	1310	32.0	5.4	107

	TOTAL U.S. '000	IVORY SNOW				OXYDOL				PUREX POWDER				SOLO			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	2433	100.0	3.0	100	8093	100.0	10.0	100	3861	100.0	4.8	100	4088	100.0	5.0	100
PARENTS	3845	**196	8.1	5.1	170	438	5.4	11.4	114	**244	6.3	6.3	133	**136	3.3	3.5	70
PENTHOUSE	831	**26	1.1	3.1	104	**115	1.4	13.8	138	**146	3.8	17.6	369	**26	0.6	3.1	62
PEOPLE	11645	**295	12.1	2.5	84	1070	13.2	9.2	92	**598	15.5	5.1	108	**681	16.7	5.8	116
PLAYBOY	2006	**56	2.3	2.8	93	**179	2.2	8.9	89	**142	3.7	7.1	148	**163	4.0	8.1	161
POPULAR HOT RODDING	297	**11	0.5	3.7	123	**20	0.2	6.7	67	**18	0.5	6.1	127	**37	0.9	12.5	247
POPULAR MECHANICS	1018	**58	2.4	5.7	190	**101	1.2	9.9	99	**65	1.7	6.4	134	**24	0.6	2.4	47
POPULAR SCIENCE	878	**42	1.7	4.8	159	**101	1.2	11.5	115	**33	0.9	3.8	79	**29	0.7	3.3	65
PREVENTION	3913	**175	7.2	4.5	149	457	5.6	11.7	117	**211	5.5	5.4	113	**196	4.8	5.0	99
PSYCHOLOGY TODAY	1710	**36	1.5	2.1	70	**139	1.7	8.1	81	**113	2.9	6.6	139	**89	2.2	5.2	103
READER'S DIGEST	22204	649	26.7	2.9	97	2462	30.4	11.1	111	1141	29.6	5.1	108	1077	26.3	4.9	96
REDBOOK	7684	232	9.5	3.0	101	893	11.0	11.6	116	429	11.1	5.6	117	464	11.4	6.0	120
ROAD & TRACK	410	**7	0.3	1.7	57	**17	0.2	4.1	41	**5	0.1	1.2	26	**5	0.1	1.2	24
ROLLING STONE	969	**47	1.9	4.9	161	**122	1.5	12.6	126	**78	2.0	8.0	169	**115	2.8	11.9	235
RUNNER'S WORLD	298	**0	0.0	0.0	0	**47	0.6	15.8	158	**42	1.1	14.1	296	**6	0.1	2.0	40
SATURDAY EVENING POST	1169	**45	1.8	3.8	128	**142	1.8	12.1	122	**79	2.0	6.8	142	**91	2.2	7.8	154
SCIENCE 84	587	**19	0.8	3.2	108	**31	0.4	5.3	53	**14	0.4	2.4	50	**57	1.4	9.7	192
SCIENCE DIGEST	482	**12	0.5	2.5	83	**51	0.6	10.6	106	**29	0.8	6.0	126	**30	0.7	6.2	123
SCIENTIFIC AMERICAN	594	**9	0.4	1.5	50	**20	0.2	3.4	34	**19	0.5	3.2	67	**31	0.8	5.2	103
SELF	2089	**39	1.6	1.9	62	**172	2.1	8.2	82	**57	1.5	2.7	57	**126	3.1	6.0	119
SEVENTEEN	2411	**76	3.1	3.2	105	**192	2.4	8.0	80	**110	2.8	4.6	96	**128	3.1	5.3	105
SKI	480	**3	0.1	0.6	21	**13	0.2	2.7	27	**8	0.2	1.7	35	**26	0.6	5.4	107
SMITHSONIAN	2760	**63	2.6	2.3	76	194	2.4	7.0	70	**70	1.8	2.5	53	**162	4.0	5.9	116
SOAP OPERA DIGEST	3013	**73	3.0	2.4	81	327	4.0	10.9	109	**294	7.6	9.8	205	**145	3.5	4.8	95
SOUTHERN LIVING	4184	**89	3.7	2.1	71	402	5.0	9.6	96	**230	6.0	5.5	115	**65	1.6	1.6	31
SPORT	559	**10	0.4	1.8	60	**67	0.8	12.0	120	**50	1.3	8.9	188	**37	0.9	6.6	131
THE SPORTING NEWS	436	**6	0.2	1.4	46	**31	0.4	7.1	71	**34	0.9	7.8	164	**22	0.5	5.0	100
SPORTS AFIELD	493	**10	0.4	2.0	68	**80	1.0	16.2	162	**40	1.0	8.1	170	**63	1.5	12.8	253
SPORTS ILLUSTRATED	2758	**65	2.7	2.4	78	269	3.3	9.8	98	**164	4.2	5.9	125	**180	4.4	6.5	129
STAR	7456	**210	8.6	2.8	94	871	10.8	11.7	117	495	12.8	6.6	139	398	9.7	5.3	106
SUNDAY	24936	689	28.3	2.8	92	2703	33.4	10.8	108	990	25.6	4.0	83	1500	36.7	6.0	119
SUNSET	2124	**46	1.9	2.2	72	**236	2.9	11.1	111	**37	1.0	1.7	37	**17	0.4	0.8	16
TV GUIDE	21661	760	31.2	3.5	117	2159	26.7	10.0	100	1127	29.2	5.2	109	1186	29.0	5.5	108
TENNIS	550	**13	0.5	2.4	79	**35	0.4	6.4	64	**28	0.7	5.1	107	**35	0.9	6.4	126
TIME	8880	258	10.6	2.9	97	674	8.3	7.6	76	359	9.3	4.0	85	459	11.2	5.2	102
TOWN & COUNTRY	917	**40	1.6	4.4	145	**116	1.4	12.6	127	**18	0.5	2.0	41	**76	1.9	8.3	164
TRAVEL & LEISURE	972	**20	0.8	2.1	68	**135	1.7	13.9	139	**25	0.6	2.6	54	**62	1.5	6.4	126
TRUE STORY	3356	**123	5.1	3.7	122	395	4.9	11.8	118	334	8.7	10.0	209	**95	2.3	2.8	56
U.S. NEWS & WORLD REPORT	3410	**73	3.0	2.1	71	311	3.8	9.1	91	**105	2.7	3.1	65	**217	5.3	6.4	126
USA TODAY	1759	**30	1.2	1.7	57	**131	1.6	7.4	75	**95	2.5	5.4	113	**94	2.3	5.3	106
US	1873	**33	1.4	1.8	59	**212	2.6	11.3	113	**118	3.1	6.3	132	**162	4.0	8.6	171
VOGUE	3909	**124	5.1	3.2	106	377	4.7	9.6	97	**197	5.1	5.0	106	**205	5.0	5.2	104
MALL STREET JOURNAL	1886	**60	2.5	3.2	106	**199	2.5	10.6	106	**39	1.0	2.1	43	**65	1.6	3.4	68
WEIGHT WATCHERS	2120	**66	2.7	3.1	104	**211	2.6	10.0	100	**100	2.6	4.7	99	**213	5.2	10.0	199
WOMAN'S DAY	14172	385	15.8	2.7	90	1724	21.3	12.2	122	647	16.8	4.6	96	810	19.8	5.7	113
WORKING MOTHER	1146	**53	2.2	4.6	154	**129	1.6	11.3	113	**69	1.8	6.0	126	**58	1.4	5.1	100
WORKING WOMAN	1322	**30	1.2	2.3	76	**114	1.4	8.6	86	**64	1.7	4.8	102	**55	1.3	4.2	82
WORLD TENNIS	**163	**8	0.3	4.9	163	**13	0.2	8.0	80	**13	0.3	8.0	167	**6	0.1	3.7	73
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**84	3.5	3.3	110	**177	2.2	7.0	70	**155	4.0	6.1	128	**126	3.1	5.0	99
BLAIR INSERTS	43657	1309	53.8	3.0	100	4299	53.1	9.8	99	1787	46.3	4.1	86	2603	63.7	6.0	118
DAILY NEWSPAPERS																	
READ ANY	51633	1480	60.8	2.9	95	5241	64.8	10.2	102	2250	58.3	4.4	91	2896	70.8	5.6	111
READ ONE	43463	1260	51.8	2.9	96	4477	55.3	10.3	103	1915	49.6	4.4	92	2312	56.6	5.3	105
READ TWO OR MORE	8170	220	9.0	2.7	90	763	9.4	9.3	93	335	8.7	4.1	86	584	14.3	7.1	142
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	1544	63.5	2.9	98	5423	67.0	10.3	103	2247	58.2	4.3	89	2907	71.1	5.5	109
READ ONE	46126	1331	54.7	2.9	96	4775	59.0	10.4	104	2038	52.8	4.4	93	2441	59.7	5.3	105
READ TWO OR MORE	6552	**213	8.8	3.3	108	648	8.0	9.9	99	**209	5.4	3.2	67	466	11.4	7.1	141
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	25.32				29.85				26.06				30.44			
30 DAY REACH	71455	2162	88.9	3.0	101	7208	89.1	10.1	101	3441	89.1	4.8	101	3666	89.7	5.1	102
50 SHMG - 30 DAY AV FREQ	14.56	13.31				16.00				13.87				15.75			
30 DAY REACH	67742	2052	84.3	3.0	101	6756	83.5	10.0	100	3250	84.2	4.8	101	3551	86.9	5.2	104
25 SHMG - 30 DAY AV FREQ	7.94	7.17				8.69				7.41				8.22			
30 DAY REACH	62117	1892	77.8	3.0	101	6224	76.9	10.0	100	3034	78.6	4.9	102	3404	83.3	5.5	109
CABLE TV: HOME WIRED	32077	898	36.9	2.8	93	3348	41.4	10.4	104	1504	39.0	4.7	98	1721	42.1	5.4	106
HOME NOT WIRED	48909	1535	63.1	3.1	104	4745	58.6	9.7	97	2357	61.0	4.8	101	2366	57.9	4.8	96
HAVE PAY CABLE	15935	**400	16.4	2.5	84	1565	19.3	9.8	98	826	21.4	5.2	109	803	19.6	5.0	100

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	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	2433	100.0	3.0	100	8093	100.0	10.0	100	3861	100.0	4.8	100	4088	100.0	5.0	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	784	32.2	3.0	100	2545	31.4	9.8	98	1249	32.3	4.8	101	1270	31.1	4.9	97
NETWORK AFFILIATES - LATE	20261	632	26.0	3.1	104	2123	26.2	10.5	105	994	25.7	4.9	103	1018	24.9	5.0	100
INDEPENDENTS - LATE	2076	*54	2.2	2.6	87	115	1.4	5.5	55	*61	1.6	2.9	62	131	3.2	6.3	125
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	512	21.0	4.9	163	1013	12.5	9.7	97	587	15.2	5.6	118	574	14.0	5.5	109
ABC MONDAY NIGHT MOVIE	A 6412	224	9.2	3.5	116	539	6.7	8.4	84	298	7.7	4.6	97	331	8.1	5.2	102
ABC SUNDAY NIGHT MOVIE	A 12407	417	17.1	3.4	112	1312	16.2	10.6	106	528	13.7	4.3	89	579	14.2	4.7	92
ABC WORLD NEWS TONIGHT	A 6176	140	5.8	2.3	75	551	6.8	8.9	89	190	4.9	3.1	65	296	7.2	4.8	95
AFTERMASH	C 5863	**130	5.3	2.2	74	841	10.4	14.3	144	*297	7.7	5.1	106	*309	7.6	5.3	104
ALICE	C 9594	333	13.7	3.5	116	995	12.3	10.4	104	464	12.0	4.8	101	513	12.5	5.3	106
AMERICAN PARADE	C 6622	*197	8.1	3.0	99	696	8.6	10.5	105	210	5.4	3.2	67	332	8.1	5.0	99
BENSON	A 10886	316	13.0	2.9	97	1208	14.9	11.1	111	463	12.0	4.3	89	558	13.6	5.1	102
BLUE THUNDER	A 5036	*195	8.0	3.9	129	548	6.8	10.9	109	335	8.7	6.7	140	301	7.4	6.0	118
CAGNEY & LACEY	C 9965	324	13.3	3.3	108	1166	14.4	11.7	117	396	10.3	4.0	83	561	13.7	5.6	112
CBS EVENING NEWS-DEAN	C 3491	**114	4.7	3.3	109	311	3.8	8.9	89	**128	3.3	3.7	77	**138	3.4	4.0	78
CBS EVENING NEWS-RATHER	C 7123	291	12.0	4.1	136	679	8.4	9.5	95	276	7.1	3.9	81	345	8.4	4.8	96
CBS SAT. NEWS-SCHIEFFER	C 3621	*89	3.7	2.5	82	364	4.5	10.1	101	144	3.7	4.0	83	161	3.9	4.4	88
CBS SATURDAY NIGHT MOVIE	C 5436	217	8.9	4.0	133	667	8.2	12.3	123	343	8.9	6.3	132	252	6.2	4.6	92
CBS WEDNESDAY NIGHT MOVIE	C 6100	139	5.7	2.3	76	645	8.0	10.6	106	343	8.9	5.6	118	249	6.1	4.1	81
CHEERS	N 8889	349	14.3	3.9	131	960	11.9	10.8	108	458	11.9	5.2	108	397	9.7	4.5	88
DALLAS	C 22109	588	24.2	2.7	89	2316	28.6	10.5	105	949	24.6	4.3	90	1138	27.8	5.1	102
DIFF'RENT STROKES	N 6940	*303	12.5	4.4	145	659	8.1	9.5	95	351	9.1	5.1	106	275	6.7	4.0	79
DOUBLE TROUBLE	N 7223	313	12.9	4.3	144	883	10.9	12.2	122	404	10.5	5.6	117	302	7.4	4.2	83
DUCK FACTORY	N 5595	*238	9.8	4.3	142	577	7.1	10.3	103	287	7.4	5.1	108	264	6.5	4.7	93
DUKES OF HAZZARD	C 5768	*218	9.0	3.8	126	547	6.8	9.5	95	281	7.3	4.9	102	231	5.7	4.0	79
DYNASTY	A 20053	667	27.4	3.3	111	1883	23.3	9.4	94	1177	30.5	5.9	123	961	23.5	4.8	95
FACTS OF LIFE	N 8087	315	12.9	3.9	130	936	11.6	11.6	116	442	11.4	5.5	115	375	9.2	4.6	92
FALCON CREST	C 20046	506	20.8	2.5	84	2113	26.1	10.5	105	911	23.6	4.5	95	1049	25.7	5.2	104
FALL GUY	A 9084	271	11.1	3.0	99	911	11.3	10.0	100	514	13.3	5.7	119	500	12.2	5.5	109
FAMILY TIES	N 7964	361	14.8	4.5	151	1014	12.5	12.7	127	547	14.2	6.9	144	338	8.3	4.2	84
FANTASY ISLAND	A 7687	300	12.3	3.9	130	683	8.4	8.9	89	379	9.8	4.9	103	340	8.3	4.4	88
FOULUPS,BLEEPS & BLUNDERS	A 8861	*171	7.0	1.9	64	851	10.5	9.6	96	426	11.0	4.8	101	437	10.7	4.9	98
FOUR SEASONS	C 5095	**144	5.9	2.8	94	624	7.7	12.2	123	*294	7.6	5.8	121	*274	6.7	5.4	107
GIMME A BREAK	N 8838	402	16.5	4.5	151	1019	12.6	11.5	115	648	16.8	7.3	154	401	9.8	4.5	90
HART TO HART	A 8978	236	9.7	2.6	87	948	11.7	10.6	106	572	14.8	6.4	134	444	10.9	4.9	98
HILL STREET BLUES	N 8590	250	10.3	2.9	97	820	10.1	9.5	96	377	9.8	4.4	92	387	9.5	4.5	89
HOTEL	A 14085	379	15.6	2.7	90	1465	18.1	10.4	104	806	20.9	5.7	120	768	18.8	5.5	108
JEFFERSONS	C 9360	278	11.4	3.0	99	1133	14.0	12.1	121	564	14.6	6.0	126	448	11.0	4.8	95
JENNIFER SLEPT HERE	N 5841	*275	11.3	4.7	157	516	6.4	8.8	88	295	7.6	5.1	106	243	5.9	4.2	82
KATE & ALLIE	C 9206	282	11.6	3.1	102	922	11.4	10.0	100	369	9.6	4.0	84	510	12.5	5.5	110
KNIGHT RIDER	N 7076	*225	9.2	3.2	106	660	8.2	9.3	93	369	9.6	5.2	109	383	9.4	5.4	107
LOVE BOAT	A 12219	385	15.8	3.2	105	1146	14.2	9.4	94	615	15.9	5.0	106	608	14.9	5.0	99
MAGNUM PI	C 11199	246	10.1	2.2	73	1106	13.7	9.9	99	578	15.0	5.2	108	526	12.9	4.7	93
MAMA'S FAMILY	N 6057	*222	9.1	3.7	122	642	7.9	10.6	106	309	8.0	5.1	107	275	6.7	4.5	90
MASTER, THE	N 3598	*182	7.5	5.1	168	357	4.4	9.9	99	*206	5.3	5.7	120	*166	4.1	4.6	91
MATT HOUSTON	A 6344	*251	10.3	4.0	132	543	6.7	8.6	86	315	8.2	5.0	104	410	10.0	6.5	128
NBC MONDAY NIGHT MOVIE	N 11994	384	15.8	3.2	107	1204	14.9	10.0	100	667	17.3	5.6	117	546	13.4	4.6	90
NBC NIGHTLY NEWS	N 5132	138	5.7	2.7	90	475	5.9	9.3	93	332	8.6	6.5	136	260	6.4	5.1	100
NBC NIGHTLY NEWS-SAT	N 3375	*91	3.7	2.7	90	*180	2.2	5.3	53	*187	4.8	5.5	116	*129	3.2	3.8	76
NBC NIGHTLY NEWS-SUN	N 3130	*89	3.7	2.8	95	264	3.3	8.4	84	*154	4.0	4.9	103	*168	4.1	5.4	106
NBC SUNDAY NIGHT MOVIE	N 8284	*370	15.2	4.5	149	865	10.7	10.4	104	591	15.3	7.1	150	453	11.1	5.5	108
NEWMART	C 9240	289	11.9	3.1	104	1013	12.5	11.0	110	360	9.3	3.9	82	546	13.4	5.9	117
ONE DAY AT A TIME	C 7288	*243	10.0	3.3	111	789	9.7	10.8	108	348	9.0	4.8	100	346	8.5	4.7	94
PEOPLE ARE FUNNY	N 4855	*173	7.1	3.6	119	529	6.5	10.9	109	*235	6.1	4.8	102	*159	3.9	3.3	65
REAL PEOPLE	N 8869	313	12.9	3.5	117	945	11.7	10.7	107	443	11.5	5.0	105	395	9.7	4.5	88
REMINGTON STEELE	N 7743	227	9.3	2.9	98	729	9.0	9.4	94	331	8.6	4.3	90	379	9.3	4.9	97
RIPLEY'S BELIEVE IT - NOT	A 5345	*126	5.2	2.4	78	795	9.8	14.9	149	265	6.9	5.0	104	322	7.9	6.0	119
RIPTIDE	N 6988	*208	8.5	3.0	99	626	7.7	9.0	90	421	10.9	6.0	126	441	10.8	6.3	125
SCARECROW & MRS. KING	C 10002	320	13.2	3.2	106	1035	12.8	10.3	103	501	13.0	5.0	105	537	13.1	5.4	106
SIMON & SIMON	C 10638	311	12.8	2.9	97	1142	14.1	10.7	107	638	16.5	6.0	126	568	13.9	5.3	106
60 MINUTES	C 13293	372	15.3	2.8	93	1288	15.9	9.7	97	586	15.2	4.4	92	561	13.7	4.2	84
ST. ELSEWHERE	N 7017	330	13.6	4.7	157	837	10.3	11.9	119	374	9.7	5.3	112	269	6.6	3.8	76
THREE'S COMPANY	A 10917	350	14.4	3.2	107	1178	14.6	10.8	108	644	16.7	5.9	124	460	11.3	4.2	83
T.J. HOOKER	A 9204	248	10.2	2.7	90	936	11.6	10.2	102	548	14.2	6.0	125	523	12.8	5.7	113
TONIGHT SHOW	N 2372	*112	4.6	4.7	157	299	3.7	12.6	126	107	2.8	4.5	95	131	3.2	5.5	109
TRAPPER JOHN, M.D.	C 9846	272	11.2	2.8													

**SOAPS & DETERGENTS FOR REGULAR LAUNDRY: BRANDS
(FEMALE HOMEOWNERS)**

	TOTAL U.S. '000	A '000	B '000	C '000	D '000	A '000	B '000	C '000	D '000	A '000	B '000	C '000	D '000	A '000	B '000	C '000	D '000
			% DOWN	% ACROSS	% INDX		% DOWN	% ACROSS	% INDX		% DOWN	% ACROSS	% INDX		% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	27086	100.0	33.4	100	10349	100.0	12.8	100	5078	100.0	6.3	100	2288	100.0	2.8	100
18 - 24	9282	3017	11.1	32.5	97	783	7.6	8.4	66	*417	8.2	4.5	72	*325	14.2	3.5	124
25 - 34	19072	6550	24.2	34.3	103	2380	23.0	12.5	98	816	16.1	4.3	68	610	26.7	3.2	113
35 - 44	14591	5059	18.7	34.7	104	1996	19.3	13.7	107	737	14.5	5.1	81	*438	19.1	3.0	106
45 - 54	11345	3931	14.5	34.6	104	1653	16.0	14.6	114	734	14.5	6.5	103	**246	10.8	2.2	77
55 - 64	11635	3737	13.8	32.1	96	1659	16.0	14.3	112	1000	19.7	8.6	137	*371	16.2	3.2	113
65 OR OLDER	15061	4793	17.7	31.8	95	1878	18.1	12.5	98	1375	27.1	9.1	146	*297	13.0	2.0	70
18 - 34	28354	9567	35.3	33.7	101	3163	30.6	11.2	87	1232	24.3	4.3	69	935	40.9	3.3	117
18 - 49	48339	16764	61.9	34.7	104	5944	57.4	12.3	96	2253	44.4	4.7	74	1451	63.4	3.0	106
25 - 54	45008	15539	57.4	34.5	103	6029	58.3	13.4	105	2287	45.0	5.1	81	1294	56.6	2.9	102
35 - 49	19985	7197	26.6	36.0	108	2781	26.9	13.9	109	1021	20.1	5.1	81	516	22.6	2.6	91
50 OR OLDER	32647	10322	38.1	31.6	95	4405	42.6	13.5	106	2825	55.6	8.7	138	837	36.6	2.6	91
GRADUATED COLLEGE	11155	3194	11.8	28.6	86	1584	15.3	14.2	111	757	14.9	6.8	108	*404	17.7	3.6	128
ATTENDED COLLEGE	13682	4461	16.5	32.6	97	1969	19.0	14.4	113	753	14.8	5.5	88	*422	18.4	3.1	109
GRADUATED HIGH SCHOOL	33880	11662	43.1	34.4	103	4538	43.8	13.4	105	2245	44.2	6.6	106	1023	44.7	3.0	107
DID NOT GRADUATE HIGH SCHOOL	22270	7769	28.7	34.9	104	2258	21.8	10.1	79	1323	26.1	5.9	95	*440	19.2	2.0	70
EMPLOYED	40306	13331	49.2	33.1	99	5439	52.6	13.5	106	2461	48.5	6.1	97	1250	54.6	3.1	110
EMPLOYED FULL-TIME	32850	10107	40.7	33.5	100	4401	42.5	13.4	105	2088	41.1	6.4	101	1066	46.6	3.2	115
EMPLOYED PART-TIME	7456	2314	8.5	31.0	93	1039	10.0	13.9	109	*373	7.3	5.0	80	**184	8.0	2.5	87
NOT EMPLOYED	40680	13755	50.8	33.8	101	4910	47.4	12.1	94	2618	51.6	6.4	103	1038	45.4	2.6	90
PROFESSIONAL/MANAGER	10392	3265	12.1	31.4	94	1437	13.9	13.8	108	759	14.9	7.3	116	*324	14.2	3.1	110
TECH/CLERICAL/SALES	17574	5907	21.8	33.6	100	2564	24.8	14.6	114	1047	20.6	6.0	95	559	24.4	3.2	113
PRECISION/CRAFT	985	*295	1.1	29.9	90	**122	1.2	12.4	97	*85	1.7	8.6	138	*25	1.1	2.5	90
OTHER EMPLOYED	11354	3865	14.3	34.0	102	1315	12.7	11.6	91	569	11.2	5.0	80	*341	14.9	3.0	106
SINGLE	9863	3148	11.6	31.9	95	1063	10.3	10.8	84	745	14.7	7.6	120	*311	13.6	3.2	112
MARRIED	51375	17730	65.5	34.5	103	7027	67.9	13.7	107	2929	57.7	5.7	91	1520	66.4	3.0	105
DIVORCED/SEPARATED/WIDOWED	19748	6208	22.9	31.4	94	2259	21.8	11.4	90	1404	27.6	7.1	113	458	20.0	2.3	82
PARENTS	32590	11521	42.5	35.4	106	4170	40.3	12.8	100	1441	28.4	4.4	71	957	41.8	2.9	104
WHITE	70416	23222	85.7	33.0	99	9508	91.9	13.5	106	4463	87.9	6.3	101	2040	89.2	2.9	103
BLACK	8778	3327	12.3	37.9	113	706	6.8	8.0	63	570	11.2	6.5	104	**215	9.4	2.4	87
OTHER	1791	*537	2.0	30.0	90	**135	1.3	7.5	59	*45	0.9	2.5	40	**33	1.4	1.8	65
NORTHEAST-CENSUS	17786	5162	19.1	29.0	87	3567	34.5	20.1	157	1517	29.9	8.5	136	810	35.4	4.6	161
NORTH CENTRAL	20741	7079	26.1	34.1	102	2753	26.6	13.3	104	1388	27.3	6.7	107	628	27.4	3.0	107
SOUTH	27775	10022	37.0	36.1	108	2737	26.4	9.9	77	1456	28.7	5.2	84	*537	23.5	1.9	68
WEST	14683	4823	17.8	32.8	98	1292	12.5	8.8	69	717	14.1	4.9	78	**313	13.7	2.1	75
NORTHEAST-MKTG.	17961	4933	18.2	27.5	82	3413	33.0	19.0	149	1469	28.9	8.2	130	846	37.0	4.7	167
EAST CENTRAL	11885	4346	16.0	36.6	109	1738	16.8	14.6	114	883	17.4	7.4	118	*320	14.0	2.7	95
WEST CENTRAL	14090	4814	17.8	34.2	102	1745	16.9	12.4	97	885	17.4	6.3	100	*402	17.6	2.9	101
SOUTH	24081	8928	33.0	37.1	111	2330	22.5	9.7	76	1294	25.5	5.4	86	*446	19.5	1.9	66
PACIFIC	12969	4065	15.0	31.3	94	1123	10.9	8.7	68	548	10.8	4.2	67	**275	12.0	2.1	75
COUNTY SIZE A	32439	9149	33.8	28.2	84	4204	40.6	13.0	101	2187	43.1	6.7	108	1188	51.9	3.7	130
COUNTY SIZE B	24915	9090	33.6	36.5	109	3432	33.2	13.8	108	1606	31.6	6.4	103	755	33.0	3.0	107
COUNTY SIZE C	12930	5081	18.8	39.3	117	1494	14.4	11.6	90	761	15.0	5.9	94	**244	10.7	1.9	67
COUNTY SIZE D	10703	3766	13.9	35.2	105	1219	11.8	11.4	89	524	10.3	4.9	78	**101	4.4	0.9	33
METRO CENTRAL CITY	24518	7959	29.4	32.5	97	2806	27.1	11.4	90	1538	30.3	6.3	100	603	26.4	2.5	87
METRO SUBURBAN	35919	11383	42.0	31.7	95	5001	48.3	13.9	109	2385	47.0	6.6	106	1347	58.9	3.8	133
NON METRO	20549	7744	28.6	37.7	113	2543	24.6	12.4	97	1156	22.8	5.6	90	*338	14.8	1.6	58
TOP 5 ADI'S	18341	4776	17.6	26.0	78	2543	24.6	13.9	109	1255	24.7	6.8	109	874	38.2	4.8	169
TOP 10 ADI'S	25378	6721	24.8	26.5	79	3339	32.3	13.2	103	1635	32.2	6.4	103	1066	46.6	4.2	149
TOP 20 ADI'S	36488	10350	38.2	28.4	85	4864	47.0	13.3	104	2469	48.6	6.8	108	1241	54.2	3.4	120
HSHLD INC. \$50,000 OR MORE	6612	1965	7.3	29.7	89	1039	10.0	15.7	123	*485	9.6	7.3	117	**209	9.1	3.2	112
\$40,000 OR MORE	12659	3822	14.1	30.2	90	1926	18.6	15.2	119	851	16.8	6.7	107	*462	20.2	3.6	129
\$30,000 OR MORE	24698	7718	28.5	31.2	93	3351	32.4	13.6	106	1565	30.8	6.3	101	767	33.5	3.1	110
\$25,000 OR MORE	32077	10062	37.1	31.4	94	4410	42.6	13.7	108	1965	38.7	6.1	98	975	42.6	3.0	108
\$20,000 - \$24,999	9144	3235	11.9	35.4	106	1615	15.6	17.7	138	*523	10.3	5.7	91	*435	19.0	4.8	168
\$15,000 - \$19,999	8728	3118	11.5	35.7	107	1038	10.0	11.9	93	407	8.0	4.7	74	*279	12.2	3.2	113
\$10,000 - \$14,999	12562	4641	17.1	36.9	110	1643	15.9	13.1	102	881	17.3	7.0	112	*377	16.5	3.0	106
UNDER \$10,000	18475	6030	22.3	32.6	98	1643	15.9	8.9	70	1303	25.7	7.1	112	*222	9.7	1.2	43
HOUSEHOLD OF 1 PERSON	11987	3433	12.7	28.6	86	1350	13.0	11.3	88	1156	22.8	9.6	154	*231	10.1	1.9	68
2 PEOPLE	26577	8452	31.2	31.8	95	3208	31.0	12.1	94	1631	32.1	6.1	98	802	35.1	3.0	107
3 OR 4 PEOPLE	30617	10538	38.9	34.4	103	4165	40.2	13.6	106	1641	32.3	5.4	85	890	38.9	2.9	103
5 OR MORE PEOPLE	11804	4663	17.2	39.5	118	1626	15.7	13.8	108	*650	12.8	5.5	88	*364	15.9	3.1	109
NO CHILD IN HSHLD	46165	14797	54.6	32.1	96	5896	57.0	12.8	100	3520	69.3	7.6	122	1227	53.6	2.7	94
CHILD(REN) UNDER 2 YRS	5325	1984	7.3	37.3	111	*610	5.9	11.5	90	**275	5.4	5.2	82	**123	5.4	2.3	82
2 - 5 YEARS	14221	5032	18.6	35.4	106	1541	14.9	10.8	85	*621	12.2	4.4	70	*424	18.5	3.0	106
6 - 11 YEARS	15117	5602	20.7	37.1	111	2025	19.6	13.4	105	*558	11.0	3.7	59	*435	19.0	2.9	102
12 - 17 YEARS	16611	5965	22.0	35.9	107	2256	21.8	13.6	106	915	18.0	5.5	88	*502	21.9	3.0	107
RESIDENCE OWNED	55884	19247	71.1	34.4	103	7723	74.6	13.8	108	3782	74.5	6.8	108	1541	67.4	2.8	98
VALUE: \$50,000 OR MORE	31744	9699	35.8	30.6	91	4678	45.2	14.7	115	2133	42.0	6.7	107	1039	45.4	3.3	116
VALUE: UNDER \$50,000	24140	9547	35.2	39.5	118	3044	29.4	12.6	99	1650	32.5	6.8	109	*502	21.9	2.1	74

		TOTAL U.S. '000	TIDE				MISK				WOOLITE LIQUID				YES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	'000	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	
		DOWN	DOWN	ACROSS	DOWN	DOWN	DOWN	ACROSS	DOWN	DOWN	DOWN	ACROSS	DOWN	DOWN	DOWN	ACROSS	DOWN	
		'000	'000	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	
TOTAL FEMALE HOMEOWNERS		80986	27086	100.0	33.4	100	10349	100.0	12.8	100	5078	100.0	6.3	100	2288	100.0	2.8	100
MAGAZINES	QUINTILE 1	15799	5461	20.2	34.6	103	2138	20.7	13.5	106	1284	25.3	8.1	130	495	21.6	3.1	111
	QUINTILE 2	17259	6054	22.4	35.1	105	2737	26.4	15.9	124	1221	24.0	7.1	113	614	26.8	3.6	126
	QUINTILE 3	13545	4278	15.8	31.6	94	1634	15.8	12.1	94	662	13.0	4.9	78	341	14.9	2.5	89
	QUINTILE 4	15133	5103	18.8	33.7	101	2030	19.6	13.4	105	754	14.8	5.0	79	493	21.5	3.3	115
	QUINTILE 5	19250	6190	22.9	32.2	96	1809	17.5	9.4	74	1158	22.8	6.0	96	345	15.1	1.8	63
NEWSPAPERS	QUINTILE 1	12413	3932	14.5	31.7	95	2175	21.0	17.5	137	1028	20.2	8.3	132	453	19.8	3.6	129
	QUINTILE 2	24116	8166	30.1	33.9	101	3235	31.3	13.4	105	1690	33.3	7.0	112	685	29.9	2.8	101
	QUINTILE 3	11261	3852	14.2	34.2	102	1439	13.9	12.8	100	818	16.1	7.3	116	366	16.0	3.3	111
	QUINTILE 4	20255	6527	24.1	32.2	96	2279	22.0	11.3	88	996	19.6	4.9	78	615	26.9	3.0	107
	QUINTILE 5	12940	4609	17.0	35.6	106	1222	11.8	9.4	74	546	10.8	4.2	67	169	7.4	1.3	46
OUTDOOR	QUINTILE 1	14852	5045	18.6	34.0	102	1905	18.4	12.8	100	924	18.2	6.2	99	491	21.5	3.3	117
	QUINTILE 2	15725	5047	18.6	32.1	96	2101	20.3	13.4	105	925	18.2	5.9	94	413	18.1	2.6	93
	QUINTILE 3	16330	5527	20.4	33.8	101	2077	20.1	12.7	100	994	19.6	6.1	97	522	22.8	3.2	113
	QUINTILE 4	16744	5461	20.2	32.6	98	2206	21.3	13.2	103	1182	23.3	7.1	113	393	17.2	2.3	83
	QUINTILE 5	17334	6005	22.2	34.6	104	2060	19.9	11.9	93	1053	20.7	6.1	97	469	20.5	2.7	96
RADIO-DRIVE TIME	QUINTILE 1	15911	5285	19.5	33.2	99	2421	23.4	15.2	119	1210	23.8	7.6	121	387	16.9	2.4	86
	QUINTILE 2	14837	4972	18.4	33.5	100	1989	19.2	13.4	105	915	18.0	6.2	98	527	23.0	3.6	126
	QUINTILE 3	15339	5072	18.7	33.1	99	1919	18.5	12.5	98	1016	20.0	6.6	106	437	19.1	2.8	101
	QUINTILE 4	16723	5195	19.2	31.1	93	1931	18.7	11.5	90	846	16.7	5.1	81	487	21.3	2.9	103
	QUINTILE 5	18176	6562	24.2	36.1	108	2088	20.2	11.5	90	1093	21.5	6.0	96	450	19.7	2.5	88
RADIO-MID- DAY	TERCILE 1	21020	6582	24.3	31.3	94	3204	31.0	15.2	119	1506	29.7	7.2	114	576	25.2	2.7	97
	TERCILE 2	21610	7630	28.2	35.3	106	2917	28.2	13.5	106	1353	26.6	6.3	100	593	25.9	2.7	97
	TERCILE 3	38355	12874	47.5	33.6	100	4228	40.9	11.0	86	2219	43.7	5.8	92	1119	48.9	2.9	103
RADIO-TOTAL	QUINTILE 1	15988	5145	19.0	32.2	96	2338	22.6	14.6	114	1167	23.0	7.3	116	458	20.0	2.9	101
	QUINTILE 2	15626	5320	19.6	34.0	102	2208	21.3	14.1	111	1002	19.7	6.4	102	406	17.7	2.6	92
	QUINTILE 3	16723	5573	20.6	33.3	100	2302	22.2	13.8	108	1056	20.8	6.3	101	546	23.9	3.3	116
	QUINTILE 4	16342	5371	19.8	32.9	98	1719	16.6	10.5	82	988	19.5	6.0	96	490	21.4	3.0	106
	QUINTILE 5	16306	5676	21.0	34.8	104	1782	17.2	10.9	86	866	17.1	5.3	85	388	17.0	2.4	84
TV-PRIME TIME	QUINTILE 1	15953	5064	18.7	31.7	95	2378	23.0	14.9	117	1330	26.2	8.3	133	420	18.4	2.6	93
	QUINTILE 2	16137	5378	19.9	33.3	100	2217	21.4	13.7	108	959	18.9	5.9	95	566	24.7	3.5	124
	QUINTILE 3	16420	5808	21.4	35.4	106	2180	21.1	13.3	104	1089	21.4	6.6	106	447	19.5	2.7	96
	QUINTILE 4	16687	5574	20.6	33.4	100	1999	19.3	12.0	94	875	17.2	5.2	84	430	18.8	2.6	91
	QUINTILE 5	15789	5262	19.4	33.3	100	1575	15.2	10.0	78	826	16.3	5.2	83	425	18.6	2.7	95
TV-DAYTIME	TERCILE 1	27736	10056	37.1	36.3	108	3282	31.7	11.8	93	1874	36.9	6.8	108	517	22.6	1.9	66
	TERCILE 2	26489	8428	31.1	31.8	95	3645	35.2	13.8	108	1494	29.4	5.6	90	938	41.0	3.5	125
	TERCILE 3	26761	8602	31.8	32.1	96	3423	33.1	12.8	100	1711	33.7	6.4	102	833	36.4	3.1	110
TV-TOTAL	QUINTILE 1	16345	5786	21.4	35.4	106	2124	20.5	13.0	102	1296	25.5	7.9	126	347	15.2	2.1	75
	QUINTILE 2	16447	5366	19.8	32.6	98	2355	22.8	14.3	112	1008	19.9	6.1	98	504	22.0	3.1	108
	QUINTILE 3	15980	5139	19.0	32.2	96	2023	19.5	12.7	99	1066	21.0	6.7	106	380	16.6	2.4	84
	QUINTILE 4	15887	5287	19.5	33.3	100	2074	20.0	13.1	102	824	16.2	5.2	83	592	25.9	3.7	132
	QUINTILE 5	16326	5510	20.3	33.7	101	1774	17.1	10.9	85	886	17.4	5.4	87	466	20.4	2.9	101
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	7024	25.9	33.9	101	3359	32.5	16.2	127	1801	35.5	8.7	139	718	31.4	3.5	123
	NEWSPAPER IMPERATIVE	19186	6640	24.5	34.6	103	2215	21.4	11.5	90	1040	20.5	5.4	86	562	24.6	2.9	104
		21899	7168	26.5	32.7	98	2865	27.7	13.1	102	1382	27.2	6.3	101	595	26.0	2.7	96
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	5366	19.8	34.7	104	2246	21.7	14.5	114	1064	21.0	6.9	110	482	21.1	3.1	110
	OUTDOOR IMPERATIVE	25953	8888	32.8	34.2	102	3547	34.3	13.7	107	1811	35.7	7.0	111	827	36.1	3.2	113
		24400	7734	28.6	31.7	95	2862	27.7	11.7	92	1274	25.1	5.2	83	655	28.6	2.7	95
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	6228	23.0	34.5	103	2665	25.8	14.8	116	1320	26.0	7.3	117	473	20.7	2.6	93
	RADIO IMPERATIVE	23571	7970	29.4	33.8	101	3163	30.6	13.4	105	1569	30.9	6.7	106	812	35.5	3.4	122
		23278	7562	27.9	32.5	97	3057	29.5	13.1	103	1356	26.7	5.8	93	586	25.6	2.5	89
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	5093	18.8	32.9	99	2460	23.8	15.9	125	1266	24.9	8.2	131	488	21.3	3.2	112
	TELEVISION IMPERATIVE	25829	8731	32.2	33.8	101	3314	32.0	12.8	100	1551	30.5	6.0	96	815	35.6	3.2	112
		26039	8551	31.6	32.8	98	3004	29.0	11.5	90	1522	30.0	5.8	93	601	26.3	2.3	82
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	5438	20.1	32.7	98	2407	23.3	14.5	113	1250	24.6	7.5	120	532	23.3	3.2	113
	OUTDOOR IMPERATIVE	26834	9072	33.5	33.8	101	3942	38.1	14.7	115	1976	38.9	7.4	117	846	37.0	3.2	112
		23346	7765	28.7	33.3	99	2684	25.9	11.5	90	1142	22.5	4.9	78	655	28.6	2.8	99
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	5835	21.5	34.1	102	2645	25.6	15.4	121	1387	27.3	8.1	129	592	25.9	3.5	122
	RADIO IMPERATIVE	25892	8492	31.4	32.8	98	3493	33.8	13.5	106	1822	35.9	7.0	112	753	32.9	2.9	103
		23167	7730	28.5	33.4	100	2908	28.1	12.6	98	1299	25.6	5.6	89	580	25.3	2.5	89
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	5795	21.4	33.8	101	2524	24.4	14.7	115	1329	26.2	7.7	124	493	21.5	2.9	102
	TELEVISION IMPERATIVE	26214	8567	31.6	32.7	98	3632	35.1	13.9	108	1756	34.6	6.7	107	877	38.3	3.3	118
		23412	7787	28.7	33.3	99	2728	26.4	11.7	91	1353	26.6	5.8	92	549	24.0	2.3	83
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	5340	19.7	34.													

	TOTAL U.S. '000	TIDE				MISK				MOOLITE LIQUID				YES			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	27086	100.0	33.4	100	10349	100.0	12.8	100	5078	100.0	6.3	100	2288	100.0	2.8	100
ATLANTIC MONTHLY	415	*151	0.6	36.4	109	**32	0.3	7.7	60	**49	1.0	11.8	188	**18	0.8	4.3	154
BARRON'S	453	*71	0.3	15.7	47	**87	0.8	19.2	150	**42	0.8	9.3	148	**8	0.3	1.8	63
BETTER HOMES & GARDENS	16256	5680	21.0	34.9	104	2448	23.7	15.1	118	1343	26.4	8.3	132	541	23.6	3.3	118
BON APPETIT	2535	689	2.5	27.2	81	371	3.6	14.6	115	173	3.4	6.8	109	**98	4.3	3.9	137
BUSINESS WEEK	1278	332	1.2	26.0	78	*141	1.4	11.0	86	**145	2.9	11.3	181	**49	2.1	3.8	136
CAR AND DRIVER	378	*131	0.5	34.7	104	**46	0.4	12.2	95	**0	0.0	0.0	0	**20	0.9	5.3	187
CBS MAGAZINE NETWORK (GROSS)	1498	535	2.0	35.7	107	*234	2.3	15.6	122	**87	1.7	5.8	93	**20	0.9	1.3	47
CHANGING TIMES	1505	482	1.8	32.0	96	*186	1.8	12.4	97	**93	1.8	6.2	99	**35	1.5	2.3	82
COLONIAL HOMES	1231	464	1.7	37.7	113	*110	1.1	8.9	70	**91	1.8	7.4	118	**45	2.0	3.7	129
CONDE NAST MAG. PKG. (GROSS)	14146	4351	16.1	30.8	92	1989	19.2	14.1	110	1266	24.9	8.9	143	388	17.0	2.7	97
CONSUMERS DIGEST	1323	530	2.0	40.1	120	*171	1.7	12.9	101	**48	0.9	3.6	58	**27	1.2	2.0	72
COSMOPOLITAN	7102	2407	8.9	33.9	101	971	9.4	13.7	107	440	8.7	6.2	99	**282	12.3	4.0	141
COUNTRY LIVING	2481	870	3.2	35.1	105	275	2.7	11.1	87	**228	4.5	9.2	147	**75	3.3	3.0	107
CUISINE	1472	418	1.5	28.4	85	*174	1.7	11.8	93	**144	2.8	9.8	156	**26	1.1	1.8	63
CYCLE WORLD	425	**159	0.6	37.4	112	**120	1.2	28.2	221	**42	0.8	9.9	158	**3	0.1	0.7	25
DCI:CREATIVE IDEAS FOR LIV	2510	841	3.1	33.5	100	*274	2.6	10.9	85	*157	3.1	6.3	100	**66	2.9	2.6	93
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2324	8.6	34.7	104	702	6.8	10.5	82	490	9.6	7.3	117	*148	6.5	2.2	78
DISCOVER	894	*202	0.7	22.6	68	**90	0.9	10.1	79	**63	1.2	7.0	112	**24	1.0	2.7	95
EBONY	3507	1125	4.2	32.1	96	366	3.5	10.4	82	296	5.8	8.4	135	**103	4.5	2.9	104
ESQUIRE	1083	380	1.4	35.1	105	*109	1.1	10.1	79	**129	2.5	11.9	190	**20	0.9	1.8	65
ESSENCE	1830	625	2.3	34.2	102	*190	1.8	10.4	81	*176	3.5	9.6	153	**42	1.8	2.3	81
FAMILY CIRCLE	15930	5323	19.7	33.4	100	2408	23.3	15.1	118	1136	22.4	7.1	114	631	27.6	4.0	140
THE FAMILY HANDYMAN	1126	356	1.3	31.6	95	*166	1.6	14.7	115	**66	1.3	5.9	93	**39	1.7	3.5	123
FAMILY WEEKLY	11468	4270	15.8	37.2	111	1416	13.7	12.3	97	699	13.8	6.1	97	366	16.0	3.2	113
FIELD & STREAM	2234	956	3.5	42.8	128	380	3.7	17.0	133	*129	2.5	5.8	92	**63	2.8	2.8	100
FOOD & WINE	579	*169	0.6	29.2	87	**67	0.6	11.6	91	*117	0.3	2.9	47	*114	0.6	2.4	86
FORBES	728	*143	0.5	19.6	59	*106	1.0	14.6	114	*72	1.4	9.9	158	**22	1.0	3.0	107
FORTUNE	906	285	1.1	31.5	94	*106	1.0	11.7	92	*75	1.5	8.3	132	**28	1.2	3.1	109
GENTLEMAN'S QUARTERLY	791	*258	1.0	32.6	98	**123	1.2	15.5	122	*116	2.3	14.7	234	*19	0.8	2.4	85
GLAMOUR	5265	1731	6.4	32.9	98	804	7.8	15.3	120	517	10.2	9.8	157	*169	7.4	3.2	114
GOLF DIGEST	636	*225	0.8	35.4	106	*92	0.9	14.5	113	*59	1.2	9.3	148	**0	0.0	0.0	0
GOLF DIGEST/TENNIS (GROSS)	1186	405	1.5	34.1	102	*175	1.7	14.8	115	*127	2.5	10.7	171	*12	0.5	1.0	36
GOLF MAGAZINE	441	*104	0.4	23.6	71	**88	0.6	13.2	103	*13	0.3	2.9	47	**0	0.0	0.0	0
GOLF MAGAZINE/SKI (GROSS)	922	*216	0.8	23.4	70	**83	0.8	9.0	70	*40	0.8	4.3	69	*21	0.9	2.3	81
GOOD HOUSEKEEPING	16487	5609	20.7	34.0	102	2510	24.3	15.2	119	1204	23.7	7.3	116	466	20.4	2.8	100
HARPER'S BAZAAR	2423	677	2.5	27.9	84	274	2.6	11.3	88	237	4.7	9.8	156	*71	3.1	2.9	104
HEALTH	1994	626	2.3	31.4	94	*195	1.9	9.8	77	*133	2.6	6.7	106	*23	1.0	1.2	41
HEARST MAG CORP. BUY (GROSS)	44101	14852	54.8	33.7	101	6037	58.3	13.7	107	3372	66.4	7.6	122	1360	59.4	3.1	109
HEARST MAN POWER (GROSS)	1993	722	2.7	36.2	108	*151	1.5	7.6	59	*212	4.2	10.6	170	*44	1.9	2.2	78
HEARST WOMAN POWER (GROSS)	31274	10629	39.2	34.0	102	4661	45.0	14.9	117	2170	42.7	6.9	111	1022	44.7	3.3	116
HOUSE BEAUTIFUL	3623	1126	4.2	31.1	93	449	4.3	12.4	97	303	6.0	8.4	133	*72	3.1	2.0	70
INC.	283	*72	0.3	25.4	76	*57	0.6	20.1	158	*2	0.0	0.7	11	*5	0.2	1.8	63
JET	2928	1074	4.0	36.7	110	322	3.1	11.0	86	*250	4.9	8.5	136	*96	4.2	3.3	116
LADIES' HOME JOURNAL	11918	4186	15.5	35.1	105	1749	16.9	14.7	115	839	16.5	7.0	112	416	18.2	3.5	124
LHJ FAMILY GRP COMBO(GROSS)	16764	5725	21.1	34.2	102	2343	22.6	14.0	109	1172	23.1	7.0	111	518	22.6	3.1	109
LIFE	4254	1350	5.0	31.7	95	615	5.9	14.5	113	340	6.7	8.0	127	*155	6.8	3.6	129
L.A. TIMES HOME MAGAZINE	1145	263	1.0	23.0	69	*163	1.6	14.2	111	*51	1.0	4.5	71	*31	1.4	2.7	96
MADMOISELLE	2884	884	3.3	30.7	92	383	3.7	13.3	104	247	4.9	8.6	137	*102	4.5	3.5	125
MC CALL'S	13460	4878	18.0	36.2	108	2056	19.9	15.3	120	1017	20.0	7.6	121	409	17.9	3.0	108
MC CALL'S/WRK MOTHER (GROSS)	14606	5344	19.7	36.6	109	2226	21.5	15.2	119	1097	21.6	7.5	120	453	19.8	3.1	110
MECHANIX ILLUSTRATED	772	*313	1.2	40.5	121	*71	0.7	9.2	72	*112	2.2	14.5	231	*38	1.7	4.9	174
METROPOLITAN HOME	967	297	1.1	30.7	92	*92	0.9	9.5	74	*92	1.8	9.5	152	*20	0.9	2.1	73
MONEY	1588	461	1.7	29.0	87	*238	2.3	15.0	117	*77	1.5	4.8	77	*8	0.3	0.5	18
MOTHER EARTH NEWS	1002	261	1.0	26.0	78	*112	1.1	11.2	87	*75	1.5	7.5	119	*25	1.1	2.5	88
MS.	825	309	1.1	37.5	112	*125	1.2	15.2	119	*82	1.6	9.9	159	*11	0.5	1.3	47
NATIONAL ENQUIRER	10336	3806	14.1	36.8	110	1267	12.2	12.3	96	790	15.6	7.6	122	275	12.0	2.7	94
NATIONAL GEOGRAPHIC	9597	3121	11.5	32.5	97	1399	13.5	14.6	114	724	14.3	7.5	120	259	11.3	2.7	96
NATIONAL SUNDAY MAGAZINE PKG	49558	16620	61.4	33.5	100	7044	68.1	14.2	111	3382	66.6	6.8	109	1599	69.9	3.2	114
NATURAL HISTORY	573	*121	0.4	21.1	63	*106	1.0	18.5	145	*16	0.3	2.8	45	*5	0.2	0.9	31
NEW WOMAN	1699	551	2.0	32.4	97	*230	2.2	13.5	106	*84	1.7	4.9	79	*44	1.9	2.6	92
NEW YORK INCLUDING CUE	443	*89	0.3	20.1	60	*71	0.7	16.0	125	*40	0.8	9.0	144	*14	0.6	3.2	112
THE NEW YORKER	1270	314	1.2	24.7	74	211	2.0	16.6	130	*117	2.3	9.2	147	*26	1.1	2.0	72
NEWSWEEK	6277	1889	7.0	30.1	90	806	7.8	12.8	100	419	8.3	6.7	106	*218	9.5	3.5	123
THE N.Y. TIMES DAILY EDITION	1205	245	0.9	20.3	61	230	2.2	19.1	149	*96	1.9	8.0	127	*34	1.5	2.8	100
THE N.Y. TIMES MAGAZINE	2081	491	1.8	23.6	71	319	3.1	15.3	120	*167	3.3	8.0	128	*81	3.5	3.9	138
OMNI	788	*258	1.0	32.7	98	*80	0.8	10.2	79	*31	0.6	3.9	63	*19	0.8	2.4	85
ON CABLE	1158	337	1.2	29.1	87	*174	1.7	15.0	118	*86	1.7	7.4	118	*23	1.0	2.0	70
1001 HOME IDEAS	2852	913	3.4	32.0	96	399	3.9	14.0	109	*200	3.9	7.0	112	*80	3.5	2.8	99
ORGANIC GARDENING	1658	518	1.9	31.2	93	286	2.8	17.2	135	*179	3.5	10.8	172	*26	1.1	1.6	56
OUTDOOR LIFE	896	372	1.4	41.5	124	*75	0.7	8.4	66	*79	1.6	8.8	141	*29	1.3	3.2	115
PARADE MAGAZINE	24275	7927	29.3	32.7	98	3667	35.4	15.1	118	1582	31.2	6.5	104	771	33.7	3.2	112

	TOTAL U.S. '000	A '000	TIDE B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	27086	100.0	33.4	100	10349	100.0	12.8	100	5078	100.0	6.3	100	2288	100.0	2.8	100
PARENTS	3845	1381	5.1	35.9	107	528	5.1	13.7	107	*202	4.0	5.3	84	*176	7.7	4.6	162
PENTHOUSE	831	*291	1.1	35.0	105	**78	0.8	9.4	73	**120	2.4	14.4	230	**70	3.1	8.4	298
PEOPLE	11645	3843	14.2	33.0	99	1564	15.1	13.4	105	636	12.5	5.5	87	350	15.3	3.0	106
PLAYBOY	2006	571	2.1	28.5	85	*235	2.3	11.7	92	*148	2.9	7.4	118	**64	2.8	3.2	113
POPULAR HOT RODDING	297	**116	0.4	39.1	117	**22	0.2	7.4	58	**39	0.8	13.1	209	**8	0.3	2.7	95
POPULAR MECHANICS	1018	432	1.6	42.4	127	**69	0.7	6.8	53	**135	2.7	13.3	211	**21	0.9	2.1	73
POPULAR SCIENCE	878	275	1.0	31.3	94	*159	1.5	18.1	142	**67	1.3	7.6	122	**26	1.1	3.0	105
PREVENTION	3913	1273	4.7	32.5	97	651	6.3	16.6	130	354	7.0	9.0	144	**95	4.2	2.4	86
PSYCHOLOGY TODAY	1710	502	1.9	29.4	88	*202	2.0	11.8	92	**123	2.4	7.2	115	**43	1.9	2.5	89
READER'S DIGEST	22204	7618	28.1	34.3	103	3143	30.4	14.2	111	1573	31.0	7.1	113	700	30.6	3.2	112
REDBOOK	7684	2613	9.6	34.0	102	1180	11.4	15.4	120	526	10.4	6.8	109	*275	12.0	3.6	127
ROAD & TRACK	410	**158	0.6	38.5	115	*336	0.3	8.8	69	**12	0.2	2.9	47	**9	0.4	2.2	78
ROLLING STONE	969	391	1.4	40.4	121	*209	2.0	21.6	169	**81	1.6	8.4	133	**112	4.9	11.6	409
RUNNER'S WORLD	298	**93	0.3	31.2	93	**14	0.1	4.7	37	**9	0.2	3.0	48	**6	0.3	2.0	71
SATURDAY EVENING POST	1169	433	1.6	37.0	111	*194	1.9	16.6	130	*149	2.9	12.7	203	**27	1.2	2.3	82
SCIENCE 84	587	*229	0.8	39.0	117	**83	0.8	14.1	111	**19	0.4	3.2	52	**30	1.3	5.1	181
SCIENCE DIGEST	482	*181	0.7	37.6	112	**45	0.4	9.3	73	**31	0.6	6.4	103	**5	0.2	1.0	37
SCIENTIFIC AMERICAN	594	*110	0.4	18.5	55	**81	0.8	13.6	107	**18	0.4	3.0	48	**25	1.1	4.2	149
SELF	2089	621	2.3	29.7	89	240	2.3	11.5	90	*134	2.6	6.4	102	**38	1.7	1.8	64
SEVENTEEN	2411	662	2.4	27.5	82	*269	2.6	11.2	87	*191	3.8	7.9	126	**54	2.4	2.2	79
SKI	480	**112	0.4	23.3	70	**25	0.2	5.2	41	**27	0.5	5.6	90	**21	0.9	4.4	155
SMITHSONIAN	2760	734	2.7	26.6	80	328	3.2	11.9	93	*195	3.8	7.1	113	**56	2.4	2.0	72
SOAP OPERA DIGEST	3013	1083	4.0	35.9	107	466	4.5	15.5	121	*155	3.1	5.1	82	**125	5.5	4.1	147
SOUTHERN LIVING	4184	1484	5.5	35.5	106	428	4.1	10.2	80	333	6.6	8.0	127	**82	3.6	2.0	69
SPORT	559	*220	0.8	39.4	118	**90	0.9	16.1	126	*37	0.7	6.6	106	**44	1.9	7.9	279
THE SPORTING NEWS	436	**188	0.7	43.1	129	**80	0.8	18.3	144	*26	0.5	6.0	95	*27	1.2	6.2	219
SPORTS AFIELD	493	**109	0.4	22.1	66	**37	0.4	7.5	59	*46	0.9	9.3	149	**18	0.8	3.7	129
SPORTS ILLUSTRATED	2758	1020	3.8	37.0	111	392	3.8	14.2	111	*211	4.2	7.7	122	*178	7.8	6.5	228
STAY	7456	2692	9.9	36.1	108	1011	9.8	13.6	106	598	11.8	8.0	128	*258	11.3	3.5	122
SUNDAY	24936	8204	30.3	32.9	98	3774	36.5	15.1	118	1839	36.2	7.4	118	805	35.2	3.2	114
SUNSET	2124	628	2.3	29.6	88	*193	1.9	9.1	71	**116	2.3	5.5	87	**53	2.3	2.5	88
TV GUIDE	21661	7360	27.2	34.0	102	3022	29.2	14.0	109	1369	27.0	6.3	101	786	34.4	3.6	128
TENNIS	550	*181	0.7	32.9	98	**83	0.8	15.1	118	**68	1.3	12.4	197	**12	0.5	2.2	77
TIME	8880	2785	10.3	31.4	94	1268	12.3	14.3	112	652	12.8	7.3	117	281	12.3	3.2	112
TOWN & COUNTRY	917	320	1.2	34.9	104	*113	1.1	12.3	96	*107	2.1	11.7	186	**25	1.1	2.7	96
TRAVEL & LEISURE	972	260	1.0	26.7	80	*124	1.2	12.8	100	**82	1.6	8.4	135	**40	1.7	4.1	146
TRUE STORY	3356	1356	5.0	40.4	121	314	3.0	9.4	73	*245	4.8	7.3	116	**96	4.2	2.9	101
U.S. NEWS & WORLD REPORT	3410	1177	4.3	34.5	103	456	4.4	13.4	105	*292	5.8	8.6	137	**54	2.4	1.6	56
USA TODAY	1759	651	2.4	37.0	111	*285	2.8	16.2	127	*142	2.8	8.1	129	**70	3.1	4.0	141
US	1873	710	2.6	37.9	113	*235	2.3	12.5	98	*178	3.5	9.5	152	**118	5.2	6.3	223
VOGUE	3909	1115	4.1	28.5	85	561	5.4	14.4	112	368	7.2	9.4	150	**79	3.5	2.0	72
WALL STREET JOURNAL	1886	580	2.1	30.8	92	333	3.2	17.7	138	**100	2.0	5.3	85	**51	2.2	2.7	96
WEIGHT WATCHERS	2120	710	2.6	33.5	100	324	3.1	15.3	120	*114	2.2	5.4	86	**69	3.0	3.3	115
WOMAN'S DAY	14172	4702	17.4	33.2	99	2204	21.3	15.6	122	1056	20.8	7.5	119	566	24.7	4.0	141
WORKING WOMAN	1146	466	1.7	40.7	122	*169	1.6	14.7	115	**80	1.6	7.0	111	**45	2.0	3.9	139
WORKING WOMAN	1322	419	1.5	31.7	95	*185	1.8	14.0	110	**128	2.5	9.7	154	**58	2.5	4.4	155
WORLD TENNIS	*163	**48	0.2	29.4	88	**8	0.1	4.9	38	**6	0.1	3.7	59	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	907	3.3	35.8	107	299	2.9	11.8	92	*236	4.6	9.3	149	**62	2.7	2.4	87
BLAIR INSERTS	43657	14221	52.5	32.6	97	6459	62.4	14.8	116	3071	60.5	7.0	112	1455	63.6	3.3	118
DAILY NEWSPAPERS																	
READ ANY	51633	17240	63.6	33.4	100	7259	70.1	14.1	110	3596	70.8	7.0	111	1608	70.3	3.1	110
READ ONE	43463	14625	54.0	33.6	101	5899	57.0	13.6	106	2912	57.3	6.7	107	1363	59.6	3.1	111
READ TWO OR MORE	8170	2615	9.7	32.0	96	1360	13.1	16.6	130	684	13.5	8.4	134	246	10.8	3.0	107
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17412	64.3	33.1	99	7446	71.9	14.1	111	3637	71.6	6.9	110	1659	72.5	3.1	111
READ ONE	46126	15310	56.5	33.2	99	6344	61.3	13.8	108	3062	60.3	6.6	106	1472	64.3	3.2	113
READ TWO OR MORE	6552	2102	7.8	32.1	96	1102	10.6	16.8	132	575	11.3	8.8	140	*187	8.2	2.9	101
OUTDOOR																	
100 SHHG - 30 DAY AV FREQ	27.55	27.97				27.79				28.33				30.53			
30 DAY REACH	71455	23696	87.5	33.2	99	9179	88.7	12.8	101	4389	86.4	6.1	98	1991	87.0	2.8	99
50 SHHG - 30 DAY AV FREQ	14.56	14.72				14.73				14.79				16.13			
30 DAY REACH	67742	22552	83.3	33.3	100	8679	83.9	12.8	100	4220	83.1	6.2	99	1893	82.7	2.8	99
25 SHHG - 30 DAY AV FREQ	7.94	8.04				7.85				7.85				8.47			
30 DAY REACH	62117	20577	76.0	33.1	99	8124	78.5	13.1	102	3982	78.4	6.4	102	1792	78.3	2.9	102
CABLE TV: HOME WIRED	32077	10947	40.4	34.1	102	4185	40.4	13.0	102	2275	44.8	7.1	113	966	42.2	3.0	107
HOME NOT WIRED	48909	16139	59.6	33.0	99	6164	59.6	12.6	99	2804	55.2	5.7	91	1322	57.8	2.7	96
HAVE PAY CABLE	15935	5367	19.8	33.7	101	2113	20.4	13.3	104	927	18.3	5.8	93	547	23.9	3.4	122

	TOTAL U.S. '000	A '000	B '000	C % ACROSS	D % INDX	A '000	B '000	C % ACROSS	D % INDX	A '000	B '000	C % ACROSS	D % INDX	A '000	B '000	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	27086	100.0	33.4	100	10349	100.0	12.8	100	5078	100.0	6.3	100	2288	100.0	2.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14576	53.8	33.2	99	6102	59.0	13.9	109	2746	54.1	6.3	100	1232	53.8	2.8	99
10:00 AM - 3:00 PM	30659	10209	37.7	33.3	100	4460	43.1	14.5	114	2051	40.4	6.7	107	849	37.1	2.8	98
3:00 PM - 7:00 PM	31045	9789	36.1	31.5	94	4151	40.1	13.4	105	2107	41.5	6.8	108	874	38.2	2.8	100
7:00 PM - MIDNIGHT	15767	5323	19.7	33.8	101	2138	20.7	13.6	106	1130	22.3	7.2	114	483	21.1	3.1	108
MIDNIGHT - 6:00 AM	9120	3100	11.4	34.0	102	1193	11.5	13.1	102	706	13.9	7.7	123	250	10.9	2.7	97
6:00 AM - MIDNIGHT	58527	19367	71.5	33.1	99	7806	75.4	13.3	104	3796	74.8	6.5	103	1724	75.3	2.9	104
ENTIRE DAY	59311	19632	72.5	33.1	99	7932	76.6	13.4	105	3847	75.8	6.5	103	1770	77.4	3.0	106
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5710	21.1	35.3	106	2479	24.0	15.3	120	1145	22.5	7.1	113	430	18.8	2.7	94
ALL NEWS	2256	478	1.8	21.2	63	238	2.3	10.5	83	*173	3.4	7.7	122	**97	4.2	4.3	152
AOR/PROGRESSIVE	3874	1220	4.5	31.5	94	585	5.7	15.1	118	*208	4.1	5.4	86	**81	3.5	2.1	74
BEAUTIFUL MUSIC	5660	1819	6.7	32.1	96	860	8.3	15.2	119	459	9.0	8.1	129	*171	7.5	3.0	107
BLACK	2204	766	2.8	34.8	104	250	2.4	11.3	89	*100	2.0	4.5	72	**33	1.4	1.5	53
CLASSICAL	1418	480	1.8	33.9	101	*276	2.7	19.5	152	*73	1.4	5.1	82	**43	1.9	3.0	107
CHR/ROCK	9538	3254	12.0	34.1	102	1140	11.0	12.0	94	519	10.2	5.4	87	284	12.4	3.0	105
COUNTRY	12648	4459	16.5	35.3	105	1543	14.9	12.2	95	715	14.1	5.7	90	405	17.7	3.2	113
GOLDEN OLDIES	1191	412	1.5	34.6	103	*120	1.2	10.1	79	**61	1.2	5.1	82	**15	0.7	1.3	45
MOR/NOSTALGIA	4757	1399	5.2	29.4	88	638	6.2	13.4	105	292	5.8	6.1	98	*127	5.6	2.7	94
NEWS/TALK	3863	1116	4.1	28.9	86	628	6.1	16.3	127	249	4.9	6.4	103	*191	8.3	4.9	175
RELIGIOUS	3084	1185	4.4	38.4	115	352	3.4	11.4	89	*177	3.5	5.7	92	**97	4.2	3.1	111
SOFT ROCK	521	*266	1.0	51.1	153	**80	0.8	15.4	120	**20	0.4	3.8	61	**21	0.9	4.0	143
URBAN CONTEMPORARY	1585	551	2.0	34.8	104	208	2.0	13.1	103	*148	2.9	9.3	149	**52	2.3	3.3	116
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1193	4.4	36.6	109	517	5.0	15.9	124	*192	3.8	5.9	94	**61	2.7	1.9	66
ABC DIRECTION	2316	802	3.0	34.6	104	360	3.5	15.5	122	*186	3.7	8.0	128	**78	3.4	3.4	119
ABC ENTERTAINMENT	4834	1714	6.3	35.5	106	686	6.6	14.2	111	238	4.7	4.9	79	*196	8.6	4.1	144
ABC FM	2202	740	2.7	33.6	100	257	2.5	11.7	91	**78	1.5	3.5	56	**88	3.8	4.0	141
ABC INFORMATION	5425	1833	6.8	33.8	101	723	7.0	13.3	104	372	7.3	6.9	109	*177	7.7	3.3	115
ABC ROCK	1677	660	2.4	39.4	118	*283	2.7	16.9	132	**120	2.4	7.2	114	**33	1.4	2.0	70
CBS	4430	1231	4.5	27.8	83	652	6.3	14.7	115	338	6.7	7.6	122	*140	6.1	3.2	112
MUTUAL	4992	1803	6.7	36.1	108	935	9.0	18.7	147	330	6.5	6.6	105	**133	5.8	2.7	94
NBC	4679	1592	5.9	34.0	102	722	7.0	15.4	121	274	5.4	5.9	93	*135	5.9	2.9	102
RADIO/AD	1994	615	2.3	30.8	92	311	3.0	15.6	122	**174	3.4	8.7	139	**47	2.1	2.4	83
RKO ONE	2298	807	3.0	35.1	105	*186	1.8	8.1	63	**85	1.7	3.7	59	**20	0.9	0.9	31
RKO TWO	3311	1066	3.9	32.2	96	452	4.4	13.7	107	*120	2.4	3.6	58	*136	5.9	4.1	145
THE SOURCE	2114	688	2.5	32.5	97	308	3.0	14.6	114	**149	2.9	7.0	112	**52	2.3	2.5	87
NON-HIRED: BLAIR	8654	3039	11.2	35.1	105	1015	9.8	11.7	92	497	9.8	5.7	92	*230	10.1	2.7	94
INTERNET	12025	4284	15.8	35.6	107	1638	15.8	13.6	107	565	11.1	4.7	75	386	16.9	3.2	114
KATZ RADIO GROUP	15359	4911	18.1	32.0	96	2248	21.7	14.6	115	1020	20.1	6.6	106	575	25.1	3.7	133
SUPERNET	10628	3461	12.8	32.6	97	1396	13.5	13.1	103	801	15.8	7.5	120	296	12.9	2.8	99
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2812	10.4	32.5	97	1241	12.0	14.3	112	675	13.3	7.8	124	188	8.2	2.2	77
WKDAY 9:00 AM - 1:00 PM	12163	4377	16.2	36.0	108	1418	13.7	11.7	91	896	17.6	7.4	117	247	10.8	2.0	72
WKDAY 1:00 PM - 4:30 PM	16150	5714	21.1	35.4	106	1940	18.7	12.0	94	1057	20.8	6.5	104	363	15.9	2.2	80
WKDAY 4:30 PM - 7:30 PM	22463	7505	27.7	33.4	100	2865	27.7	12.8	100	1519	29.9	6.8	108	595	26.0	2.6	94
WKDAY 7:30 PM - 8:00 PM	31795	10556	39.0	33.2	99	4240	41.0	13.3	104	2233	44.0	7.0	112	842	36.8	2.6	94
WKDAY 11:00 PM - 11:30 PM	23977	8214	30.3	34.3	102	3287	31.8	13.7	107	1691	33.3	7.1	112	697	30.5	2.9	103
WKDAY 11:30 PM - 1:00 AM	7703	2603	9.6	33.8	101	1121	10.8	14.6	114	533	10.5	6.9	110	213	9.3	2.8	98
M-SAT 8-11 PM-SUN 7-11 PM	33800	11180	41.3	33.1	99	4668	45.1	13.8	108	2354	46.4	7.0	111	983	43.0	2.9	103
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2159	8.0	33.0	99	675	6.5	10.3	81	407	8.0	6.2	99	166	7.3	2.5	90
ANOTHER WORLD	N 4620	1665	6.1	36.0	108	497	4.8	10.8	84	333	6.6	7.2	115	*114	5.0	2.5	87
AS THE WORLD TURNS	C 5614	2098	7.7	37.4	112	707	6.8	12.6	99	315	6.2	5.6	89	*59	2.6	1.1	37
CAPITOL	C 3396	1285	4.7	37.8	113	373	3.6	11.0	86	202	4.0	5.9	95	**49	2.1	1.4	51
CBS MORN. NEWS 1	C 1446	381	1.4	26.3	79	193	1.9	13.3	104	115	2.3	8.0	127	**41	1.8	2.8	100
CBS MORN. NEWS 2	C 1207	354	1.3	29.3	88	143	1.4	11.8	93	95	1.9	7.9	126	**22	1.0	1.8	65
DAYS OF OUR LIVES	N 5877	2051	7.6	34.9	104	766	7.4	13.0	102	429	8.4	7.3	116	*156	6.8	2.7	94
FACTS OF LIFE - DAYTIME	N 2290	782	2.9	34.1	102	251	2.4	11.0	86	169	3.3	7.4	118	*47	2.1	2.1	73
FAMILY FEUD	A 3023	990	3.7	32.7	98	286	2.8	9.5	74	237	4.7	7.8	125	*73	3.2	2.4	85
GENERAL HOSPITAL	A 6097	2073	7.7	34.0	102	796	7.7	13.1	102	420	8.3	6.9	110	161	7.0	2.6	93
GOOD MORNING, AMERICA-730	A 3515	1112	4.1	31.6	95	376	3.6	10.7	84	239	4.7	6.8	108	*104	4.5	3.0	105
GOOD MORNING, AMERICA-830	A 2818	1054	3.9	37.4	112	374	3.6	13.3	104	200	3.9	7.1	113	*82	3.6	2.9	103
GUIDING LIGHT	C 5339	2121	7.8	39.7	119	660	6.4	12.4	97	352	6.9	6.6	105	*95	4.2	1.8	63
ONE LIFE TO LIVE	A 4478	1499	5.5	33.5	100	472	4.6	10.5	82	294	5.8	6.6	105	*117	5.1	2.6	92
PRESS YOUR LUCK	C 2244	882	3.3	39.3	118	248	2.4	11.1	86	208	4.1	9.3	148	*141	1.8	1.8	65
PRICE IS RIGHT 1	C 4348	1808	6.7	41.6	124	529	5.1	12.2	95	360	7.1	8.3	132	*83	3.6	1.9	68
PRICE IS RIGHT 2	C 5014	2092	7.7	41.7	125	654	6.3	13.0	102	375	7.4	7.5	119	*95	4.2	1.9	67
RYAN'S HOPE	A 3150	1075	4.0	34.1	102	391	3.8	12.4	97	237	4.7	7.5	120	*88	3.8	2.8	99
SALE OF THE CENTURY	N 2695	927	3.4	34.4	103	274	2.6	10.2	80	195	3.8	7.2	115	*44	2.0	1.7	60
SEARCH FOR TOMORROW	N 2319	871	3.2	37.6	112	329	3.2	14.2	111	*117	2.3	5.0	80	*72	3.1	3.1	110
TODAY SHOW 1	N 2693	854	3.2	31.7	95	463	4.5	17.2	135	209	4.1	7.8	124	*44	2.0	1.7	60
TODAY SHOW 2	N 2498	840	3.1	33.6	101	387	3.7	15.5	121	192	3.8	7.7	123	*34	1.5	1.4	48
\$25,000 PYRAMID	C 2753	958	3.5	34.8	104	313	3.0	11.4	89	234	4.6	8.5	136	*67	2.9	2.4	86
WHEEL OF FORTUNE	N 4388	1668	6.2	38.0	114	521	5.0	11.9	93	352	6.9	8.0	128	*93	4.1	2.1	75
YOUNG AND THE RESTLESS	C 5695	2266	8.4	39.8	119	652	6.3	11.4	90	339	6.7	6.0	95	*88	3.8	1.5	55
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	548	2.0	31.1	93	219	2.1	12.4	97	*86	1.7	4.9	78	**56	2.4	3.2	113
NBA PLAYOFF GAME -1 C	1136																

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS																		
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTHK 6 PM - 2 AM																		
A TEAM																		
ABC MONDAY NIGHT MOVIE																		
ABC SUNDAY NIGHT MOVIE																		
ABC WORLD NEWS TONIGHT																		
AFTERMASH																		
ALICE																		
AMERICAN PARADE																		
BENSON																		
BLUE THUNDER																		
CAGNEY & LACEY																		
CBS EVENING NEWS-DEAN																		
CBS EVENING NEWS-RATHER																		
CBS SAT. NEWS-SCHIEFFER																		
CBS SATURDAY NIGHT MOVIE																		
CBS WEDNESDAY NIGHT MOVIE																		
CHEERS																		
DALLAS																		
DIFF'RENT STROKES																		
DOUBLE TROUBLE																		
DUCK FACTORY																		
DUKES OF HAZZARD																		
DYNASTY																		
FACTS OF LIFE																		
FALCON CREST																		
FALL GUY																		
FAMILY TIES																		
FANTASY ISLAND																		
FOULUPS,BLEEPS & BLUNDERS																		
FOUR SEASONS																		
GIMME A BREAK																		
HART TO HART																		
HILL STREET BLUES																		
HOTEL																		
JEFFERSONS																		
JENNIFER SLEPT HERE																		
KATE & ALLIE																		
KNIGHT RIDER																		
LOVE BOAT																		
MAGNUM PI																		
MAMA'S FAMILY																		
MASTER, THE																		
MATT HOUSTON																		
NBC MONDAY NIGHT MOVIE																		
NBC NIGHTLY NEWS																		
NBC NIGHTLY NEWS-SAT																		
NBC NIGHTLY NEWS-SUN																		
NBC SUNDAY NIGHT MOVIE																		
NEWMART																		
ONE DAY AT A TIME																		
PEOPLE ARE FUNNY																		
REAL PEOPLE																		
REMINGTON STEELE																		
RIPLEY'S BELIEVE IT - NOT																		
RIPTIDE																		
SCARECROW & MRS. KING																		
SIMON & SIMON																		
60 MINUTES																		
ST. ELSEWHERE																		
THREE'S COMPANY																		
T.J. HOOKER																		
TONIGHT SHOW																		
TRAPPER JOHN, M.D.																		
TV BLOOPERS & PRAC. JOKES																		
20/20																		
WEBSTER																		
WORLD NEWS - SUN																		
YELLOW ROSE																		
TV VIEWING SPORTS EVENTS																		
BASEBALL																		
BASKETBALL - COLLEGE GAMES																		
BASKETBALL - PRO GAMES																		
BOWLING																		
BOXING																		
FOOTBALL - COLLEGE GAMES																		
FOOTBALL - PRO GAMES																		
GOLF																		
POST-SEASON COLL. FOOTBALL																		
POST-SEASON PRO FOOTBALL																		
TENNIS																		
WRESTLING - PROFESSIONAL																		

SOAPS & DETERGENTS FOR REGULAR LAUNDRY: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL LIQUID & POWDER				PUREX LIQUID & POWDER				WOOLITE LIQUID & POWDER				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	5196	100.0	6.4	100	5789	100.0	7.1	100	6159	100.0	7.6	100				
18 - 24	9282	*329	6.3	3.5	55	718	12.4	7.7	108	547	8.9	5.9	77				
25 - 34	19072	1341	25.8	7.0	110	1232	21.3	6.5	90	1103	17.9	5.8	76				
35 - 44	14591	1092	21.0	7.5	117	1149	19.8	7.9	110	952	15.5	6.5	86				
45 - 54	11345	766	14.7	6.8	105	889	15.4	7.8	110	803	13.0	7.1	93				
55 - 64	11635	880	16.9	7.6	118	908	15.7	7.8	109	1099	17.8	9.4	124				
65 OR OLDER	15061	788	15.2	5.2	82	894	15.4	5.9	83	1655	26.9	11.0	144				
18 - 34	28354	1670	32.1	5.9	92	1950	33.7	6.9	96	1650	26.8	5.8	77				
18 - 49	48339	3182	61.2	6.6	103	3423	59.1	7.1	99	2929	47.6	6.1	80				
25 - 54	45008	3198	61.5	7.1	111	3270	56.5	7.3	102	2855	46.4	6.4	84				
35 - 49	19985	1513	29.1	7.6	118	1473	25.4	7.4	103	1279	20.8	6.4	84				
50 OR OLDER	32647	2013	38.7	6.2	96	2366	40.9	7.2	101	3230	52.4	9.9	130				
GRADUATED COLLEGE	11155	1051	20.2	9.4	147	*388	6.7	3.5	49	935	15.2	8.4	110				
ATTENDED COLLEGE	13682	1060	20.4	7.7	121	819	14.1	6.0	84	863	14.0	6.3	83				
GRADUATED HIGH SCHOOL	33880	2159	41.6	6.4	99	2698	46.6	8.0	111	2777	45.1	8.2	108				
DID NOT GRADUATE HIGH SCHOOL	22270	926	17.8	4.2	65	1883	32.5	8.5	118	1586	25.8	7.1	94				
EMPLOYED	40306	2943	56.6	7.3	114	2510	43.4	6.2	87	2913	47.3	7.2	95				
EMPLOYED FULL-TIME	32850	2377	45.7	7.2	113	2022	34.9	6.2	86	2471	40.1	7.5	99				
EMPLOYED PART-TIME	7456	*566	10.9	7.6	118	*488	8.4	6.5	92	*442	7.2	5.9	78				
NOT EMPLOYED	40680	2252	43.3	5.5	86	3280	56.7	8.1	113	3246	52.7	8.0	105				
PROFESSIONAL/MANAGER	10392	1018	19.6	9.8	153	*468	8.1	4.5	63	844	13.7	8.1	107				
TECH/CLERICAL/SALES	17574	1288	24.8	7.3	114	996	17.2	5.7	79	1217	19.8	6.9	91				
PRECISION/CRAFT	985	**39	0.8	4.0	62	**25	0.4	2.5	36	**106	1.7	10.8	142				
OTHER EMPLOYED	11354	599	11.5	5.3	82	1021	17.6	9.0	126	747	12.1	6.6	87				
SINGLE	9863	433	8.3	4.4	68	570	9.8	5.8	81	873	14.2	8.9	116				
MARRIED	51375	3758	72.3	7.3	114	3792	65.5	7.4	103	3594	58.4	7.0	92				
DIVORCED/SEPARATED/WIDOWED	19748	1005	19.3	5.1	79	1427	24.7	7.2	101	1693	27.5	8.6	113				
PARENTS	32590	2375	45.7	7.3	114	2685	46.4	8.2	115	1891	30.7	5.8	76				
WHITE	70416	4739	91.2	6.7	105	4628	79.9	6.6	92	5347	86.8	7.6	100				
BLACK	8778	353	6.8	4.0	63	1048	18.1	11.9	167	759	12.3	8.6	114				
OTHER	1791	**103	2.0	5.8	90	**113	2.0	6.3	88	**54	0.9	3.0	40				
NORTHEAST-CENSUS	17786	1802	34.7	10.1	158	1045	18.1	5.9	82	1717	27.9	9.7	127				
NORTH CENTRAL	20741	1167	22.5	5.6	88	1491	25.8	7.2	101	1585	25.7	7.6	100				
SOUTH	27775	1287	24.8	4.6	72	2449	42.3	8.8	123	2015	32.7	7.3	95				
WEST	14683	939	18.1	6.4	100	804	13.9	5.5	77	843	13.7	5.7	75				
NORTHEAST-MKTG.	17961	1806	34.8	10.1	157	1014	17.5	5.6	79	1730	28.1	9.6	127				
EAST CENTRAL	11885	658	12.7	5.5	86	1019	17.6	8.6	120	997	16.2	8.4	110				
WEST CENTRAL	14090	797	15.3	5.7	88	861	14.9	6.1	85	1044	17.0	7.4	97				
SOUTH	24081	1074	20.7	4.5	70	2218	38.3	9.2	129	1757	28.5	7.3	96				
PACIFIC	12969	861	16.6	6.6	103	677	11.7	5.2	73	632	10.3	4.9	64				
COUNTY SIZE A	32439	2603	50.1	8.0	125	1919	33.1	5.9	83	2568	41.7	7.9	104				
COUNTY SIZE B	24915	1575	30.3	6.3	99	1842	31.8	7.4	103	1974	32.1	7.9	104				
COUNTY SIZE C	12930	589	11.3	4.6	71	926	16.0	7.2	100	915	14.9	7.1	93				
COUNTY SIZE D	10703	*429	8.3	4.0	62	1102	19.0	10.3	144	700	11.4	6.5	86				
METRO CENTRAL CITY	24518	1578	30.4	6.4	100	1566	27.1	6.4	89	1812	29.4	7.4	97				
METRO SUBURBAN	35919	2803	53.9	7.8	122	2279	39.4	6.3	89	2856	46.4	8.0	105				
NON METRO	20549	816	15.7	4.0	62	1944	33.6	9.5	132	1491	24.2	7.3	95				
TOP 5 ADI'S	18341	1692	32.6	9.2	144	963	16.6	5.3	73	1392	22.6	7.6	100				
TOP 10 ADI'S	25378	2218	42.7	8.7	136	1454	25.1	5.7	80	1908	31.0	7.5	99				
TOP 20 ADI'S	36488	2745	52.8	7.5	117	2073	35.8	5.7	79	2919	47.4	8.0	105				
MSHLD INC. \$50,000 OR MORE	6612	739	14.2	11.2	174	**241	4.2	3.6	51	*568	9.2	8.6	113				
\$40,000 OR MORE	12659	1264	24.3	10.0	156	*610	10.5	4.8	67	984	16.0	7.8	102				
\$30,000 OR MORE	24698	2341	45.1	9.5	148	1289	22.3	5.2	73	1825	29.6	7.4	97				
\$25,000 OR MORE	32077	2956	56.9	9.2	144	1663	28.7	5.2	73	2392	38.8	7.5	98				
\$20,000 - \$24,999	9144	*485	9.3	5.3	83	*597	10.3	6.5	91	680	11.0	7.4	98				
\$15,000 - \$19,999	8728	477	9.2	5.5	85	582	10.1	6.7	93	483	7.8	5.5	73				
\$10,000 - \$14,999	12562	546	10.5	4.3	68	1325	22.9	10.5	148	1057	17.2	8.4	111				
UNDER \$10,000	18475	731	14.1	4.0	62	1623	28.0	8.8	123	1548	25.1	8.4	110				
HOUSEHOLD OF 1 PERSON	11987	554	10.7	4.6	72	671	11.6	5.6	78	1353	22.0	11.3	148				
2 PEOPLE	26577	1595	30.7	6.0	94	1746	30.2	6.6	92	1900	30.8	7.1	94				
3 OR 4 PEOPLE	30617	2171	41.8	7.1	111	2170	37.5	7.1	99	2098	34.1	6.9	90				
5 OR MORE PEOPLE	11804	876	16.9	7.4	116	1203	20.8	10.2	143	*808	13.1	6.8	90				
NO CHILD IN MSHLD	46165	2775	53.4	6.0	94	2895	50.0	6.3	88	4150	67.4	9.0	118				
CHILD(REN) UNDER 2 YRS	5325	*335	6.4	6.3	98	*514	8.9	9.7	135	**319	5.2	6.0	79				
2 - 5 YEARS	14221	894	17.2	6.3	98	1392	24.0	9.8	137	870	14.1	6.1	80				
6 - 11 YEARS	15117	1004	19.3	6.6	104	1246	21.5	8.2	115	811	13.3	5.4	71				
12 - 17 YEARS	16611	1275	24.5	7.7	120	1360	23.5	8.2	115	1100	17.9	6.6	87				
RESIDENCE OWNED	55884	4054	78.0	7.3	113	3932	67.9	7.0	98	4644	75.4	8.3	109				
VALUE: \$50,000 OR MORE	31744	2869	55.2	9.0	141	1751	30.2	5.5	77	2582	41.9	8.1	107				
VALUE: UNDER \$50,000	24140	1186	22.8	4.9	77	2181	37.7	9.0	126	2062	33.5	8.5	112				

			TOTAL U.S. '000	ALL LIQUID & POWDER				PUREX LIQUID & POWDER				MOOLITE LIQUID & POWDER							
				A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS			80986	5196	100.0	6.4	100	5789	100.0	7.1	100	6159	100.0	7.6	100				
MAGAZINES	QUINTILE 1	15799	1222	23.5	7.7	121	1261	21.8	8.0	112	1498	24.3	9.5	125					
	QUINTILE 2	17259	1256	24.2	7.3	113	973	16.8	5.6	79	1399	22.7	8.1	107					
	QUINTILE 3	13545	890	17.1	6.6	102	938	16.2	6.9	97	902	14.6	6.7	88					
	QUINTILE 4	15133	848	16.3	5.6	87	1142	19.7	7.5	106	1000	16.2	6.6	87					
	QUINTILE 5	19250	980	18.9	5.1	79	1475	25.5	7.7	107	1361	22.1	7.1	93					
NEWSPAPERS	QUINTILE 1	12413	949	18.3	7.6	119	656	11.3	5.3	74	1210	19.6	9.7	128					
	QUINTILE 2	24116	1742	33.5	7.2	113	1730	29.9	7.2	100	2075	33.7	8.6	113					
	QUINTILE 3	11261	840	16.2	7.5	116	775	13.4	6.9	96	951	15.4	8.4	111					
	QUINTILE 4	20255	1153	22.2	5.7	89	1416	24.5	7.0	98	1205	19.6	5.9	78					
	QUINTILE 5	12940	*512	9.9	4.0	62	1213	21.0	9.4	131	719	11.7	5.6	73					
OUTDOOR	QUINTILE 1	14852	1054	20.3	7.1	111	981	16.9	6.6	92	1067	17.3	7.2	94					
	QUINTILE 2	15725	1019	19.6	6.5	101	1099	19.0	7.0	98	1269	20.6	8.1	106					
	QUINTILE 3	16330	974	18.7	6.0	93	1214	21.0	7.4	104	1239	20.1	7.6	100					
	QUINTILE 4	16744	1025	19.7	6.1	95	1211	20.9	7.2	101	1344	21.8	8.0	106					
	QUINTILE 5	17334	1125	21.7	6.5	101	1285	22.2	7.4	104	1239	20.1	7.1	94					
RADIO-DRIVE TIME	QUINTILE 1	15911	1194	23.0	7.5	117	1395	24.1	8.8	123	1465	23.8	9.2	121					
	QUINTILE 2	14837	1083	20.8	7.3	114	1101	19.0	7.4	104	1022	16.6	6.9	91					
	QUINTILE 3	15339	1040	20.0	6.8	106	870	15.0	5.7	79	1235	20.1	8.1	106					
	QUINTILE 4	16723	1051	20.2	6.3	98	1123	19.4	6.7	94	1134	18.4	6.8	89					
	QUINTILE 5	18176	829	16.0	4.6	71	1301	22.5	7.2	100	1303	21.2	7.2	94					
RADIO-MID- DAY	TERCILE 1	21020	1452	27.9	6.9	108	1545	26.7	7.4	103	1841	29.9	8.8	115					
	TERCILE 2	21610	1463	28.2	6.8	106	1799	31.1	8.3	116	1603	26.0	7.4	98					
	TERCILE 3	38355	2280	43.9	5.9	93	2446	42.3	6.4	89	2715	44.1	7.1	93					
RADIO-TOTAL	QUINTILE 1	15988	1134	21.8	7.1	111	1313	22.7	8.2	115	1452	23.6	9.1	119					
	QUINTILE 2	15626	1110	21.4	7.1	111	1248	21.6	8.0	112	1150	18.7	7.4	97					
	QUINTILE 3	16723	1162	22.4	6.9	108	1023	17.7	6.1	86	1213	19.7	7.3	95					
	QUINTILE 4	16342	1072	20.6	6.6	102	1099	19.0	6.7	94	1282	20.8	7.8	103					
	QUINTILE 5	16306	718	13.8	4.4	69	1106	19.1	6.8	95	1064	17.3	6.5	86					
TV-PRIME TIME	QUINTILE 1	15953	1047	20.2	6.6	102	1255	21.7	7.9	110	1568	25.5	9.8	129					
	QUINTILE 2	16137	1010	19.4	6.3	98	1188	20.5	7.4	103	1163	18.9	7.2	95					
	QUINTILE 3	16420	1223	23.5	7.4	116	1127	19.5	6.9	96	1238	20.1	7.5	99					
	QUINTILE 4	16687	1008	19.4	6.0	94	1196	20.7	7.2	100	1198	19.5	7.2	94					
	QUINTILE 5	15789	908	17.5	5.8	90	1023	17.7	6.5	91	993	16.1	6.3	83					
TV-DAYTIME	TERCILE 1	27736	1609	31.0	5.8	90	2509	43.3	9.0	127	2343	38.0	8.4	111					
	TERCILE 2	26489	1544	29.7	5.8	91	1661	28.7	6.3	88	1807	29.3	6.8	90					
	TERCILE 3	26761	2043	39.3	7.6	119	1620	28.0	6.1	85	2010	32.6	7.5	99					
TV-TOTAL	QUINTILE 1	16345	973	18.7	6.0	93	1674	28.9	10.2	143	1572	25.5	9.6	126					
	QUINTILE 2	16447	909	17.5	5.5	86	1147	19.8	7.0	98	1199	19.5	7.3	96					
	QUINTILE 3	15980	1210	23.3	7.6	118	965	16.7	6.0	84	1312	21.3	8.2	108					
	QUINTILE 4	15887	1040	20.0	6.5	102	967	16.7	6.1	85	975	15.8	6.1	81					
	QUINTILE 5	16326	1063	20.5	6.5	101	1037	17.9	6.4	89	1101	17.9	6.7	89					
MAGAZINES-NEWSPAPERS: DUAL			20721	1463	28.2	7.1	110	1377	23.8	6.6	93	2094	34.0	10.1	133				
MAGAZINE IMPERATIVE			19186	1333	25.7	6.9	108	1475	25.5	7.7	108	1262	20.5	6.6	86				
NEWSPAPER IMPERATIVE			21899	1585	30.5	7.2	113	1508	26.0	6.9	96	1744	28.3	8.0	105				
MAGAZINES-OUTDOOR: DUAL			15451	1036	19.9	6.7	105	1011	17.5	6.5	92	1276	20.7	8.3	109				
MAGAZINE IMPERATIVE			25953	1875	36.1	7.2	113	1821	31.5	7.0	98	2076	33.7	8.0	105				
OUTDOOR IMPERATIVE			24400	1512	29.1	6.2	97	1781	30.8	7.3	102	1716	27.9	7.0	92				
MAGAZINES-RADIO: DUAL			18049	1410	27.1	7.8	122	1348	23.3	7.5	104	1517	24.6	8.4	111				
MAGAZINE IMPERATIVE			23571	1633	31.4	6.9	108	1439	24.9	6.1	85	1910	31.0	8.1	107				
RADIO IMPERATIVE			23278	1411	27.2	6.1	94	1792	31.0	7.7	108	1716	27.9	7.4	97				
MAGAZINES-TELEVISION: DUAL			15459	1018	19.6	6.6	103	1175	20.3	7.6	106	1526	24.8	9.9	130				
MAGAZINE IMPERATIVE			25829	2140	41.2	8.3	129	1459	25.2	5.6	79	1829	29.7	7.1	93				
TELEVISION IMPERATIVE			26039	1439	27.7	5.5	86	2206	38.1	8.5	119	1912	31.0	7.3	97				
NEWSPAPERS-OUTDOOR: DUAL			16605	1197	23.0	7.2	112	1090	18.8	6.6	92	1594	25.9	9.6	126				
NEWSPAPER IMPERATIVE			26834	2062	39.7	7.7	120	1844	31.9	6.9	96	2308	37.5	8.6	113				
OUTDOOR IMPERATIVE			23346	1392	26.8	6.0	93	1684	29.1	7.2	101	1408	22.9	6.0	79				
NEWSPAPERS-RADIO: DUAL			17133	1272	24.5	7.4	116	1173	20.3	6.8	96	1654	26.9	9.7	127				
NEWSPAPER IMPERATIVE			25892	1869	36.0	7.2	113	1562	27.0	6.0	84	2186	35.5	8.4	111				
RADIO IMPERATIVE			23167	1495	28.8	6.5	101	1957	33.8	8.4	118	1560	25.3	6.7	89				
NEWSPAPERS-TELEVISION: DUAL			17159	1159	22.3	6.8	105	1437	24.8	8.4	117	1567	25.4	9.1	120				
NEWSPAPER IMPERATIVE			26214	1974	38.0	7.5	117	1371	23.7	5.2	73	2166	35.2	8.3	109				
TELEVISION IMPERATIVE			23412	1248	24.0	5.3	83	1891	32.7	8.1	113	1687	27.4	7.2	95				
OUTDOOR-RADIO: DUAL			15303	1087	20.9	7.1	111	1086	18.8	7.1	99	1240	20.1	8.1	107				
OUTDOOR IMPERATIVE			24901	1469	28.3	5.9	92	1603	27.7	6.4	90	1759	28.6	7.1	93				
RADIO IMPERATIVE			26492	1825	35.1	6.9	107	2096	36.2	7.9	111	2095	34.0	7.9	104				
OUTDOOR-TELEVISION: DUAL			14794	934	18.0	6.3	98	1122	19.4	7.6	106	1350	21.9	9.1	120				
OUTDOOR IMPERATIVE			25437	1753	33.7	6.9	107	1564	27.0	6.1	86	1774	28.8	7.0	92				
TELEVISION IMPERATIVE			27877	1747	33.6	6.3	98	2342	40.5	8.4	118	2286	37.1	8.2	108				
RADIO-TELEVISION: DUAL			15996	1158	22.3	7.2	113	1506	26.0	9.4	132	1415	23.0	8.8	116				
RADIO IMPERATIVE			25478	1871	36.0	7.3	114	1668	28.8	6.5	92	1871	30.4	7.3	97				
TELEVISION IMPERATIVE			26573	1398	26.9	5.3	82	1828	31.6	6.9	96	2018	32.8	7.6	100				

SOAPS & DETERGENTS FOR REGULAR LAUNDRY: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL LIQUID & POWDER				PUREX LIQUID & POWDER				MOOLITE LIQUID & POWDER				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	5196	100.0	6.4	100	5789	100.0	7.1	100	6159	100.0	7.6	100				
ATLANTIC MONTHLY	415	**33	0.6	8.0	124	**12	0.2	2.9	40	**52	0.8	12.5	165				
BARRON'S	453	**45	0.9	9.9	155	**5	0.1	1.1	15	**51	0.8	11.3	148				
BETTER HOMES & GARDENS	16256	**123	22.4	7.2	112	1235	21.3	7.6	106	1628	26.4	10.0	132				
BON APPETIT	2535	**203	3.9	8.0	125	*104	1.8	4.1	57	208	3.4	8.2	108				
BUSINESS WEEK	1278	*159	3.1	12.4	194	**86	1.5	6.7	94	*171	2.8	13.4	176				
CAR AND DRIVER	378	**21	0.4	5.6	87	**12	0.2	3.2	44	**0	0.0	0.0	0				
CBS MAGAZINE NETWORK (GROSS)	1498	**115	2.2	7.7	120	**92	1.6	6.1	86	**124	2.0	8.3	109				
CHANGING TIMES	1505	**123	2.4	8.2	127	**142	2.5	9.4	132	**127	2.1	8.4	111				
COLONIAL HOMES	1231	*103	2.0	8.4	130	**92	1.6	7.5	105	*118	1.9	9.6	126				
CONDE NAST MAG. PKG. (GROSS)	14146	997	19.2	7.0	110	1098	19.0	7.8	109	1447	23.5	10.2	135				
CONSUMERS DIGEST	1323	**124	2.4	9.4	146	**79	1.4	6.0	84	**61	1.0	4.6	61				
COSMOPOLITAN	7102	477	9.2	6.7	105	509	8.8	7.2	100	498	8.1	7.0	92				
COUNTRY LIVING	2481	*197	3.8	7.9	124	*181	3.1	7.3	102	256	4.2	10.3	136				
CUISINE	1472	*151	2.9	10.3	160	**119	2.1	8.1	113	*174	2.8	11.8	155				
CYCLE WORLD	425	**39	0.8	9.2	143	**35	0.6	8.2	115	**51	0.8	12.0	158				
DCI:CREATIVE IDEAS FOR LIV	2510	*213	4.1	8.5	132	*189	3.3	7.5	105	*200	3.2	8.0	105				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	422	8.1	6.3	98	478	8.3	7.1	100	621	10.1	9.3	122				
DISCOVER	894	**69	1.3	7.7	120	**67	1.2	7.5	105	**67	1.1	7.5	99				
EDONY	3507	195	3.8	5.6	87	462	8.0	13.2	184	400	6.5	11.4	150				
ESQUIRE	1083	**92	1.8	8.5	132	**68	1.2	6.3	88	*173	2.8	16.0	210				
ESSENCE	1830	*94	1.8	5.1	80	261	4.5	14.3	200	*248	4.0	13.6	178				
FAMILY CIRCLE	15930	1120	21.6	7.0	110	1159	20.0	7.3	102	1393	22.6	8.7	115				
THE FAMILY HANDYMAN	1126	**128	2.5	11.4	177	**125	2.2	11.1	155	**85	1.4	7.5	99				
FAMILY WEEKLY	11468	714	13.7	6.2	97	823	14.2	7.2	100	886	14.4	7.7	102				
FIELD & STREAM	2234	*144	2.8	6.4	100	*206	3.6	9.2	129	*149	2.4	6.7	88				
FOOD & WINE	579	**19	0.4	3.3	51	**24	0.4	4.1	58	**29	0.5	5.0	66				
FORBES	728	**97	1.9	13.3	208	**26	0.4	3.6	50	**72	1.2	9.9	130				
FORTUNE	906	**141	2.7	15.6	243	*76	1.3	8.4	117	*79	1.3	8.7	115				
GENTLEMEN'S QUARTERLY	791	**41	0.8	5.2	81	**94	1.6	11.9	166	**142	2.3	18.0	236				
GLAMOUR	5265	393	7.6	7.5	116	466	8.0	8.9	124	589	9.6	11.2	147				
GOLF DIGEST	636	**92	1.8	14.5	225	**42	0.7	6.6	92	**63	1.0	9.9	130				
GOLF DIGEST/TENNIS (GROSS)	1186	**108	2.1	9.1	142	**72	1.2	6.1	85	**131	2.1	11.0	145				
GOLF MAGAZINE	441	**95	1.8	21.5	336	**18	0.3	4.1	57	**13	0.2	2.9	39				
GOLF MAGAZINE/SKI (GROSS)	922	**162	3.1	17.6	274	**38	0.7	4.1	58	**40	0.6	4.3	57				
GOOD HOUSEKEEPING	16487	1195	23.0	7.2	113	1215	21.0	7.4	103	1399	22.7	8.5	112				
HARPER'S BAZAAR	2423	*205	3.9	8.5	132	*196	3.4	8.1	113	266	4.3	11.0	144				
HEALTH	1994	*155	3.0	7.8	121	*256	4.4	12.8	180	*195	3.2	9.8	129				
HEARST MAG CORP. BUY (GROSS)	44101	3292	63.4	7.5	116	3289	56.8	7.5	104	3860	62.7	8.8	115				
HEARST MAN POWER (GROSS)	1993	*158	3.0	7.9	124	*151	2.6	7.6	106	*251	4.1	12.6	166				
HEARST WOMAN POWER (GROSS)	31274	2180	42.0	7.0	109	2350	40.6	7.5	105	2470	40.1	7.9	104				
HOUSE BEAUTIFUL	3623	366	7.0	10.1	157	276	4.8	7.6	107	339	5.5	9.4	123				
INC.	283	**7	0.1	2.5	39	**16	0.3	5.7	79	**5	0.1	1.8	23				
JET	2928	*137	2.6	4.7	73	390	6.7	13.3	186	361	5.9	12.3	162				
LADIES' HOME JOURNAL	11918	733	14.1	6.2	96	888	15.3	7.5	104	996	16.2	8.4	110				
LHJ FAMILY GRP COMBO(GROSS)	16764	1127	21.7	6.7	105	1331	23.0	7.9	111	1427	23.2	8.5	112				
LIFE	4254	340	6.5	8.0	125	340	5.9	8.0	112	414	6.7	9.7	128				
L.A. TIMES HOME MAGAZINE	1145	**94	1.8	8.2	128	**44	0.8	3.8	54	**55	0.9	4.8	63				
MADAME'S ELLE	2884	*203	3.9	7.0	110	*267	4.6	9.3	130	299	4.9	10.4	136				
MC CALL'S	13460	1015	19.5	7.5	118	937	16.2	7.0	97	1187	19.3	8.8	116				
MC CALL'S/MRK MOTHER (GROSS)	14606	1123	21.6	7.7	120	1040	18.0	7.1	100	1289	20.9	8.8	116				
MECHANIX ILLUSTRATED	772	**83	1.6	10.8	168	**106	1.8	13.7	192	**113	1.8	14.6	192				
METROPOLITAN HOME	967	**96	1.8	9.9	155	**48	0.8	5.0	69	**98	1.6	10.1	133				
MONEY	1588	*99	1.9	6.2	97	**95	1.6	6.0	84	**113	1.8	7.1	94				
MOTHER EARTH NEWS	1002	**52	1.0	5.2	81	**51	0.9	5.1	71	**85	1.4	8.5	112				
MS.	825	**79	1.5	9.6	149	**79	1.4	9.6	134	**96	1.6	11.6	153				
NATIONAL ENQUIRER	10336	522	10.0	5.1	79	1037	17.9	10.0	140	917	14.9	8.9	117				
NATIONAL GEOGRAPHIC	9597	764	14.7	8.0	124	486	8.4	5.1	71	852	13.8	8.9	117				
NATIONAL SUNDAY MAGAZINE PKG	49558	3577	68.8	7.2	112	3363	58.1	6.8	95	4095	66.5	8.3	109				
NATURAL HISTORY	573	**110	2.1	19.2	299	**37	0.6	6.5	90	**27	0.4	4.7	62				
NEH WOMAN	1699	*105	2.0	6.2	96	*128	2.2	7.5	105	*129	2.1	7.6	100				
NEW YORK INCLUDING CUE	443	**49	0.9	11.1	172	**32	0.6	7.2	101	**54	0.9	12.2	160				
THE NEW YORKER	1270	*170	3.3	13.4	209	**82	1.4	6.5	90	*129	2.1	10.2	134				
NEWSWEEK	6277	533	10.3	8.5	132	399	6.9	6.4	89	479	7.8	7.6	100				
THE N.Y. TIMES DAILY EDITION	1205	*188	3.6	15.6	243	*15	0.3	1.2	17	*96	1.6	8.0	105				
THE N.Y. TIMES MAGAZINE	2081	292	5.6	14.0	219	*75	1.3	3.6	50	*172	2.8	8.3	109				
OMNI	788	**36	0.7	4.6	71	**87	1.5	11.0	154	**34	0.6	4.3	57				
ON CABLE	1158	**31	0.6	2.7	42	**91	1.6	7.9	110	**114	1.9	9.8	129				
1001 HOME IDEAS	2852	*239	4.6	8.4	131	*187	3.2	6.6	92	*237	3.8	8.3	109				
ORGANIC GARDENING	1658	**62	1.2	3.7	58	*136	2.3	8.2	115	*226	3.7	13.6	179				
OUTDOOR LIFE	896	**54	1.0	6.0	94	*69	1.2	7.7	108	*107	1.7	11.9	157				
PARADE MAGAZINE	24275	1775	34.2	7.3	114	1541	26.6	6.3	89	1958	31.8	8.1	106				

	TOTAL U.S. '000	ALL LIQUID & POWDER				PUREX LIQUID & POWDER				MOOLITE LIQUID & POWDER				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	5196	100.0	6.4	100	5789	100.0	7.1	100	6159	100.0	7.6	100				
PARENTS	3845	277	5.3	7.2	112	347	6.0	9.0	126	*259	4.2	6.7	89				
PENTHOUSE	831	**37	0.7	4.5	69	**156	2.7	18.8	263	**130	2.1	15.6	206				
PEOPLE	11645	910	17.5	7.8	122	891	15.4	7.7	107	767	12.5	6.6	87				
PLAYBOY	2006	*161	3.1	8.0	125	*216	3.7	10.8	151	*168	2.7	8.4	110				
POPULAR HOT RODDING	297	**17	0.3	5.7	89	**18	0.3	6.1	85	**46	0.7	15.5	204				
POPULAR MECHANICS	1018	**76	1.5	7.5	116	**68	1.2	6.7	93	**150	2.4	14.7	194				
POPULAR SCIENCE	878	**88	1.7	10.0	156	**56	1.0	6.4	89	**78	1.3	8.9	117				
PREVENTION	3913	388	7.5	9.9	155	401	6.9	10.2	143	402	6.5	10.3	135				
PSYCHOLOGY TODAY	1710	**86	1.7	5.0	78	**127	2.2	7.4	104	**136	2.2	8.0	105				
READER'S DIGEST	22204	1651	31.8	7.4	116	1782	30.8	8.0	112	1890	30.7	8.5	112				
REDBOOK	7684	509	9.8	6.6	103	627	10.8	8.2	114	572	9.3	7.4	98				
ROAD & TRACK	410	**36	0.7	8.8	137	**10	0.2	2.4	34	**16	0.3	3.9	51				
ROLLING STONE	969	**69	1.3	7.1	111	**115	2.0	11.9	166	**128	2.1	13.2	174				
RUNNER'S WORLD	298	**38	0.7	12.8	199	**52	0.9	17.4	244	**9	0.1	3.0	40				
SATURDAY EVENING POST	1169	**108	2.1	9.2	144	**124	2.1	10.6	148	*177	2.9	15.1	199				
SCIENCE 84	587	**22	0.4	3.7	58	**27	0.5	4.6	64	**25	0.4	4.3	56				
SCIENCE DIGEST	482	**46	0.9	9.5	149	**40	0.7	8.3	116	**44	0.7	9.1	120				
SCIENTIFIC AMERICAN	594	**62	1.2	10.4	163	**32	0.6	5.4	75	**28	0.5	4.7	62				
SELF	2089	*140	2.7	6.7	104	*91	1.6	4.4	61	*149	2.4	7.1	94				
SEVENTEEN	2411	*176	3.4	7.3	114	*186	3.2	7.7	108	*245	4.0	10.2	134				
SKI	480	**67	1.3	14.0	218	**20	0.3	4.2	58	**27	0.4	5.6	74				
SMITHSONIAN	2760	336	6.5	12.2	190	*118	2.0	4.3	60	*232	3.8	8.4	111				
SOAP OPERA DIGEST	3013	*156	3.0	5.2	81	420	7.3	13.9	195	*199	3.2	6.6	87				
SOUTHERN LIVING	4184	*208	4.0	5.0	77	289	5.0	6.9	97	421	6.8	10.1	132				
SPORT	559	**24	0.5	4.3	67	**50	0.9	8.9	125	**65	1.1	11.6	153				
THE SPORTING NEWS	436	**7	0.1	1.6	25	**36	0.6	8.3	116	**77	1.3	17.7	232				
SPORTS AFIELD	493	**36	0.7	7.3	114	**43	0.7	8.7	122	**56	0.9	11.4	149				
SPORTS ILLUSTRATED	2758	*193	3.7	7.0	109	*261	4.5	9.5	132	*290	4.7	10.5	138				
STAR	7456	351	6.8	4.7	73	893	15.4	12.0	168	698	11.3	9.4	123				
SUNDAY	24936	1849	35.6	7.4	116	1570	27.1	6.3	88	2179	35.4	8.7	115				
SUNSET	2124	*138	2.7	6.5	101	**106	1.8	5.0	70	**130	2.1	6.1	80				
TV GUIDE	21661	1519	29.2	7.0	109	1715	29.6	7.9	111	1687	27.4	7.8	102				
TENNIS	550	**16	0.3	2.9	45	**30	0.5	5.5	76	**68	1.1	12.4	163				
TIME	8880	804	15.5	9.1	141	591	10.2	6.7	93	759	12.3	8.5	112				
TOWN & COUNTRY	917	**47	0.9	5.1	80	**29	0.5	3.2	44	**138	2.2	15.0	198				
TRAVEL & LEISURE	972	*148	2.8	15.2	237	**35	0.6	3.6	50	**85	1.4	8.7	115				
TRUE STORY	3356	*123	2.4	3.7	57	464	8.0	13.8	193	300	4.9	8.9	118				
U.S. NEWS & WORLD REPORT	3410	246	4.7	7.2	112	*154	2.7	4.5	63	321	5.2	9.4	124				
USA TODAY	1759	*107	2.1	6.1	95	**131	2.3	7.4	104	*166	2.7	9.4	124				
US	1873	**101	1.9	5.4	84	**161	2.8	8.6	120	*185	3.0	9.9	130				
VOGUE	3909	261	5.0	6.7	104	274	4.7	7.0	98	410	6.7	10.5	138				
WALL STREET JOURNAL	1886	*184	3.5	9.8	152	**42	0.7	2.2	31	*152	2.5	8.1	106				
WEIGHT WATCHERS	2120	*243	4.7	11.5	179	*182	3.1	8.6	120	*126	2.0	5.9	78				
WOMAN'S DAY	14172	1083	20.8	7.6	119	1011	17.5	7.1	100	1235	20.1	8.7	115				
WORKING WOMAN	1146	**108	2.1	9.4	147	**104	1.8	9.1	127	**102	1.7	8.9	117				
WORKING WOMAN	1322	**102	2.0	7.7	120	*119	2.1	9.0	126	*168	2.7	12.7	167				
WORLD TENNIS	*163	**15	0.3	9.2	143	*116	0.3	9.8	137	**10	0.2	6.1	81				
ZIFF-DAVIS MAG NETWORK (GROSS)	2532	*197	3.8	7.8	121	*200	3.5	7.9	111	*252	4.1	10.0	131				
BLAIR INSERTS	43657	3391	65.3	7.8	121	2827	48.8	6.5	91	3693	60.0	8.5	111				
DAILY NEWSPAPERS																	
READ ANY	51633	3632	69.9	7.0	110	3436	59.4	6.7	93	4321	70.2	8.4	110				
READ ONE	43463	3035	58.4	7.0	109	2968	51.3	6.8	96	3507	56.9	8.1	106				
READ TWO OR MORE	8170	596	11.5	7.3	114	467	8.1	5.7	80	813	13.2	10.0	131				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3859	74.3	7.3	114	3545	61.2	6.7	94	4406	71.5	8.4	110				
READ ONE	46126	3307	63.6	7.2	112	3214	55.5	7.0	97	3712	60.3	8.0	106				
READ TWO OR MORE	6552	552	10.6	8.4	131	331	5.7	5.1	71	694	11.3	10.6	139				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.86				25.24				27.94							
30 DAY REACH	71455	4528	87.1	6.3	99	5096	88.0	7.1	100	5343	86.8	7.5	98				
50 SHWG - 30 DAY AV FREQ	14.56	16.01				13.53				14.53							
30 DAY REACH	67742	4234	81.5	6.3	97	4772	82.4	7.0	99	5160	83.8	7.6	100				
25 SHWG - 30 DAY AV FREQ	7.94	8.53				7.26				7.71							
30 DAY REACH	62117	3973	76.5	6.4	100	4439	76.7	7.1	100	4870	79.1	7.8	103				
CABLE TV: HOME WIRED	32077	2517	48.4	7.8	122	2269	39.2	7.1	99	2627	42.7	8.2	108				
HOME NOT WIRED	48909	2678	51.5	5.5	85	3521	60.8	7.2	101	3533	57.4	7.2	95				
HAVE PAY CABLE	15935	1407	27.1	8.8	138	1255	21.7	7.9	110	1136	18.4	7.1	94				

	TOTAL U.S. '000	ALL LIQUID & POWDER				PUREX LIQUID & POWDER				MOOLITE LIQUID & POWDER							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX	'000	% ACROSS DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS	80986	5196	100.0	6.4	100	5789	100.0	7.1	100	6159	100.0	7.6	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3118	60.0	7.1	111	3103	53.6	7.1	99	3375	54.8	7.7	101				
10:00 AM - 3:00 PM	30659	2099	40.4	6.8	107	2443	42.2	8.0	111	2453	39.8	8.0	105				
3:00 PM - 7:00 PM	31045	2333	44.9	7.5	117	2021	34.9	6.5	91	2523	41.0	8.1	107				
7:00 PM - MIDNIGHT	15767	1014	19.5	6.4	100	1220	21.1	7.7	108	1338	21.7	8.5	112				
MIDNIGHT - 6:00 AM	9120	642	12.4	7.0	110	702	12.1	7.7	108	852	13.8	9.3	123				
6:00 AM - MIDNIGHT	58527	4118	79.3	7.0	110	4206	72.7	7.2	101	4602	74.7	7.9	103				
ENTIRE DAY	59311	4180	80.4	7.0	110	4281	74.0	7.2	101	4657	75.6	7.9	103				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1262	24.3	7.8	122	1039	17.9	6.4	90	1341	21.8	8.3	109				
ALL NEWS	2256	*159	3.1	7.0	110	**89	1.5	3.9	55	*190	3.1	8.4	111				
AOR/PROGRESSIVE	3874	311	6.0	8.0	125	*231	4.0	6.0	83	*249	4.0	6.4	85				
BEAUTIFUL MUSIC	5660	369	7.1	6.5	102	301	5.2	5.3	74	508	8.2	9.0	118				
BLACK	2204	*128	2.5	5.8	91	*212	3.7	9.6	135	*132	2.1	6.0	79				
CLASSICAL	1418	**158	3.0	11.1	174	**90	1.6	6.3	89	**82	1.3	5.8	76				
CHR/ROCK	9538	594	11.4	6.2	97	737	12.7	7.7	108	636	10.3	6.7	88				
COUNTRY	12648	779	15.0	6.2	96	1060	18.3	8.4	117	884	14.4	7.0	92				
GOLDEN OLDIES	1191	**33	0.6	2.8	43	**106	1.8	8.9	125	**99	1.6	8.3	109				
MOR/NOSTALGIA	4757	429	8.3	9.0	141	345	6.0	7.3	101	369	6.0	7.8	102				
NEWS/TALK	3863	430	8.3	11.1	173	*292	5.0	7.6	106	341	5.5	8.8	116				
RELIGIOUS	3084	**120	2.3	3.9	61	*239	4.1	7.7	108	*203	3.3	6.6	87				
SOFT ROCK	521	**25	0.5	4.8	75	**27	0.5	5.2	72	**22	0.4	4.2	56				
URBAN CONTEMPORARY	1585	*129	2.5	8.1	127	*134	2.3	8.5	118	*173	2.8	10.9	144				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	*188	3.6	5.8	90	*240	4.1	7.4	103	*241	3.9	7.4	97				
ABC DIRECTION	2316	*146	2.8	6.3	98	*120	2.1	5.2	72	*204	3.3	8.8	116				
ABC ENTERTAINMENT	4834	300	5.8	6.2	97	*338	5.8	7.0	98	372	6.0	7.7	101				
ABC FM	2202	*167	3.2	7.6	118	*182	3.1	8.3	116	*125	2.0	5.7	75				
ABC INFORMATION	5425	601	11.6	11.1	173	462	8.0	8.5	119	455	7.4	8.4	110				
ABC ROCK	1677	*158	3.0	9.4	147	*140	2.4	8.3	117	**146	2.4	8.7	114				
CBS	4430	320	6.2	7.2	113	207	3.6	4.7	65	404	6.6	9.1	120				
MUTUAL	4992	316	6.1	6.3	99	417	7.2	8.4	117	422	6.9	8.5	111				
NBC	4679	360	6.9	7.7	120	329	5.7	7.0	98	345	5.6	7.4	97				
RADIO/AD	1994	*138	2.7	6.9	108	**147	2.5	7.4	103	*193	3.1	9.7	127				
RKO ONE	2298	*135	2.6	5.9	92	*184	3.2	8.0	112	**114	1.9	5.0	65				
RKO TWO	3311	*227	4.4	6.9	107	*240	4.1	7.2	101	*159	2.6	4.8	63				
THE SOURCE	2114	*176	3.4	8.3	130	*127	2.2	6.0	84	**158	2.6	7.5	98				
NON-WIRED: BLAIR	8654	712	13.7	8.2	128	563	9.7	6.5	91	668	10.8	7.7	101				
INTERNET	12025	976	18.8	8.1	127	898	15.5	7.5	104	718	11.7	6.0	79				
KATZ RADIO GROUP	15359	1233	23.7	8.0	125	1023	17.7	6.7	93	1236	20.1	8.0	106				
SUPERNET	10628	801	15.4	7.5	117	797	13.8	7.5	105	889	14.4	8.4	110				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	546	10.5	6.3	98	679	11.7	7.8	110	824	13.4	9.5	125				
WKDAY 9:00 AM - 1:00 PM	12163	683	13.1	5.6	88	1158	20.0	9.5	133	1070	17.4	8.8	116				
WKDAY 1:00 PM - 4:30 PM	16150	941	18.1	5.8	91	1447	25.0	9.0	125	1284	20.8	8.0	105				
WKDAY 4:30 PM - 7:30 PM	22463	1330	25.6	5.9	92	1746	30.2	7.8	109	1855	30.1	8.3	109				
WKDAY 7:30 PM - 8:00 PM	31795	2007	38.6	6.3	98	2538	43.8	8.0	112	2666	43.3	8.4	110				
WKDAY 11:00 PM - 11:30 PM	23977	1528	29.4	6.4	99	1936	33.4	8.1	113	2004	32.5	8.4	110				
WKDAY 11:30 PM - 1:00 AM	7703	529	10.2	6.9	107	711	12.3	9.2	129	637	10.3	8.3	109				
M-SAT 8-11 PM-SUN 7-11 PM	33800	2235	43.0	6.6	103	2514	43.4	7.4	104	2813	45.7	8.3	109				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	423	8.1	6.5	101	680	11.7	10.4	146	511	8.3	7.8	103				
ANOTHER WORLD	A 4620	241	4.6	5.2	81	529	9.1	11.5	160	403	6.5	8.7	115				
AS THE WORLD TURNS	C 5614	304	5.9	5.4	84	435	7.5	7.7	108	394	6.4	7.0	92				
CAPITOL	C 3396	142	2.7	4.2	65	223	3.9	6.6	92	235	3.8	6.9	91				
CBS MORN. NEWS 1	C 1446	*76	1.5	5.3	82	134	2.3	9.3	130	138	2.2	9.5	125				
CBS MORN. NEWS 2	C 1207	*94	1.8	7.8	121	*74	1.3	6.1	86	109	1.8	9.0	119				
DAYS OF OUR LIVES	N 5877	302	5.8	5.1	80	590	10.2	10.0	140	477	7.7	8.1	107				
FACTS OF LIFE - DAYTIME	N 2290	*128	2.5	5.6	87	264	4.6	11.5	161	224	3.6	9.8	129				
FAMILY FEUD	A 3023	198	3.8	6.5	102	326	5.6	10.8	151	278	4.5	9.2	121				
GENERAL HOSPITAL	A 6097	427	8.2	7.0	109	582	10.1	9.5	134	512	8.3	8.4	110				
GOOD MORNING, AMERICA-730	A 3515	298	5.7	8.5	132	294	4.0	6.7	93	316	5.1	9.0	118				
GOOD MORNING, AMERICA-830	A 2818	259	5.0	9.2	143	247	4.3	8.8	123	224	3.6	7.9	105				
GUIDING LIGHT	C 5339	246	4.7	4.6	72	383	6.6	7.2	100	433	7.0	8.1	107				
ONE LIFE TO LIVE	A 4478	284	5.5	6.3	99	442	7.6	9.9	138	362	5.9	8.1	106				
PRESS YOUR LUCK	C 2244	114	2.2	5.1	79	183	3.2	8.2	114	261	4.2	11.6	153				
PRICE IS RIGHT 1	C 4348	190	3.7	4.4	68	380	6.6	8.7	122	429	7.0	9.9	130				
PRICE IS RIGHT 2	C 5014	216	4.2	4.3	67	435	7.5	8.7	121	465	7.5	9.3	122				
RYAN'S HOPE	A 3150	251	4.8	8.0	124	325	5.6	10.3	144	289	4.7	9.2	121				
SALE OF THE CENTURY	N 2695	*113	2.2	4.2	65	267	4.6	9.9	139	233	3.8	8.6	114				
SEARCH FOR TOMORROW	N 2319	*112	2.2	4.8	75	171	3.0	7.4	103	131	2.1	5.6	74				
TODAY SHOW 1	N 2693	141	2.7	5.2	82	213	3.7	7.9	111	234	3.8	8.7	114				
TODAY SHOW 2	N 2498	109	2.1	4.4	68	180	3.1	7.2	101	216	3.5	8.6	114				
\$25,000 PYRAMID	C 2753	142	2.7	5.2	80	183	3.2	6.6	93	280	4.5	10.2	134				
WHEEL OF FORTUNE	N 4388	222	4.3	5.1	79	500	8.6	11.4	159	415	6.7	9.5	124				
YOUNG AND THE RESTLESS	C 5695	248	4.8	4.4	68	573	9.9	10.1	141	438	7.1	7.7	101				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*98	1.9	5.6	87	*142	2.5	8.1	113	114	1.9	6.5	85				
NBA PLAYOFF GAME -1 C	1136	**40	0.8	3.5	55	*135	2.3	11.9	166	*132	2.1	11.6	153				
NBC MAJOR LEAGUE PRE-GAME N	953	**64	1.2	6.7	105	**165	2.9	17.3	242	**67	1.1	7.0	92				
SPORTSWORLD - SUN N	1233	*93	1.8	7.5	118	*107	1.8	8.7	121	*100	1.6	8.1	107				
SUNDAY MORNING C	1611	*91	1.8	5.6	88	*110	1.9	6.8	96	*139	2.3	8.6	113				

	TOTAL U.S. '000	ALL LIQUID & POWDER				PUREX LIQUID & POWDER				MOOLITE LIQUID & POWDER				A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX				
TOTAL FEMALE HOMEMAKERS	80986	5196	100.0	6.4	100	5789	100.0	7.1	100	6159	100.0	7.6	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1489	28.7	5.7	89	1954	33.8	7.5	105	2101	34.1	8.1	106				
NETWORK AFFILIATES - LATE	20261	1316	25.3	6.5	101	1566	27.1	7.7	108	1715	27.8	8.5	111				
INDEPENDENTS - LATE	2076	190	3.7	9.2	143	130	2.2	6.3	88	181	2.9	8.7	115				
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	652	12.5	6.2	97	865	14.9	8.3	116	934	15.2	8.9	117				
ABC MONDAY NIGHT MOVIE	A 6412	471	9.1	7.3	114	469	8.1	7.3	102	509	8.3	7.9	104				
ABC SUNDAY NIGHT MOVIE	A 12407	791	15.2	6.4	99	824	14.2	6.6	93	916	14.9	7.4	97				
ABC WORLD NEWS TONIGHT	A 6176	307	5.9	5.0	77	358	6.2	5.8	81	514	8.3	8.3	109				
AFTERMASH	C 5863	388	7.5	6.6	103	440	7.6	7.5	105	497	8.1	8.5	111				
ALICE	C 9594	614	11.8	6.4	100	711	12.3	7.4	104	891	14.5	9.3	122				
AMERICAN PARADE	C 6622	450	8.7	6.8	106	324	5.6	4.9	68	568	9.2	8.6	113				
BENSON	A 10886	673	13.0	6.2	96	674	11.6	6.2	87	1071	17.4	9.8	129				
BLUE THUNDER	A 5036	268	5.2	5.3	83	461	8.0	9.2	128	506	8.2	10.0	132				
CAGNEY & LACEY	C 9965	717	13.8	7.2	112	655	11.3	6.6	92	830	13.5	8.3	110				
CBS EVENING NEWS-DEAN	C 3491	*270	5.2	7.7	121	*207	3.6	5.9	83	340	5.5	9.7	128				
CBS EVENING NEWS-RATHER	C 7123	476	9.2	6.7	104	407	7.0	5.7	80	618	10.0	8.7	114				
CBS SAT. NEWS-SCHIEFFER	C 3621	189	3.6	5.2	81	248	4.3	6.8	96	317	5.1	8.8	115				
CBS SATURDAY NIGHT MOVIE	C 5436	347	6.7	6.4	99	508	8.8	9.3	131	433	7.0	8.0	105				
CBS WEDNESDAY NIGHT MOVIE	C 6100	370	7.1	6.1	95	484	8.4	7.9	111	467	7.6	7.7	101				
CHEERS	N 8889	684	13.2	7.7	120	566	9.8	6.4	89	709	11.5	8.0	105				
DALLAS	C 22109	1579	30.4	7.1	111	1437	24.8	6.5	91	1707	27.7	7.7	102				
DIFF'RENT STROKES	N 6940	338	6.5	4.9	76	527	9.1	7.6	106	733	11.9	10.6	139				
DOUBLE TROUBLE	N 7223	487	9.4	6.7	105	560	9.7	7.8	108	676	11.0	9.4	123				
DUCK FACTORY	N 5595	391	7.5	7.0	109	344	5.9	6.1	86	554	9.0	9.9	130				
DUKES OF HAZZARD	C 5768	333	6.4	5.8	90	459	7.9	8.0	111	420	6.8	7.3	96				
DYNASTY	A 20053	1262	24.3	6.3	98	1653	28.6	8.2	115	1435	23.3	7.2	94				
FACTS OF LIFE	N 8087	523	10.1	6.5	101	606	10.5	7.5	105	731	11.9	9.0	119				
FALCON CREST	C 20046	1326	25.5	6.6	103	1271	22.0	6.3	89	1469	23.9	7.3	96				
FALL GUY	A 9084	588	11.3	6.5	101	728	12.6	8.0	112	880	14.3	9.7	127				
FAMILY TIES	N 7964	471	9.1	5.9	92	655	11.3	8.2	115	800	13.0	10.0	132				
FANTASY ISLAND	A 7687	531	10.2	6.9	108	539	9.3	7.0	98	602	9.8	7.8	103				
FOULUPS, BLEEPS & BLUNDERS	A 8861	560	10.8	6.3	99	735	12.7	8.3	116	660	10.7	7.4	98				
FOUR SEASONS	C 5095	375	7.2	7.4	115	466	8.0	9.1	128	486	7.9	9.5	125				
GIMME A BREAK	N 8838	417	8.0	4.7	74	793	13.7	9.0	126	906	14.7	10.3	135				
HART TO HART	A 8978	553	10.6	6.2	96	739	12.8	8.2	115	756	12.3	8.4	111				
HILL STREET BLUES	N 8590	590	11.4	6.9	107	498	8.6	5.8	81	652	10.6	7.6	100				
HOTEL	A 14085	861	16.6	6.1	95	1161	20.1	8.2	115	1019	16.5	7.2	95				
JEFFERSONS	C 9360	569	11.0	6.1	95	828	14.3	8.8	124	831	13.5	8.9	117				
JENNIFER SLEPT HERE	N 5841	342	6.6	5.9	91	405	7.0	6.9	97	457	7.4	7.8	103				
KATE & ALLIE	C 9206	606	11.7	6.6	103	537	9.3	5.8	82	844	13.7	9.2	121				
KNIGHT RIDER	N 7076	437	8.4	6.2	96	546	9.4	7.7	108	577	9.4	8.2	107				
LOVE BOAT	A 12219	796	15.3	6.5	102	811	14.0	6.6	93	902	14.6	7.4	97				
MAGNUM PI	C 11199	751	14.5	6.7	105	853	14.7	7.6	107	898	14.6	8.0	105				
MAMA'S FAMILY	N 6057	354	6.8	5.8	91	515	8.9	8.5	119	644	10.5	10.6	140				
MASTER, THE	N 3598	*182	3.5	5.1	79	257	4.4	7.1	100	417	6.8	11.6	152				
MATT HOUSTON	A 6344	398	7.7	6.3	98	469	8.1	7.4	103	667	10.8	10.5	138				
NBC MONDAY NIGHT MOVIE	N 11994	723	13.9	6.0	94	964	16.7	8.0	112	816	13.2	6.8	89				
NBC NIGHTLY NEWS	N 5132	358	6.9	7.0	109	483	8.3	9.4	132	438	7.1	8.5	112				
NBC NIGHTLY NEWS-SAT	N 3375	*206	4.0	6.1	95	*271	4.7	8.0	112	309	5.0	9.2	120				
NBC NIGHTLY NEWS-SUN	N 3130	*229	4.4	7.3	114	*251	4.3	8.0	112	249	4.0	8.0	105				
NBC SUNDAY NIGHT MOVIE	N 8284	420	8.1	5.1	79	759	13.1	9.2	128	702	11.4	8.5	111				
NEWMART	C 9240	624	12.0	6.8	105	530	9.2	5.7	80	783	12.7	8.5	111				
ONE DAY AT A TIME	C 7288	490	9.4	6.7	105	559	9.7	7.7	107	513	8.3	7.0	93				
PEOPLE ARE FUNNY	N 4855	219	4.2	4.5	70	348	6.0	7.2	100	488	7.9	10.1	132				
REAL PEOPLE	N 8869	522	10.0	5.9	92	649	11.2	7.3	102	805	13.1	9.1	119				
REMINGTON STEELE	N 7743	520	10.0	6.7	105	507	8.8	6.5	92	710	11.5	9.2	121				
RIPLY'S BELIEVE IT - NOT	A 5345	372	7.2	7.0	108	429	7.4	8.0	112	449	7.3	8.4	110				
RIPTIDE	N 6988	395	7.6	5.7	88	638	11.0	9.1	128	622	10.1	8.9	117				
SCARECROW & MRS. KING	C 10002	721	13.9	7.2	112	709	12.2	7.1	99	730	11.9	7.3	96				
SIMON & SIMON	C 10638	679	13.1	6.4	99	959	16.6	9.0	126	942	15.3	8.9	116				
60 MINUTES	C 13293	865	16.6	6.5	101	915	15.8	6.9	96	1120	18.2	8.4	111				
ST. ELSEWHERE	N 7017	480	9.2	6.8	107	535	9.2	7.6	107	578	9.4	8.2	108				
THREE'S COMPANY	A 10917	734	14.1	6.7	105	900	15.5	8.2	115	780	12.7	7.1	94				
T.J. HOOKER	A 9204	617	11.9	6.7	104	804	13.9	8.7	122	675	11.0	7.3	96				
TONIGHT SHOW	N 2372	146	2.8	6.2	96	148	2.6	6.2	87	219	3.6	9.2	121				
TRAPPER JOHN, M.D.	C 9846	604	11.6	6.1	96	740	12.8	7.5	105	953	15.5	9.7	127				
TV BLOOPERS & PRAC. JOKES	N 9105	556	10.7	6.1	95	761	13.1	8.4	117	697	11.3	7.7	101				
20/20	A 9387	550	10.6	5.9	91	610	10.5	6.5	91	886	14.4	9.4	124				
WEBSTER	A 11067	669	12.9	6.0	94	728	12.6	6.6	92	1034	16.8	9.3	123				
WORLD NEWS - SUN	A 3062	*216	4.2	7.1	110	*231	4.0	7.5	106	239	3.9	7.8	103				
YELLOW ROSE	N 4978	261	5.0	5.2	82	363	6.3	7.3	102	460	7.5	9.2	122				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*509	9.8	5.7	89	585	10.1	6.6	92	652	10.6	7.3	97				
BASKETBALL - COLLEGE GAMES	4080	*237	4.6	5.8	91	*335	5.8	8.2	115	*486	7.9	11.9	157				
BASKETBALL - PRO GAMES	3607	*146	2.8	4.0	63	*232	4.0	6.4	90	*335	5.4	9.3	122				
BOWLING	3883	*232	4.5	6.0	93	*281	4.9	7.2	101	*358	5.8	9.2	121				
BOXING	3928	*241	4.6	6.1	96	*409	7.1	10.4	146	*403	6.5	10.3	135				
FOOTBALL - COLLEGE GAMES	6366	*504	9.7	7.9	123	*422	7.3	6.6	93	512	8.3	8.0	106				
FOOTBALL - PRO GAMES	11300	838	16.1	7.4	116	734	12.7	6.5	91	875	14.2	7.7	102				
GOLF	3378	*188	3.6	5.6	87	*160	2.8	4.7	66	*296	4.8	8.8	115				
POST-SEASON COLL. FOOTBALL	4906	*256	4.9	5.2	81	*345	6.0	7.0	98	*449	7.3	9.2	120				
POST-SEASON PRO FOOTBALL	6120	*522	10.0	8.5	133	*485	8.4	7.9	111	*515	8.4	8.4	111				
TENNIS	3033	*169	3.3	5.6	87	*139	2.4	4.6	64	*333	5.4	11.0	144				
WRESTLING - PROFESSIONAL	3344	*153	2.9	4.6	71	*267	4.6	8.0	112	*355	5.8	10.6	140				

TOILET SOAP BARS (FOR FACE, HANDS, BATH & SHOWER) BASE = FEMALE HOMEMAERS (80986)

QUESTIONNAIRE PAGE H-17

		'000	%	UNWEIGHTED							
2A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?											
		YES									
		NO									
		75150	92.8	8728							
		5836	7.2	707							
		ALL		SOLE		PRIMARY		SECONDARY			
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
2B. WHAT BAR SIZES ARE USED BY YOUR HOUSEHOLD?											
SMALL (FACE/HAND SIZE)		32975	40.7	14405	17.8	11808	14.6	6761	8.3	3904	
LARGE (BATH/SHOWER SIZE)		56033	69.2	37463	46.3	14041	17.3	4529	5.6	6257	
DO NOT KNOW		4711	5.8							631	
2C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
AVON CHARISMA		650	.8			481	.6	168	.2	84	
AVON MOON KISS		648	.8	3	*	548	.7	97	.1	63	
AVON ON DUTY		1020	1.3	17	*	665	.8	337	.4	116	
OTHER AVON		3317	4.1	286	.4	1788	2.2	1243	1.5	361	
BASIS		1065	1.3	32	*	756	.9	277	.3	129	
BORAXO		848	1.0	22	*	448	.6	378	.5	95	
CAMAY		12232	15.1	1007	1.2	7559	9.3	3667	4.5	1420	
CARESS		11505	14.2	792	1.0	7719	9.5	2994	3.7	1333	
CASHMERE BOUQUET		5779	7.1	206	.3	3952	4.9	1621	2.0	693	
COAST		12623	15.6	791	1.0	8309	10.3	3523	4.4	1355	
DIAL		24074	29.7	3548	4.4	15254	18.8	5272	6.5	2694	
DOVE		19846	24.5	2862	3.5	12636	15.6	4348	5.4	2262	
FIESTA		3263	4.0	135	.2	2009	2.5	1119	1.4	361	
GENTLE TOUCH		3947	4.9	280	.3	2315	2.9	1352	1.7	448	
IRISH SPRING		11806	14.6	680	.8	7229	8.9	3897	4.8	1306	
IVORY		24922	30.8	4148	5.1	15827	19.5	4947	6.1	2799	
JERGENS		6986	8.6	523	.6	3964	4.9	2499	3.1	805	
KIRK'S CASTILE		626	.8	18	*	354	.4	254	.3	78	
LAVA		3659	4.5	2	*	1922	2.4	1734	2.1	358	
LIFEBUDDY		7151	8.8	245	.3	4697	5.8	2209	2.7	795	
LUX		5150	6.4	192	.2	3241	4.0	1717	2.1	556	
NATURE SCENTS		657	.8	15	*	289	.4	354	.4	87	
NEUTROGENA		3556	4.4	50	.1	2046	2.5	1461	1.8	423	
OLD ENGLISH HERBAL		499	.6	37	*	239	.3	223	.3	66	
PALMOLIVE-GOLD/PLUS		4424	5.5	248	.3	2376	2.9	1801	2.2	489	
OTHER PALMOLIVE SOAP		3092	3.8	90	.1	1677	2.1	1326	1.6	343	
PHASE III		1113	1.4	34	*	642	.8	437	.5	128	
SAFEGUARD		16847	20.8	1129	1.4	10750	13.3	4969	6.1	1838	
SHIELD		7700	9.5	253	.3	4966	6.1	2481	3.1	801	
SWEETHEART		2615	3.2	90	.1	1588	2.0	937	1.2	301	
TONE		7542	9.3	610	.8	4587	5.7	2344	2.9	820	
VEL BEAUTY BAR		932	1.2	136	.2	475	.6	322	.4	105	
YARDLEY OLD ENGLISH LAVENDER		1940	2.4	126	.2	1050	1.3	764	.9	266	
ZEST		14094	17.4	1450	1.8	8918	11.0	3726	4.6	1544	
OTHER BRANDS		7689	9.5	1058	1.3	4271	5.3	2360	2.9	908	
DO NOT KNOW		394	.5							46	

ANY SIZE BAR SOAP

		'000	%	UNWEIGHTED
2D. ABOUT HOW MANY BARS OF ANY SIZE SOAP WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?				
10 OR MORE	H	4279	5.3	459
8 - 9	H	3871	4.8	403
5 - 7	H	11399	14.1	1150
4	H	16274	20.1	1817
2 - 3	H	29374	36.3	3500
1 OR LESS	L	9614	11.9	1348
NONE	L	341	.4	51

TOILET SOAP BARS (FOR FACE, HANDS, BATH & SHOWER): USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE TOILET SOAP BARS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	75150	100.0	92.8	100	19548	100.0	24.1	100	45647	100.0	56.4	100	9955	100.0	12.3	100
18 - 24	9282	8422	11.2	90.7	98	2172	11.1	23.4	97	5255	11.5	56.6	100	995	10.0	10.7	87
25 - 34	19072	17710	23.6	92.9	100	4842	24.8	25.4	105	10962	24.0	57.5	102	1905	19.1	10.0	81
35 - 44	14591	13509	18.0	92.6	100	4704	24.1	32.2	134	7992	17.5	54.8	97	813	8.2	5.6	45
45 - 54	11345	10687	14.2	94.2	102	3547	18.1	31.3	130	5946	13.0	52.4	93	1194	12.0	10.5	86
55 - 64	11635	10904	14.5	93.7	101	2204	11.3	18.9	78	7026	15.4	60.4	107	1674	16.8	14.4	117
65 OR OLDER	15061	13919	18.5	92.4	100	2079	10.6	13.8	57	8466	18.5	56.2	100	3374	33.9	22.4	182
18 - 34	28354	26132	34.8	92.2	99	7014	35.9	24.7	102	16217	35.5	57.2	101	2900	29.1	10.2	83
18 - 49	48339	44696	59.5	92.5	100	13533	69.2	28.0	116	26901	58.9	55.9	99	4262	42.8	8.8	72
25 - 54	45008	41906	55.8	93.1	100	13094	67.0	29.1	121	24900	54.5	55.3	98	3912	39.3	8.7	71
35 - 49	19985	18564	24.7	92.9	100	6519	33.3	32.6	135	10684	23.4	53.5	95	1362	13.7	6.8	55
50 OR OLDER	32647	30454	40.5	93.3	101	6015	30.8	18.4	76	18746	41.1	57.4	102	5693	57.2	17.4	142
GRADUATED COLLEGE	11155	10373	13.8	93.0	100	2504	12.8	22.4	93	6447	14.1	57.8	103	1423	14.3	12.8	104
ATTENDED COLLEGE	13682	12663	16.9	92.6	100	3085	15.8	22.5	93	8070	17.7	59.0	105	1508	15.1	11.0	90
GRADUATED HIGH SCHOOL	33880	31660	42.1	93.4	101	8309	42.5	24.5	102	19629	43.0	57.9	103	3722	37.4	11.0	89
DID NOT GRADUATE HIGH SCHOOL	22270	20453	27.2	91.8	99	5650	28.9	25.4	105	11501	25.2	51.6	92	3302	33.2	14.8	121
EMPLOYED	40306	37623	50.1	93.3	101	10114	51.7	25.1	104	23327	51.1	57.9	103	4183	42.0	10.4	84
EMPLOYED FULL-TIME	32850	30512	40.6	92.9	100	8208	42.0	25.0	104	19059	41.8	58.0	103	3245	32.6	9.9	80
EMPLOYED PART-TIME	7456	7111	9.5	95.4	103	1905	9.7	25.5	106	4268	9.4	57.2	102	938	9.4	12.6	102
NOT EMPLOYED	40680	37527	49.9	92.2	99	9435	48.3	23.2	96	22321	48.9	54.9	97	5772	58.0	14.2	115
PROFESSIONAL/MANAGER	10392	9685	12.9	93.2	100	2274	11.6	21.9	91	6308	13.8	60.7	108	1103	11.1	10.6	86
TECH/CLERICAL/SALLES	17574	16458	21.9	93.6	101	4367	22.3	24.8	103	10369	22.7	59.0	105	1723	17.3	9.8	80
PRECISION/CRAFT	985	934	1.2	94.8	102	**226	1.2	22.9	95	558	1.2	56.6	101	**150	1.5	15.2	124
OTHER EMPLOYED	11354	10546	14.0	92.9	100	3247	16.6	28.6	118	6093	13.3	53.7	95	1207	12.1	10.6	86
SINGLE	9863	8926	11.9	90.5	98	2329	11.9	23.6	98	5187	11.4	52.6	93	1409	14.2	14.3	116
MARRIED	51375	48067	64.0	93.6	101	13718	70.2	26.7	111	29548	64.7	57.5	102	4802	48.2	9.3	76
DIVORCED/SEPARATED/WIDOWED	19748	18157	24.2	91.9	99	3501	17.9	17.7	73	10913	23.9	55.3	98	3744	37.6	19.0	154
PARENTS	32590	30312	40.3	93.0	100	10740	54.9	33.0	137	17691	38.8	54.3	96	1882	18.9	5.8	47
WHITE	70416	65738	87.5	93.4	101	18882	81.2	22.6	93	40773	89.3	57.9	103	9082	91.2	12.9	105
BLACK	8778	7891	10.5	89.9	97	3104	15.9	35.4	146	3969	8.7	45.2	80	818	8.2	9.3	76
OTHER	1791	1521	2.0	84.9	92	*562	2.9	31.4	130	*905	2.0	50.5	90	*554	0.5	3.0	25
NORTHEAST-CENSUS	17786	16586	22.1	93.3	100	5534	28.3	31.1	129	9683	21.2	54.4	97	1369	13.8	7.7	63
NORTH CENTRAL	20741	19509	26.0	94.1	101	4679	23.9	22.6	93	11860	26.0	57.2	101	2971	29.8	14.3	117
SOUTH	27775	25686	34.2	92.5	100	7083	36.2	25.5	106	15380	33.7	55.4	98	3223	32.4	11.6	94
WEST	14683	13369	17.8	91.1	98	2253	11.5	15.3	64	8724	19.1	59.4	105	2392	24.0	16.3	133
NORTHEAST-MKTG.	17961	16642	22.1	92.7	100	5699	29.2	31.7	131	9707	21.3	54.0	96	1236	12.4	6.9	56
EAST CENTRAL	11885	11119	14.8	93.6	101	3207	16.4	27.0	112	6654	14.6	56.0	99	1258	12.6	10.6	86
WEST CENTRAL	14090	13352	17.8	94.8	102	2776	14.2	19.7	82	8180	17.9	58.1	103	2396	24.1	17.0	138
SOUTH	24081	22330	29.7	92.7	100	5879	30.1	24.4	101	13453	29.5	55.9	99	2997	30.1	12.4	101
PACIFIC	12969	11707	15.6	90.3	97	1987	10.2	15.3	63	7653	16.8	59.0	105	2067	20.8	15.9	130
COUNTY SIZE A	32439	29588	39.4	91.2	98	8401	43.0	25.9	107	17745	38.9	54.7	97	3443	34.6	10.6	86
COUNTY SIZE B	24915	23269	31.0	93.4	101	5758	29.5	23.1	96	14478	31.7	58.1	103	3032	30.5	12.2	99
COUNTY SIZE C	12930	12262	16.3	94.8	102	3263	16.7	25.2	105	7156	15.7	55.3	98	1843	18.5	14.3	116
COUNTY SIZE D	10703	10031	13.3	93.7	101	2126	10.9	19.9	82	6268	13.7	58.6	104	1637	16.4	15.3	124
METRO CENTRAL CITY	24518	22418	29.8	91.4	99	5989	30.6	24.4	101	13326	29.2	54.4	96	3103	31.2	12.7	103
METRO SUBURBAN	35919	33531	44.6	93.4	101	8783	44.9	24.5	101	20598	45.1	57.3	102	4150	41.7	11.6	94
NON METRO	20549	19201	25.6	93.4	101	4776	24.4	23.2	96	11723	25.7	57.0	101	2702	27.1	13.1	107
TOP 5 ADI'S	18341	16505	22.0	90.0	97	4880	25.0	26.6	110	9888	21.7	53.9	96	1737	17.4	9.5	77
TOP 10 ADI'S	25378	23118	30.8	91.1	98	6480	33.1	25.5	106	14007	30.7	55.2	98	2632	26.4	10.4	84
TOP 20 ADI'S	36488	33497	44.6	91.8	99	8889	45.5	24.4	101	20412	44.7	55.9	99	4196	42.1	11.5	94
HSOLD INC. \$50,000 OR MORE	6612	6226	8.3	94.2	101	1735	8.9	26.2	109	4035	8.8	61.0	108	*456	4.6	6.9	56
\$40,000 OR MORE	12659	11909	15.8	94.1	101	3540	18.1	28.0	116	7421	16.3	58.6	104	948	9.5	7.5	61
\$30,000 OR MORE	24698	23174	30.8	93.8	101	6823	34.9	27.6	114	14340	31.4	58.1	103	2011	20.2	8.1	66
\$25,000 OR MORE	32077	30151	40.1	94.0	101	8727	44.6	27.2	113	18674	40.9	58.2	103	2750	27.6	8.6	70
\$20,000 - \$24,999	9144	8326	11.1	91.1	98	2077	10.6	22.7	94	5216	11.4	57.0	101	1034	10.4	11.3	92
\$15,000 - \$19,999	8728	8020	10.7	91.9	99	2010	10.3	23.0	95	4951	10.8	56.7	101	1060	10.6	12.1	99
\$10,000 - \$14,999	12562	11714	15.6	93.2	100	2822	14.4	22.5	93	7195	15.8	57.3	102	1697	17.0	13.5	110
UNDER \$10,000	18475	16938	22.5	91.7	99	3913	20.0	21.2	88	9612	21.1	52.0	92	3413	34.3	18.5	150
HOUSEHOLD OF 1 PERSON	11987	10974	14.6	91.5	99	1129	5.8	9.4	39	6422	14.1	53.6	95	3423	34.4	28.6	232
2 PEOPLE	26577	24699	32.9	92.9	100	3933	20.1	14.8	61	16687	36.6	62.8	111	4079	41.0	15.3	125
3 OR 4 PEOPLE	30617	28632	38.1	93.5	101	9112	46.6	29.8	123	17543	38.4	57.3	102	1976	19.8	6.5	53
5 OR MORE PEOPLE	11804	10845	14.4	91.9	99	5373	27.5	45.5	189	4996	10.9	42.3	75	*476	4.8	4.0	33
NO CHILD IN HSHLD	46165	42800	57.0	92.7	100	7823	40.0	16.9	70	27019	59.2	58.5	104	7958	79.9	17.2	140
CHILD(REN) UNDER 2 YRS	5325	4989	6.6	93.7	101	1587	8.1	29.8	123	3011	6.6	56.5	100	*391	3.9	7.3	60
2 - 5 YEARS	14221	13328	17.7	93.7	101	4619	23.6	32.5	135	7819	17.1	55.0	98	890	8.9	6.3	51
6 - 11 YEARS	15117	13877	18.5	91.8	99	5301	27.1	35.1	145	7862	17.2	52.0	92	714	7.2	4.7	38
12 - 17 YEARS	16611	15405	20.5	92.7	100	6436	32.9	38.7	161	8220	18.0	49.5	88	750	7.5	4.5	37
RESIDENCE OWNED	55884	52373	69.7	93.7	101	13586	69.5	24.3	101	32029	70.2	57.3	102	6757	67.9	12.1	98
VALUE: \$50,000 OR MORE	31744	29594	39.4	93.2	100	7553	38.6	23.8	99	18455	40.4	58.1	103	3586	36.0	11.3	92
VALUE: UNDER \$50,000	24140	22779	30.3	94.4	102	6033	30.9	25.0	104	13575	29.7	56.2	100	3171	31.9	13.1	107

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TOILET SOAP BARS (FOR FACE, HANDS, BATH & SHOWER): USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE TOILET SOAP BARS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	75150	100.0	92.8	100	19548	100.0	24.1	100	45647	100.0	56.4	100	9955	100.0	12.3	100
ATLANTIC MONTHLY	415	397	0.5	95.7	103	**138	0.7	33.3	138	223	0.5	53.7	95	**36	0.4	8.7	71
BARRON'S	453	428	0.6	94.5	102	**136	0.7	30.0	124	**258	0.6	57.0	101	**34	0.3	7.5	61
BETTER HOMES & GARDENS	16256	15278	20.3	94.0	101	3978	20.3	24.5	101	9588	21.0	59.0	105	1711	17.2	10.5	86
BON APPETIT	2535	2397	3.2	94.6	102	457	2.3	18.0	75	1637	3.6	64.6	115	302	3.0	11.9	97
BUSINESS WEEK	1278	1163	1.5	91.0	98	297	1.5	23.2	96	718	1.6	56.2	100	**148	1.5	11.6	94
CAR AND DRIVER	378	305	0.4	80.7	87	**112	0.6	29.6	123	**182	0.4	48.1	85	**11	0.1	2.9	24
CBS MAGAZINE NETWORK (GROSS)	1498	1372	1.8	91.6	99	546	2.8	36.4	151	741	1.6	49.5	88	**86	0.9	5.7	47
CHANGING TIMES	1505	1368	1.8	90.9	98	352	1.8	23.4	97	833	1.8	55.3	98	**184	1.8	12.2	99
COLONIAL HOMES	1231	1154	1.5	93.7	101	358	1.8	29.1	120	702	1.5	57.0	101	**94	0.9	7.6	62
CONDE NAST MAG. PKG. (GROSS)	14146	13235	17.6	93.6	101	4325	22.1	30.6	127	7758	17.0	54.8	97	1152	11.6	8.1	66
CONSUMERS DIGEST	1323	1264	1.7	95.5	103	400	2.0	30.2	125	680	1.5	51.4	91	**184	1.8	13.9	113
COSMOPOLITAN	7102	6648	8.8	93.6	101	1959	10.0	27.6	114	4028	8.8	56.7	101	661	6.6	9.3	76
COUNTRY LIVING	2481	2378	3.2	95.8	103	657	3.4	26.5	110	1544	3.4	62.2	110	177	1.8	7.1	58
CUISINE	1472	1391	1.9	94.5	102	300	1.5	20.4	84	936	2.1	63.6	113	**155	1.6	10.5	86
CYCLE WORLD	425	394	0.5	92.7	100	**182	0.9	42.8	177	**209	0.5	49.2	87	**3	0.0	0.7	6
DCI:CREATIVE IDEAS FOR LIV	2510	2385	3.2	95.0	102	644	3.3	25.7	106	1527	3.3	60.8	108	214	2.1	8.5	69
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6326	8.4	94.5	102	1547	7.9	23.1	96	4149	9.1	62.0	110	630	6.3	9.4	77
DISCOVER	894	818	1.1	91.5	99	**265	1.4	29.6	123	439	1.0	49.1	87	**114	1.1	12.8	104
EBONY	3507	3099	4.1	88.4	95	1479	7.6	42.2	175	1444	3.2	61.2	73	175	1.8	5.0	41
ESQUIRE	1083	974	1.3	89.9	97	353	1.8	32.6	135	536	1.2	49.5	88	**86	0.9	7.9	65
ESSENCE	1830	1678	2.2	91.7	99	782	4.0	42.7	177	793	1.7	43.3	77	**103	1.0	5.0	46
FAMILY CIRCLE	15930	15032	20.0	94.4	102	4156	21.3	26.1	108	9290	20.4	58.3	103	1586	15.9	10.6	81
THE FAMILY HANDYMAN	1126	1069	1.4	94.9	102	**297	1.5	26.4	109	677	1.5	60.1	107	**95	1.0	8.4	69
FAMILY WEEKLY	11468	10965	14.6	95.6	103	2479	12.7	21.6	90	6947	15.2	60.6	107	1540	15.5	13.4	109
FIELD & STREAM	2234	2119	2.8	94.9	102	668	3.4	29.9	124	1232	2.7	55.1	98	**219	2.2	9.8	80
FOOD & WINE	579	560	0.7	96.7	104	**185	0.9	32.0	132	298	0.7	51.5	91	**78	0.8	13.5	110
FORBES	728	673	0.9	92.4	100	**139	0.7	19.1	79	454	1.0	62.4	111	**80	0.8	11.0	89
FORTUNE	906	861	1.1	95.0	102	**229	1.2	25.3	105	501	1.1	55.3	98	**131	1.3	14.5	118
GENTLEMEN'S QUARTERLY	791	700	0.9	88.5	95	282	1.4	35.7	148	367	0.8	46.4	82	**52	0.5	6.6	53
GLAMOUR	5265	4986	6.6	94.7	102	1528	7.8	29.0	120	2994	6.6	56.9	101	463	4.7	8.8	72
GOLF DIGEST	636	615	0.8	96.7	104	**153	0.8	24.1	100	413	0.9	64.9	115	**50	0.5	7.9	64
GOLF DIGEST/TENNIS (GROSS)	1186	1122	1.5	94.6	102	314	1.6	26.5	110	715	1.6	60.3	107	**93	0.9	7.8	64
GOLF MAGAZINE	441	427	0.6	96.8	104	**137	0.7	31.1	129	**229	0.5	51.9	92	**61	0.6	13.8	113
GOLF MAGAZINE/SKI (GROSS)	922	898	1.2	97.4	105	**285	1.5	30.9	128	508	1.1	55.1	98	**105	1.1	11.4	93
GOOD HOUSEKEEPING	16487	15598	20.8	94.6	102	4076	20.9	24.7	102	9689	21.2	58.8	104	1832	18.4	11.1	90
HARPER'S BAZAAR	2423	2279	3.0	94.1	101	729	3.7	30.1	125	1309	2.9	54.0	96	241	2.4	9.9	81
HEALTH	1994	1941	2.6	97.3	105	637	3.3	31.9	132	1012	2.2	50.8	90	291	2.9	14.6	119
HEARST MAG CORP. BUY (GROSS)	44101	41652	55.4	94.4	102	11730	60.0	26.6	110	25705	56.3	58.3	103	4217	42.4	9.6	78
HEARST MAN POWER (GROSS)	1993	1919	2.6	96.3	104	616	3.2	30.9	128	1161	2.5	58.3	103	**142	1.4	7.1	58
HEARST WOMAN POWER (GROSS)	31274	29506	39.3	94.3	102	8205	42.0	26.2	109	18128	39.7	58.0	103	3174	31.9	10.1	83
HOUSE BEAUTIFUL	3623	3391	4.5	93.6	101	914	4.7	25.2	105	2190	4.8	60.4	107	288	2.9	7.9	65
INC.	283	260	0.3	91.9	99	**102	0.5	36.0	149	**123	0.3	43.5	77	**35	0.4	12.4	101
JET	2928	2605	3.5	89.0	96	1143	5.8	39.0	162	1321	2.9	45.1	80	**140	1.4	4.8	39
LADIES' HOME JOURNAL	11918	11219	14.9	94.1	101	3039	15.5	25.5	106	6869	15.0	57.6	102	1311	13.2	11.0	89
LMJ FAMILY GRP COMBO(GROSS)	16764	15878	21.1	94.7	102	4431	22.7	26.4	110	9490	20.8	56.6	100	1957	19.7	11.7	95
LIFE	4254	3926	5.2	92.3	99	1349	6.9	31.7	131	2091	4.6	49.2	87	486	4.9	11.4	93
L.A. TIMES HOME MAGAZINE	1145	1017	1.4	88.8	96	**134	0.7	11.7	48	707	1.5	61.7	110	**176	1.8	15.4	125
MADMOISELLE	2884	2738	3.6	94.9	102	942	4.8	32.7	135	1614	3.5	56.0	99	181	1.8	6.3	51
MC CALL'S	13460	12655	16.8	94.0	101	3424	17.5	25.4	105	7640	16.7	56.8	101	1591	16.0	11.8	96
MC CALL'S/WRK MOTHER (GROSS)	14606	13745	18.3	94.1	101	3770	19.3	25.8	107	8315	18.2	56.9	101	1660	16.7	11.4	92
MECHANIX ILLUSTRATED	772	726	1.0	94.0	101	**194	1.0	25.1	104	453	1.0	58.7	104	**80	0.8	10.4	84
METROPOLITAN HOME	967	924	1.2	95.6	103	217	1.1	22.4	93	580	1.3	60.0	106	**127	1.3	13.1	107
MONEY	1588	1500	2.0	94.5	102	442	2.3	27.8	115	868	1.9	54.7	97	**190	1.9	12.0	97
MOTHER EARTH NEWS	1002	965	1.3	96.3	104	**195	1.0	19.5	81	654	1.4	65.3	116	**117	1.2	11.7	95
MS.	825	770	1.0	93.3	101	**185	0.9	22.4	93	496	1.1	60.1	107	**89	0.9	10.8	88
NATIONAL ENQUIRER	10336	9716	12.9	94.0	101	3201	16.4	31.0	128	5456	12.0	52.8	94	1060	10.6	10.3	83
NATIONAL GEOGRAPHIC	9597	8881	11.8	92.5	100	1857	9.5	19.3	80	5704	12.5	59.4	105	1320	13.3	13.8	112
NATIONAL SUNDAY MAGAZINE PKG	49558	46407	61.8	93.6	101	12221	62.5	24.7	102	28605	62.7	57.7	102	5581	56.1	11.3	92
NATURAL HISTORY	573	525	0.7	91.6	99	**83	0.4	14.5	60	395	0.9	68.9	122	**47	0.5	8.2	67
NEM WOMAN	1699	1532	2.0	90.2	97	470	2.4	27.7	115	848	1.9	49.9	89	**213	2.1	12.5	102
NEW YORK INCLUDING CUE	443	431	0.6	97.3	105	**111	0.6	25.1	104	279	0.6	63.0	112	**41	0.4	9.3	75
THE NEW YORKER	1270	1180	1.6	92.9	100	305	1.6	24.0	99	762	1.7	60.0	106	**112	1.1	8.8	72
NEWSWEEK	6277	5872	7.8	93.5	101	1628	8.3	25.9	107	3449	7.6	54.9	97	795	8.0	12.7	103
THE N.Y. TIMES DAILY EDITION	1205	1153	1.5	95.7	103	363	1.9	30.1	125	676	1.5	56.1	100	**114	1.1	9.5	77
THE N.Y. TIMES MAGAZINE	2081	1966	2.6	94.5	102	659	3.4	31.7	131	1112	2.4	53.4	95	**195	2.0	9.4	76
OMNI	788	742	1.0	94.2	101	**195	1.0	24.7	103	474	1.0	60.2	107	**73	0.7	9.3	75
ON CABLE	1158	1088	1.4	94.0	101	435	2.2	37.6	156	526	1.2	45.4	81	**127	1.3	11.0	89
1001 HOME IDEAS	2852	2718	3.6	95.3	103	755	3.9	26.5	110	1608	3.5	56.4	100	355	3.6	12.4	101
ORGANIC GARDENING	1658	1590	2.1	95.9	103	**259	1.3	15.6	65	1045	2.3	63.0	112	286	2.9	17.2	140
OUTDOOR LIFE	896	845	1.1	94.3	102	245	1.3	27.3	113	502	1.1	56.0	99	**99	1.0	11.0	90
PARADE MAGAZINE	24275	22803	30.3	93.9	101	6510	33.3	26.8	111	13757	30.1	56.7	101	2537	25.5	10.5	85

	TOTAL U.S. '000	USE TOILET SOAP BARS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	75150	100.0	92.8	100	19548	100.0	24.1	100	45647	100.0	56.4	100	9955	100.0	12.3	100
PARENTS	3845	3609	4.8	93.9	101	1147	5.9	29.8	124	2194	4.8	57.1	101	268	2.7	7.0	57
PENTHOUSE	831	762	1.0	91.7	99	*289	1.5	34.8	144	421	0.9	50.7	90	**52	0.5	6.3	51
PEOPLE	11645	10884	14.5	93.5	101	3032	15.5	26.0	108	6701	14.7	57.5	102	1151	11.6	9.9	80
PLAYBOY	2006	1807	2.4	90.1	97	534	2.7	26.6	110	1121	2.5	55.9	99	*152	1.5	7.6	62
POPULAR HOT RODDING	297	284	0.4	95.6	103	**115	0.6	38.7	160	*135	0.3	45.5	81	*33	0.3	11.1	90
POPULAR MECHANICS	1018	990	1.3	97.2	105	*352	1.8	34.6	143	551	1.2	54.1	96	**88	0.9	8.6	70
POPULAR SCIENCE	878	818	1.1	93.2	100	*268	1.4	30.5	126	498	1.1	56.7	101	*52	0.5	5.9	48
PREVENTION	3913	3745	5.0	95.7	103	881	4.5	22.5	93	2313	5.1	59.1	105	550	5.5	14.1	114
PSYCHOLOGY TODAY	1710	1642	2.2	96.0	103	526	2.7	30.8	127	963	2.1	56.3	100	*153	1.5	8.9	73
READER'S DIGEST	22204	20978	27.9	94.5	102	5118	26.2	23.0	95	13052	28.6	58.8	104	2807	28.2	12.6	103
REDBOOK	7684	7260	9.7	94.5	102	2170	11.1	28.2	117	4410	9.7	57.4	102	681	6.8	8.9	72
ROAD & TRACK	410	355	0.5	86.6	93	**108	0.6	26.3	109	*219	0.5	53.4	95	*27	0.3	6.6	54
ROLLING STONE	969	909	1.2	93.8	101	*303	1.6	31.3	130	508	1.1	52.4	93	*97	1.0	10.0	81
RUNNER'S WORLD	298	290	0.4	97.3	105	*84	0.4	28.2	117	*149	0.3	50.0	89	*58	0.6	19.5	158
SATURDAY EVENING POST	1169	1085	1.4	92.8	100	229	1.2	19.6	81	707	1.5	60.5	107	*149	1.5	12.7	104
SCIENCE 84	587	504	0.7	85.9	93	*230	1.2	39.2	162	224	0.5	38.2	68	**51	0.5	8.7	71
SCIENCE DIGEST	482	459	0.6	95.2	103	**126	0.6	26.1	108	297	0.7	61.6	109	*36	0.4	7.5	61
SCIENTIFIC AMERICAN	594	558	0.7	93.9	101	**109	0.6	18.4	76	379	0.8	63.8	113	*71	0.7	12.0	97
SELF	2089	1922	2.6	92.0	99	656	3.4	31.4	130	1158	2.5	55.4	98	*108	1.1	5.2	42
SEVENTEEN	2411	2259	3.0	93.7	101	850	4.3	35.3	146	1240	2.7	51.4	91	*169	1.7	7.0	57
SKI	480	471	0.6	98.1	106	**148	0.8	30.8	128	279	0.6	58.1	103	**43	0.4	9.0	73
SMITHSONIAN	2760	2596	3.5	94.1	101	556	2.8	20.1	83	1684	3.7	61.0	108	355	3.6	12.9	105
SOAP OPERA DIGEST	3013	2851	3.8	94.6	102	1099	5.6	36.5	151	1563	3.4	51.9	92	*189	1.9	6.3	51
SOUTHERN LIVING	4184	3941	5.2	94.2	102	904	4.6	21.6	90	2621	5.7	62.6	111	415	4.2	9.9	81
SPORT	559	527	0.7	94.3	102	*137	0.7	24.5	102	336	0.7	60.1	107	*54	0.5	9.7	79
THE SPORTING NEWS	436	424	0.6	97.2	105	**160	0.8	36.7	152	*208	0.5	47.7	85	**56	0.6	12.8	104
SPORTS AFIELD	493	470	0.6	95.3	103	*138	0.7	28.0	116	313	0.7	63.5	113	*18	0.2	3.7	30
SPORTS ILLUSTRATED	2758	2551	3.4	92.5	100	857	4.4	31.1	129	1376	3.0	49.9	89	318	3.2	11.5	94
STAR	7456	6966	9.3	93.4	101	2335	11.9	31.3	130	3856	8.4	51.7	92	775	7.8	10.4	85
SUNDAY	24936	23076	30.7	92.5	100	6208	31.8	24.9	103	14238	31.2	57.1	101	2630	26.4	10.5	86
SUNSET	2124	1984	2.6	93.4	101	*267	1.4	12.6	52	1213	2.7	57.1	101	504	5.1	23.7	193
TV GUIDE	21661	20116	26.8	92.9	100	5804	29.7	26.8	111	12006	26.3	55.4	98	2306	23.2	10.6	87
TENNIS	550	507	0.7	92.2	99	*162	0.8	29.5	122	302	0.7	54.9	97	**43	0.4	7.8	64
TIME	8880	8271	11.0	93.1	100	2578	13.2	29.0	120	4823	10.6	54.3	96	869	8.7	9.8	80
TOWN & COUNTRY	917	884	1.2	96.4	104	*197	1.0	21.5	89	585	1.3	63.8	113	*102	1.0	11.1	90
TRAVEL & LEISURE	972	935	1.2	96.2	104	238	1.2	24.5	101	612	1.3	63.0	112	**86	0.9	8.8	72
TRUE STORY	3356	3105	4.1	92.5	100	1091	5.6	32.5	135	1690	3.7	50.4	89	324	3.3	9.7	79
U.S. NEWS & WORLD REPORT	3410	3190	4.2	93.5	101	824	4.2	24.2	100	2000	4.4	58.7	104	366	3.7	10.7	87
USA TODAY	1759	1662	2.2	94.5	102	553	2.8	31.4	130	956	2.1	54.3	96	*153	1.5	8.7	71
US	1873	1752	2.3	93.5	101	564	2.9	30.1	125	963	2.1	51.4	91	224	2.3	12.0	97
VOGUE	3909	3590	4.8	91.8	99	1199	6.1	30.7	127	1992	4.4	51.0	90	400	4.0	10.2	83
MALL STREET JOURNAL	1886	1785	2.4	94.6	102	453	2.3	24.0	100	1136	2.5	60.2	107	196	2.0	10.4	85
WEIGHT WATCHERS	2120	1998	2.7	94.2	102	695	3.6	32.8	136	1129	2.5	53.3	94	*174	1.7	8.2	67
WOMAN'S DAY	14172	13404	17.8	94.6	102	4211	21.5	29.7	123	7706	16.9	54.4	96	1486	14.9	10.5	85
WORKING WOMAN	1146	1089	1.4	95.0	102	346	1.8	30.2	125	674	1.5	58.8	104	**69	0.7	6.0	49
WORKING WOMAN	1322	1254	1.7	94.9	102	320	1.6	24.2	100	839	1.8	63.5	113	**95	1.0	7.2	58
WORLD TENNIS	*163	*159	0.2	97.5	105	**32	0.2	19.6	81	*117	0.3	71.8	127	**11	0.1	6.7	55
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2354	3.1	93.0	100	790	4.0	31.2	129	1397	3.1	55.2	98	*167	1.7	6.6	54
BLAIR INSERTS	43657	40796	54.3	93.4	101	10935	55.9	25.0	104	25113	55.0	57.5	102	4749	47.7	10.9	88
DAILY NEWSPAPERS																	
READ ANY	51633	48203	64.1	93.4	101	13125	67.1	25.4	105	28963	63.4	56.1	100	6115	61.4	11.8	96
READ ONE	43463	40539	53.9	93.3	101	11040	56.5	25.4	105	24338	53.3	56.0	99	5161	51.8	11.9	97
READ TWO OR MORE	8170	7664	10.2	93.8	101	2084	10.7	25.5	106	4625	10.1	56.6	100	954	9.6	11.7	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	49363	65.7	93.7	101	13007	66.5	24.7	102	30410	66.6	57.7	102	5946	59.7	11.3	92
READ ONE	46126	43193	57.5	93.6	101	11212	57.4	24.3	101	26674	58.4	57.8	103	5306	53.3	11.5	94
READ TWO OR MORE	6552	6170	8.2	94.2	101	1795	9.2	27.4	114	3735	8.2	57.0	101	640	6.4	9.8	79
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.85				27.50				28.56				25.36			
30 DAY REACH	71455	66220	88.1	92.7	100	17509	89.6	24.5	102	39969	87.6	55.9	99	8743	87.8	12.2	100
50 SHMG - 30 DAY AV FREQ	14.56	14.70				14.36				15.06				13.71			
30 DAY REACH	67742	62868	83.7	92.8	100	16787	85.9	24.8	103	37963	83.2	56.0	99	8118	81.5	12.0	97
25 SHMG - 30 DAY AV FREQ	7.94	8.00				7.78				8.20				7.51			
30 DAY REACH	62117	57757	76.9	93.0	100	15531	79.5	25.0	104	34828	76.3	56.1	99	7398	74.3	11.9	97
CABLE TV: HOME WIRED	32077	29996	39.9	93.5	101	8232	42.1	25.7	106	18272	40.0	57.0	101	3492	35.1	10.9	89
HOME NOT WIRED	48909	45154	60.1	92.3	99	11316	57.9	23.1	96	27375	60.0	56.0	99	6463	64.9	13.2	108
HAVE PAY CABLE	15935	15097	20.1	94.7	102	4678	23.9	29.4	122	9176	20.1	57.6	102	1242	12.5	7.8	63

	TOTAL U.S. '000	USE TOILET SOAP BARS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEOWNERS	80986	75150	100.0	92.8	100	19548	100.0	24.1	100	45647	100.0	56.4	100	9955	100.0	12.3	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	40818	54.3	92.9	100	11009	56.3	25.1	104	24820	54.4	56.5	100	4988	50.1	11.4	92	
10:00 AM - 3:00 PM	30659	28680	38.2	93.5	101	7941	40.6	25.9	107	17225	37.7	56.2	100	3514	35.3	11.5	93	
3:00 PM - 7:00 PM	31045	28853	38.4	92.9	100	8029	41.1	25.9	107	17549	38.4	56.5	100	3275	32.9	10.5	86	
7:00 PM - MIDNIGHT	15767	14526	19.3	92.1	99	4192	21.4	26.6	110	8483	18.6	53.8	95	1850	18.6	11.7	95	
MIDNIGHT - 6:00 AM	9120	8410	11.2	92.2	99	2305	11.8	25.3	105	4939	10.8	54.2	96	1166	11.7	12.8	104	
6:00 AM - MIDNIGHT	58527	54432	72.4	93.0	100	14804	75.7	25.3	105	33023	72.3	56.4	100	6606	66.4	11.3	92	
ENTIRE DAY	59311	55135	73.4	93.0	100	15019	76.8	25.3	105	33416	73.2	56.3	100	6700	67.3	11.3	92	
AVG DAILY M-F CUME: 6AM-MONT FORMATS:																		
ADULT CONTEMPORARY	16172	15259	20.3	94.4	102	3951	20.2	24.4	101	9378	20.5	58.0	103	1931	19.4	11.9	97	
ALL NEWS	2256	2027	2.7	89.8	97	525	2.7	23.3	96	1249	2.7	55.4	98	253	2.5	11.2	91	
ADM/PROGRESSIVE	3874	3650	4.9	94.2	102	872	4.5	22.5	93	2252	4.9	58.1	103	526	5.3	13.6	110	
BEAUTIFUL MUSIC	5660	5276	7.0	93.2	100	1471	7.5	26.0	108	3335	7.3	58.9	105	471	4.7	8.3	68	
BLACK	2204	1998	2.7	90.7	98	822	4.2	37.3	155	1033	2.3	46.9	83	*143	1.4	6.5	53	
CLASSICAL	1418	1321	1.8	93.2	100	452	2.3	31.9	132	730	1.6	51.5	91	*140	1.4	9.9	80	
CHR/ROCK	9538	8817	11.7	92.4	100	2711	13.9	28.4	118	5163	11.3	54.1	96	943	9.5	9.9	80	
COUNTRY	12648	11900	15.8	94.1	101	3259	16.7	25.8	107	7206	15.8	57.0	101	1435	14.4	11.3	92	
GOLDEN OLDIES	1191	1065	1.4	89.4	96	310	1.6	26.0	108	652	1.4	54.7	97	**102	1.0	8.6	70	
HOR/NOSTALGIA	4757	4526	6.0	95.1	103	1121	5.7	23.6	98	2863	6.3	60.2	107	543	5.5	11.4	93	
NEWS/TALK	3863	3488	4.6	90.3	97	746	3.8	19.3	80	2256	4.9	58.4	104	486	4.9	12.6	102	
RELIGIOUS	3084	2855	3.8	92.6	100	653	3.3	21.2	88	1707	3.7	55.4	98	495	5.0	16.1	131	
SOFT ROCK	521	470	0.6	90.2	97	*142	0.7	27.3	113	246	0.5	47.2	84	**82	0.8	15.7	128	
URBAN CONTEMPORARY	1585	1406	1.9	88.7	96	652	3.3	41.1	170	651	1.4	41.1	73	*103	1.0	6.5	53	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2941	3.9	90.2	97	931	4.8	28.5	118	1680	3.7	51.5	91	330	3.3	10.1	82	
ABC DIRECTION	2316	2181	2.9	94.2	101	680	3.5	29.4	122	1296	2.8	56.0	99	206	2.1	8.9	72	
ABC ENTERTAINMENT	4834	4551	6.1	94.1	101	1201	6.1	24.8	103	2864	6.3	59.2	105	486	4.9	10.1	82	
ABC FM	2202	2019	2.7	91.7	99	684	3.5	31.1	129	1116	2.4	50.7	90	*219	2.2	9.9	81	
ABC INFORMATION	5425	5134	6.8	94.6	102	1156	5.9	21.3	88	3229	7.1	59.5	106	749	7.5	13.8	112	
ABC ROCK	1677	1570	2.1	93.6	101	462	2.4	27.5	114	907	2.0	54.1	96	*200	2.0	11.9	97	
CBS	4430	4085	5.4	92.2	99	863	4.4	19.5	81	2390	5.2	54.0	96	831	8.3	18.8	153	
MUTUAL	4992	4726	6.3	94.7	102	1261	6.5	25.3	105	3007	6.6	60.2	107	459	4.6	9.2	75	
NBC	4679	4398	5.9	94.0	101	1196	6.1	25.6	106	2720	6.0	58.1	103	482	4.8	10.3	84	
RADIOADITO	1994	1811	2.4	90.8	98	615	3.1	30.8	128	1021	2.2	51.2	91	*175	1.8	8.8	71	
RKO ONE	2298	2115	2.8	92.0	99	593	3.0	25.8	107	1327	2.9	57.7	102	*195	2.0	8.5	69	
RKO TWO	3311	2995	4.0	90.5	97	966	4.9	29.2	121	1812	4.0	54.7	97	217	2.2	6.6	53	
THE SOURCE	2114	2012	2.7	95.2	103	676	3.5	32.0	132	1144	2.5	54.1	96	*191	1.9	9.0	74	
NON-WIRED: BLAIR	8654	8130	10.8	93.9	101	2346	12.0	27.1	112	4854	10.6	56.1	100	930	9.3	10.7	87	
INTERNET	12025	11233	14.9	93.4	101	3393	17.4	28.2	117	6587	14.4	54.8	97	1253	12.6	10.4	85	
KATZ RADIO GROUP	15359	14243	19.0	92.7	100	3647	18.7	23.7	98	8850	19.4	57.6	102	1745	17.5	11.4	92	
SUPERNET	10628	9994	13.3	94.0	101	2706	13.8	25.5	105	6093	13.3	57.3	102	1196	12.0	11.3	92	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	7949	10.6	91.8	99	1894	9.7	21.9	91	4829	10.6	55.8	99	1226	12.3	14.2	115	
MKDAY 9:00 AM - 1:00 PM	12163	11245	15.0	92.5	100	3029	15.5	24.9	103	6682	14.6	54.9	97	1535	15.4	12.6	103	
MKDAY 1:00 PM - 4:30 PM	16150	14994	20.0	92.8	100	4048	20.7	25.1	104	9013	19.7	55.8	99	1933	19.4	12.0	97	
MKDAY 4:30 PM - 7:30 PM	22463	20716	27.6	92.2	99	5268	26.9	23.5	97	12533	27.5	55.8	99	2915	29.3	13.0	106	
MKDAY 7:30 PM - 11:00 PM	31795	29533	39.3	92.9	100	7416	37.9	23.3	97	17995	39.4	56.6	100	4122	41.4	13.0	105	
MKDAY 11:00 PM - 11:30 PM	23977	22426	29.8	93.5	101	5904	30.2	24.6	102	13547	29.7	56.5	100	2975	29.9	12.4	101	
MKDAY 11:30 PM - 1:00 AM	7703	7190	9.6	93.3	101	2013	10.3	26.1	108	4324	9.5	56.1	100	853	8.6	11.1	90	
M-SAT 8-11 PM-SUN 7-11 PM	33800	31476	41.9	93.1	100	8264	42.3	24.4	101	19137	41.9	56.6	100	4075	40.9	12.1	98	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	6000	8.0	91.8	99	1855	9.5	28.4	118	3476	7.6	53.2	94	669	6.7	10.2	83
ANOTHER WORLD	N	4620	4281	5.7	92.7	100	1033	5.3	22.4	93	2674	5.9	57.9	103	574	5.8	12.4	101
AS THE WORLD TURNS	C	5614	5179	6.9	92.3	99	1363	7.0	24.3	101	3124	6.8	55.6	99	692	7.0	12.3	100
CAPITOL	C	3396	3082	4.1	90.8	98	900	4.6	26.5	110	1730	3.8	50.9	90	452	4.5	13.3	108
CBS MORN. NEWS 1	C	1446	1284	1.7	88.8	96	337	1.7	23.3	97	700	1.5	48.4	86	247	2.5	17.1	139
CBS MORN. NEWS 2	C	1207	1055	1.4	87.4	94	280	1.4	23.2	96	523	1.1	43.3	77	252	2.5	20.9	170
DAYS OF OUR LIVES	N	5877	5584	7.4	95.0	102	1282	6.6	21.8	90	3531	7.7	60.1	107	771	7.7	13.1	107
FACTS OF LIFE - DAYTIME	N	2290	2042	2.7	89.2	96	576	2.9	25.2	104	1150	2.5	50.2	89	315	3.2	13.8	112
FAMILY FEUD	A	3023	2761	3.7	91.3	98	842	4.3	27.9	115	1511	3.3	50.0	89	409	4.1	13.5	110
GENERAL HOSPITAL	A	6097	5680	7.6	93.2	100	1582	8.1	25.9	107	3413	7.5	56.0	99	685	6.9	11.2	91
GOOD MORNING, AMERICA-730	A	3515	3270	4.4	93.0	100	723	3.7	20.6	85	2000	4.4	56.9	101	547	5.5	15.6	127
GOOD MORNING, AMERICA-830	A	2818	2701	3.6	95.8	103	615	3.1	21.8	90	1760	3.9	62.5	111	326	3.3	11.6	94
GUIDING LIGHT	C	5339	4940	6.6	92.5	100	1303	6.7	24.4	101	3018	6.6	56.5	100	618	6.2	11.6	94
ONE LIFE TO LIVE	A	4478	4132	5.5	92.3	99	1189											

		TOTAL U.S. '000	USE TOILET SOAP BARS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS			80986	75150	100.0	92.8	100	19548	100.0	24.1	100	45647	100.0	56.4	100	9955	100.0	12.3	100
WKDAY LOCAL EVENING TV NEWS																			
		26063	24221	32.2	92.9	100	5972	30.6	22.9	95	14578	31.9	55.9	99	3671	36.9	14.1	115	
	NETWORK AFFILIATES - EARLY	20261	18962	25.2	93.6	101	4877	24.9	24.1	100	11483	25.2	56.7	101	2603	26.1	12.8	105	
	INDEPENDENTS - LATE	2076	1870	2.5	90.1	97	544	2.8	26.2	109	1077	2.4	51.9	92	249	2.5	12.0	98	
TV EVENING NTWK 6 PM - 2 AM																			
	A TEAM	10453	9843	13.1	94.2	101	2780	14.2	26.6	110	5946	13.0	56.9	101	1116	11.2	10.7	87	
	ABC MONDAY NIGHT MOVIE	6412	6070	8.1	94.7	102	1309	6.7	20.4	85	3956	8.7	61.7	109	806	8.1	12.6	102	
	ABC SUNDAY NIGHT MOVIE	12407	11559	15.4	93.2	100	2875	14.7	23.2	96	7021	15.4	56.6	100	1663	16.7	13.4	109	
	ABC WORLD NEWS TONIGHT	6176	5754	7.7	93.2	100	1444	7.4	23.4	97	3525	7.7	57.1	101	785	7.9	12.7	101	
	AFTERMASH	5863	5436	7.2	92.7	100	1432	7.3	24.4	101	3215	7.0	54.8	97	789	7.9	13.5	109	
	ALICE	9594	8925	11.9	93.0	100	2159	11.0	22.5	93	5484	12.0	57.2	101	1281	12.9	13.4	109	
	AMERICAN PARADE	6622	6145	8.2	92.8	100	1468	7.5	22.2	92	3716	8.1	56.1	100	961	9.7	14.5	118	
	BENSON	10886	10002	13.3	91.9	99	2364	12.1	21.7	90	6129	13.4	56.3	100	1509	15.2	13.9	113	
	BLUE THUNDER	5036	4773	6.4	94.8	102	1182	6.0	23.5	97	2782	6.1	55.2	98	809	8.1	16.1	131	
	CAGNEY & LACEY	9965	9272	12.3	93.0	100	2380	12.2	23.9	99	5558	12.2	55.8	99	1334	13.4	13.4	109	
	CBS EVENING NEWS-DEAN	3491	3214	4.3	92.1	99	785	4.0	22.5	93	1908	4.2	54.7	97	521	5.2	14.9	121	
	CBS EVENING NEWS-RATHER	7123	6609	8.8	92.8	100	1507	7.7	21.2	88	3873	8.5	54.4	96	1230	12.4	17.3	140	
	CBS SAT. NEWS-SCHIEFFER	3621	3360	4.5	92.8	100	749	3.8	20.7	86	1949	4.3	53.8	95	662	6.6	18.3	149	
	CBS SATURDAY NIGHT MOVIE	5436	5041	6.7	92.7	100	1378	7.0	25.3	105	3034	6.6	55.8	99	629	6.3	11.6	94	
	CBS WEDNESDAY NIGHT MOVIE	6100	5595	7.4	91.7	99	1399	7.2	22.9	95	3326	7.3	54.5	97	871	8.7	14.3	116	
	CHEERS	8889	8298	11.0	93.4	101	2311	11.8	26.0	108	5009	11.0	56.4	100	978	9.8	11.0	90	
	DALLAS	22109	20677	27.5	93.5	101	5323	27.2	24.1	100	12887	28.2	58.3	103	2466	24.8	11.2	91	
	DIFF'RENT STROKES	6940	6421	8.5	92.5	100	1723	8.8	24.8	103	3824	8.4	55.1	98	874	8.8	12.6	102	
	DOUBLE TROUBLE	7223	6675	8.9	92.4	100	1835	9.4	25.4	105	4010	8.8	55.5	98	831	8.3	11.5	94	
	DUCK FACTORY	5595	5233	7.0	93.5	101	1516	7.8	27.1	112	3111	6.8	55.6	99	606	6.1	10.8	88	
	DUKES OF HAZZARD	5768	5460	7.3	94.7	102	1481	7.6	25.7	106	3312	7.3	57.4	102	667	6.7	11.6	94	
	DYNASTY	20053	18664	24.8	93.1	100	5203	26.6	25.9	107	11274	24.7	56.2	100	2187	22.0	10.9	89	
	FACTS OF LIFE	8087	7375	9.8	91.2	98	2081	10.6	25.7	107	4336	9.5	53.6	95	958	9.6	11.8	96	
	FALCON CREST	20046	18935	25.2	94.5	102	4851	24.8	24.2	100	11710	25.7	58.4	104	2373	23.8	11.8	96	
	FALL GUY	9084	8556	11.4	94.2	102	2355	12.0	25.9	107	5105	11.2	56.2	100	1096	11.0	12.1	98	
	FAMILY TIES	7964	7383	9.8	92.7	100	2119	10.8	26.6	110	4368	9.6	54.8	97	896	9.0	11.3	92	
	FANTASY ISLAND	7687	7120	9.5	92.6	100	1725	8.8	22.4	93	4442	9.7	57.8	103	952	9.6	12.4	101	
	FOULUPS, BLEEPES & BLUNDERS	8861	8211	10.9	92.7	100	2057	10.5	23.2	96	5002	11.0	56.4	100	1152	11.6	13.0	106	
	FOUR SEASONS	5095	4777	6.4	93.8	101	1366	7.0	26.8	111	2759	6.0	54.2	96	652	6.5	12.8	104	
	GIMME A BREAK	8838	8161	10.9	92.3	100	2282	11.7	25.8	107	4838	10.6	54.7	97	1041	10.5	11.8	96	
	HART TO HART	8978	8282	11.0	92.2	99	2057	10.5	22.9	95	5071	11.1	56.5	100	1154	11.6	12.9	105	
	HILL STREET BLUES	8590	7913	10.5	92.1	99	2235	11.4	26.0	108	4863	10.7	56.6	100	815	8.2	9.5	77	
	HOTEL	14085	13190	17.6	93.6	101	3537	18.1	25.1	104	7972	17.5	56.6	100	1682	16.9	11.9	97	
	JEFFERSONS	9360	8669	11.5	92.6	100	2269	11.6	24.2	100	5164	11.3	55.2	98	1236	12.4	13.2	107	
	JENNIFER SLEPT HERE	5841	5372	7.1	92.0	99	1395	7.1	23.9	99	3237	7.1	55.4	98	740	7.4	12.7	103	
	KATE & ALLIE	9206	8567	11.4	93.1	100	2225	11.4	24.2	100	5059	11.1	55.0	97	1283	12.9	13.9	113	
	KNIGHT RIDER	7076	6673	8.9	94.3	102	1714	8.8	24.2	100	4011	8.8	56.7	101	948	9.5	13.4	109	
	LOVE BOAT	12219	11438	15.2	93.6	101	2719	13.9	22.3	92	7170	15.7	58.7	104	1549	15.6	12.7	103	
	MAGNUM PI	11199	10612	14.1	94.8	102	2526	12.9	22.6	93	6756	14.8	60.3	107	1331	13.4	11.9	97	
	MAMA'S FAMILY	6057	5622	7.5	92.8	100	1541	7.9	25.4	105	3293	7.2	54.4	96	788	7.9	13.0	106	
	MASTER, THE	3598	3294	4.4	91.6	99	1059	5.4	29.4	122	1794	3.9	49.9	88	440	4.4	12.2	99	
	MATT HOUSTON	6344	5974	7.9	94.2	101	1515	7.8	23.9	99	3541	7.8	55.8	99	919	9.2	14.5	118	
	NBC MONDAY NIGHT MOVIE	11994	11088	14.8	92.4	100	3167	16.2	26.4	109	6696	14.7	55.8	99	1225	12.3	10.2	83	
	NBC NIGHTLY NEWS	5132	4753	6.3	92.6	100	1145	5.9	22.3	92	2958	6.5	57.6	102	649	6.5	12.6	103	
	NBC NIGHTLY NEWS-SAT	3375	3167	4.2	93.8	101	887	4.5	26.3	109	1789	3.9	53.0	94	491	4.9	14.5	118	
	NBC NIGHTLY NEWS-SUN	3130	2890	3.8	92.3	100	662	3.4	21.2	88	1819	4.0	58.1	103	408	4.1	13.0	106	
	NBC SUNDAY NIGHT MOVIE	8284	7786	10.4	94.0	101	2345	12.0	28.3	117	4543	10.0	54.8	97	898	9.0	10.8	88	
	NEWMART	9240	8575	11.4	92.8	100	2216	11.3	24.0	99	5041	11.0	54.6	97	1318	13.2	14.3	116	
	ONE DAY AT A TIME	7288	6804	9.1	93.4	101	1601	8.2	22.0	91	4252	9.3	58.3	104	950	9.5	13.0	106	
	PEOPLE ARE FUNNY	4855	4470	5.9	92.1	99	1130	5.8	23.3	96	2598	5.7	53.5	95	741	7.4	15.3	124	
	REAL PEOPLE	8869	8261	11.0	93.1	100	2130	10.9	24.0	99	5001	11.0	56.4	100	1130	11.4	12.7	104	
	REMINGTON STEELE	7743	7240	9.6	93.5	101	2204	11.3	28.5	118	4282	9.4	55.3	98	754	7.6	9.7	79	
	RIPTLEY'S BELIEVE IT - NOT A	5345	4979	6.6	93.2	100	1193	6.1	22.3	92	3110	6.8	58.2	103	677	6.8	12.7	103	
	RIPTIDE	6988	6526	8.7	93.4	101	1851	9.5	26.5	110	3889	8.5	55.7	99	787	7.9	11.3	92	
	SCARECROW & MRS. KING	10002	9357	12.5	93.6	101	2017	10.3	20.2	84	6064	13.3	60.6	108	1275	12.8	12.7	104	
	SIMON & SIMON	10638	10178	13.5	95.7	103	2368	12.1	22.3	92	6447	14.1	60.6	108	1364	13.7	12.8	104	
	60 MINUTES	13293	12357	16.4	93.0	100	2735	14.0	20.6	85	7561	16.6	56.9	101	2061	2			

TOILET SOAP BARS (FOR FACE, HANDS, BATH & SHOWER): TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE TOILET SOAP BARS				SMALL (FACE/HAND SIZE)				LARGE (BATH/ SHOWER SIZE)				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	75150	100.0	92.8	100	32975	100.0	40.7	100	56033	100.0	69.2	100				
18 - 24	9282	8422	11.2	90.7	98	3180	9.6	34.3	84	6648	11.9	71.6	104				
25 - 34	19072	17710	23.6	92.9	100	7632	23.1	40.0	98	14124	25.2	74.1	107				
35 - 44	14591	13509	18.0	92.6	100	5647	17.1	38.7	95	10789	19.3	73.9	107				
45 - 54	11345	10687	14.2	94.2	102	4742	14.4	41.8	103	8194	14.6	72.2	104				
55 - 64	11635	10904	14.5	93.7	101	5182	15.7	44.5	109	7795	13.9	67.0	97				
65 OR OLDER	15061	13919	18.5	92.4	100	6592	20.0	43.8	107	8484	15.1	56.3	81				
18 - 34	28354	26132	34.8	92.2	99	10812	32.8	38.1	94	20771	37.1	73.3	106				
18 - 49	48339	44696	59.5	92.5	100	18572	56.3	38.4	94	35464	63.3	73.4	106				
25 - 54	45008	41906	55.8	93.1	100	18022	54.7	40.0	98	33107	59.1	73.6	106				
35 - 49	19985	18564	24.7	92.9	100	7760	23.5	38.8	95	14693	26.2	73.5	106				
50 OR OLDER	32647	30454	40.5	93.3	101	14404	43.7	44.1	108	20569	36.7	63.0	91				
GRADUATED COLLEGE	11155	10373	13.8	93.0	100	5341	16.2	47.9	118	7946	14.2	71.2	103				
ATTENDED COLLEGE	13682	12663	16.9	92.6	100	5753	17.4	42.0	103	10067	18.0	73.6	106				
GRADUATED HIGH SCHOOL	33880	31660	42.1	93.4	101	13396	40.6	39.5	97	24558	43.8	72.5	105				
DID NOT GRADUATE HIGH SCHOOL	22270	20453	27.2	91.8	99	8486	25.7	38.1	94	13463	24.0	60.5	87				
EMPLOYED	40306	37623	50.1	93.3	101	15727	47.7	39.0	96	30041	53.6	74.5	108				
EMPLOYED FULL-TIME	32850	30512	40.6	92.9	100	12559	38.1	38.2	94	24326	43.4	74.1	107				
EMPLOYED PART-TIME	7456	7111	9.5	95.4	103	3168	9.6	42.5	104	5714	10.2	76.6	111				
NOT EMPLOYED	40680	37527	49.9	92.2	99	17248	52.3	42.4	104	25993	46.4	63.9	92				
PROFESSIONAL/MANAGER	10392	9685	12.9	93.2	100	4352	13.2	41.9	103	7675	13.7	73.9	107				
TECH/CLERICAL/SALES	17574	16458	21.9	93.6	101	6814	20.7	38.8	95	13473	24.0	76.7	111				
PRECISION/CRAFT	985	934	1.2	94.8	102	402	1.2	40.8	100	729	1.3	74.0	107				
OTHER EMPLOYED	11354	10546	14.0	92.9	100	4160	12.6	36.6	90	8164	14.6	71.9	104				
SINGLE	9863	8926	11.9	90.5	98	4005	12.1	40.6	100	6441	11.5	65.3	94				
MARRIED	51375	48067	64.0	93.6	101	20973	63.6	40.8	100	37453	66.8	72.9	105				
DIVORCED/SEPARATED/WIDOWED	19748	18157	24.2	91.9	99	7998	24.3	40.5	99	12139	21.7	61.5	89				
PARENTS	32590	30312	40.3	93.0	100	12588	38.2	38.6	95	24317	43.4	74.6	108				
WHITE	70416	65738	87.5	93.4	101	29389	89.1	41.7	103	49347	88.1	70.1	101				
BLACK	8778	7891	10.5	89.9	97	2991	9.1	34.1	84	5446	9.7	62.0	90				
OTHER	1791	1521	2.0	84.9	92	5596	1.8	33.3	82	1240	2.2	69.2	100				
NORTHEAST-CENSUS	17786	16586	22.1	93.3	100	8768	26.6	49.3	121	11740	21.0	66.0	95				
NORTH CENTRAL	20741	19509	26.0	94.1	101	8090	24.5	39.0	96	14954	26.7	72.1	104				
SOUTH	27775	25686	34.2	92.5	100	10353	31.4	37.3	92	18959	33.8	68.3	99				
WEST	14683	13369	17.8	91.1	98	5765	17.5	39.3	96	10380	18.5	70.7	102				
NORTHEAST-MKTG.	17961	16642	22.1	92.7	100	8370	25.4	46.6	114	11876	21.2	66.1	96				
EAST CENTRAL	11885	11119	14.8	93.6	101	4548	13.8	38.3	94	8663	15.5	72.9	105				
WEST CENTRAL	14090	13352	17.8	94.8	102	5677	17.2	40.3	99	10121	18.1	71.8	104				
SOUTH	24081	22330	29.7	92.7	100	9350	28.4	38.8	95	16249	29.0	67.5	98				
PACIFIC	12969	11707	15.6	90.3	97	5030	15.3	38.8	95	9125	16.3	70.4	102				
COUNTY SIZE A	32439	29588	39.4	91.2	98	13649	41.4	42.1	103	21870	39.0	67.4	97				
COUNTY SIZE B	24915	23269	31.0	93.4	101	10104	30.6	40.6	100	17728	31.6	71.2	103				
COUNTY SIZE C	12930	12262	16.3	94.8	102	5250	15.9	40.6	100	9147	16.3	70.7	102				
COUNTY SIZE D	10703	10031	13.3	93.7	101	3972	12.0	37.1	91	7288	13.0	68.1	98				
METRO CENTRAL CITY	24518	22418	29.8	91.4	99	9630	29.2	39.3	96	14299	29.0	66.3	96				
METRO SUBURBAN	35919	33531	44.6	93.4	101	15512	47.0	43.2	106	25577	45.6	71.2	103				
NON METRO	20549	19201	25.6	93.4	101	7834	23.8	38.1	94	14197	25.3	69.1	100				
TOP 5 ADI'S	18341	16505	22.0	90.0	97	7793	23.6	42.5	104	12084	21.6	65.9	95				
TOP 10 ADI'S	25378	23118	30.8	91.1	98	10814	32.8	42.6	105	16722	29.8	65.9	95				
TOP 20 ADI'S	36488	33497	44.6	91.8	99	15204	46.1	41.7	102	24678	44.0	67.6	98				
HHSHLD INC. \$50,000 OR MORE	6612	6226	8.3	94.2	101	2932	8.9	44.3	109	5009	8.9	75.8	109				
\$40,000 OR MORE	12659	11909	15.8	94.1	101	5408	16.4	42.7	105	9789	17.5	77.3	112				
\$30,000 OR MORE	24698	23174	30.8	93.8	101	10222	31.0	41.4	102	18673	33.3	75.6	109				
\$25,000 OR MORE	32077	30151	40.1	94.0	101	13200	40.0	41.2	101	24186	43.2	75.4	109				
\$20,000 - \$24,999	9144	8326	11.1	91.1	98	3738	11.3	40.9	100	6735	12.0	73.7	106				
\$15,000 - \$19,999	8728	8020	10.7	91.9	99	3746	11.4	42.9	105	5997	10.7	68.7	99				
\$10,000 - \$14,999	12562	11714	15.6	93.2	100	5193	15.7	41.3	102	8363	14.9	66.6	96				
UNDER \$10,000	18475	16938	22.5	91.7	99	7099	21.5	38.4	94	10753	19.2	58.2	84				
HOUSEHOLD OF 1 PERSON	11987	10974	14.6	91.5	99	5066	15.4	42.3	104	6491	11.6	54.2	78				
2 PEOPLE	26577	24699	32.9	92.9	100	11428	34.7	43.0	106	18109	32.3	68.1	98				
3 OR 4 PEOPLE	30617	28632	38.1	93.5	101	11695	35.5	38.2	94	22901	40.9	74.8	108				
5 OR MORE PEOPLE	11804	10845	14.4	91.9	99	4786	14.5	40.5	100	8532	15.2	72.3	104				
NO CHILD IN HHSHLD	46165	42800	57.0	92.7	100	19501	59.1	42.2	104	30145	53.8	65.3	94				
CHILD(REN) UNDER 2 YRS	5325	4989	6.6	93.7	101	2057	6.2	38.6	95	4110	7.3	77.2	112				
2 - 5 YEARS	14221	13328	17.7	93.7	101	5565	16.9	39.1	96	10303	18.4	72.4	105				
6 - 11 YEARS	15117	13877	18.5	91.8	99	5943	18.0	39.3	97	11034	19.7	73.0	105				
12 - 17 YEARS	16611	15405	20.5	92.7	100	6518	19.8	39.2	96	12326	22.0	74.2	107				
RESIDENCE OWNED	55884	52373	69.7	93.7	101	23194	70.3	41.5	102	39686	70.8	71.0	103				
VALUE: \$50,000 OR MORE	31744	29594	39.4	93.2	100	13289	40.3	41.9	103	23065	41.2	72.7	105				
VALUE: UNDER \$50,000	24140	22779	30.3	94.4	102	9905	30.0	41.0	101	16621	29.7	68.9	100				

TOILET SOAP BARS (FOR FACE, HANDS, BATH & SHOWER): TYPES
(FEMALE HOMEMAKERS)

			TOTAL	USE TOILET SOAP BARS				SMALL (FACE/HAND SIZE)				LARGE (BATH/ SHOWER SIZE)							
			U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS			80986	75150	100.0	92.8	100	32975	100.0	40.7	100	56033	100.0	69.2	100				
MAGAZINES	QUINTILE 1	15799	14901	19.8	94.3	102	6395	19.4	40.5	99	11840	21.1	74.9	108					
	QUINTILE 2	17259	16160	21.5	93.6	101	7514	22.8	43.5	107	12300	22.0	71.3	103					
	QUINTILE 3	13545	12509	16.6	92.4	100	5208	15.8	38.4	94	9351	16.7	69.0	100					
	QUINTILE 4	15133	13959	18.6	92.2	99	6072	18.4	40.1	99	10417	18.6	68.8	99					
	QUINTILE 5	19250	17621	23.4	91.5	99	7787	23.6	40.5	99	12125	21.6	63.0	91					
NEWSPAPERS	QUINTILE 1	12413	11680	15.5	94.1	101	5623	17.1	45.3	111	8784	15.7	70.8	102					
	QUINTILE 2	24116	22575	30.0	93.6	101	9900	30.0	41.1	101	17124	30.6	71.0	103					
	QUINTILE 3	11261	10439	13.9	92.7	100	4619	14.0	41.0	101	8087	14.4	71.8	104					
	QUINTILE 4	20255	18702	24.9	92.3	100	7734	23.5	38.2	94	13923	24.8	68.7	99					
	QUINTILE 5	12940	11755	15.6	90.8	98	5100	15.5	39.4	97	8116	14.5	62.7	91					
OUTDOOR	QUINTILE 1	14852	13895	18.5	93.6	101	6460	19.6	43.5	107	10819	19.3	72.8	105					
	QUINTILE 2	15725	14587	19.4	92.8	100	6368	19.3	40.5	99	11018	19.7	70.1	101					
	QUINTILE 3	16330	15341	20.4	93.9	101	6572	19.9	40.2	99	11712	20.9	71.7	104					
	QUINTILE 4	16744	15323	20.4	91.5	99	6516	19.8	38.9	96	11312	20.2	67.6	98					
	QUINTILE 5	17334	16005	21.3	92.3	100	7059	21.4	40.7	100	11172	19.9	64.5	93					
RADIO-DRIVE TIME	QUINTILE 1	15911	14963	19.9	94.0	101	6444	19.5	40.5	99	11542	20.6	72.5	105					
	QUINTILE 2	14837	13812	18.4	93.1	100	5821	17.7	39.2	96	10789	19.3	72.7	105					
	QUINTILE 3	15339	14159	18.8	92.3	99	6189	18.8	40.3	99	10535	18.8	68.7	99					
	QUINTILE 4	16723	15243	20.3	91.1	98	6666	20.2	39.9	98	11231	20.0	67.2	97					
	QUINTILE 5	18176	16973	22.6	93.4	101	7856	23.8	43.2	106	11937	21.3	65.7	95					
RADIO-MID- DAY	TERCILE 1	21020	19599	26.1	93.2	100	8637	26.2	41.1	101	15044	26.8	71.6	103					
	TERCILE 2	21610	20248	26.9	93.7	101	9069	27.5	42.0	103	15325	27.3	70.9	102					
	TERCILE 3	38355	35303	47.0	92.0	99	15269	46.3	39.8	98	25664	45.8	66.9	97					
RADIO-TOTAL	QUINTILE 1	15988	15003	20.0	93.8	101	6510	19.7	40.7	100	11483	20.5	71.8	104					
	QUINTILE 2	15626	14421	19.2	92.3	99	5847	17.7	37.4	92	11233	20.0	71.9	104					
	QUINTILE 3	16723	15587	20.7	93.2	100	7106	21.5	42.5	104	11764	21.0	70.3	102					
	QUINTILE 4	16342	15001	20.0	91.8	99	6638	20.1	40.6	100	11021	19.7	67.4	97					
	QUINTILE 5	16306	15139	20.1	92.8	100	6874	20.8	42.2	104	10533	18.8	64.6	93					
TV-PRIME TIME	QUINTILE 1	15953	14837	19.7	93.0	100	6475	19.6	40.6	100	10788	19.3	67.6	98					
	QUINTILE 2	16137	15087	20.1	93.5	101	6927	21.0	42.9	105	11384	20.3	70.5	102					
	QUINTILE 3	16420	15384	20.5	93.7	101	6786	20.6	41.3	101	11803	21.1	71.9	104					
	QUINTILE 4	16687	15326	20.4	91.8	99	6702	20.3	40.2	99	11532	20.6	69.1	100					
	QUINTILE 5	15789	14516	19.3	91.9	99	6085	18.5	38.5	95	10526	18.8	66.7	96					
TV-DAYTIME	TERCILE 1	27736	25663	34.1	92.5	100	11291	34.2	40.7	100	18427	32.9	66.4	96					
	TERCILE 2	26489	24665	32.8	93.1	100	11149	33.8	42.1	103	18598	33.2	70.2	101					
	TERCILE 3	26761	24821	33.0	92.8	100	10535	31.9	39.4	97	19008	33.9	71.0	103					
TV-TOTAL	QUINTILE 1	16345	15001	20.0	91.8	99	6527	19.8	39.9	98	10509	18.8	64.3	93					
	QUINTILE 2	16447	15456	20.6	94.0	101	6701	20.3	40.7	100	11588	20.7	70.5	102					
	QUINTILE 3	15980	14949	19.9	93.5	101	6695	20.3	41.9	103	11357	20.3	71.1	103					
	QUINTILE 4	15887	14752	19.6	92.9	100	6717	20.4	42.3	104	11183	20.0	70.4	102					
	QUINTILE 5	16326	14992	19.9	91.8	99	6335	19.2	38.8	95	11397	20.3	69.8	101					
MAGAZINES-NEWSPAPERS: DUAL			20721	19529	26.0	94.2	102	8973	27.2	43.3	106	15134	27.0	73.0	106				
MAGAZINE IMPERATIVE			19186	17815	23.7	92.9	100	7449	22.6	38.8	95	13786	24.6	71.9	104				
NEWSPAPER IMPERATIVE			21899	20297	27.0	92.7	100	9031	27.4	41.2	101	15016	26.8	68.6	99				
MAGAZINES-OUTDOOR: DUAL			15451	14541	19.3	94.1	101	6519	19.8	42.2	104	11418	20.4	73.9	107				
MAGAZINE IMPERATIVE			25953	24175	32.2	93.1	100	10586	32.1	40.8	100	18304	32.7	70.5	102				
OUTDOOR IMPERATIVE			24400	22620	30.1	92.7	100	9982	30.3	40.9	100	16831	30.0	69.0	100				
MAGAZINES-RADIO: DUAL			18049	16964	22.6	94.0	101	7149	21.7	39.6	97	13218	23.6	73.2	106				
MAGAZINE IMPERATIVE			23571	21935	29.2	93.1	100	10078	30.6	42.8	105	16627	29.7	70.5	102				
RADIO IMPERATIVE			23278	21519	28.6	92.4	100	9122	27.7	39.2	96	16175	28.9	69.5	100				
MAGAZINES-TELEVISION: DUAL			15459	14334	19.1	92.7	100	6317	19.2	40.9	100	10853	19.4	70.2	101				
MAGAZINE IMPERATIVE			25829	24261	32.3	93.9	101	10680	32.4	41.3	102	18921	33.8	73.3	106				
TELEVISION IMPERATIVE			26039	24138	32.1	92.7	100	10445	31.7	40.1	99	17124	30.6	65.8	95				
NEWSPAPERS-OUTDOOR: DUAL			16605	15625	20.8	94.1	101	7052	21.4	42.5	104	12273	21.9	73.9	107				
NEWSPAPER IMPERATIVE			26834	24988	33.3	93.1	100	11222	34.0	41.8	103	18576	33.2	69.2	100				
OUTDOOR IMPERATIVE			23346	21589	28.7	92.5	100	9391	28.5	40.2	99	16223	29.0	69.5	100				
NEWSPAPERS-RADIO: DUAL			17133	16218	21.6	94.7	102	7224	21.9	42.2	104	12933	23.1	75.5	109				
NEWSPAPER IMPERATIVE			25892	24102	32.1	93.1	100	11149	33.8	43.1	106	17647	31.5	68.2	99				
RADIO IMPERATIVE			23167	21370	28.4	92.2	99	8698	26.4	37.5	92	15998	28.6	69.1	100				
NEWSPAPERS-TELEVISION: DUAL			17159	16166	21.5	94.2	102	7260	22.0	42.3	104	11914	21.3	69.4	100				
NEWSPAPER IMPERATIVE			26214	24395	32.5	93.1	100	11083	33.6	42.3	104	18902	33.7	72.1	104				
TELEVISION IMPERATIVE			23412	21493	28.6	91.8	99	9114	27.6	38.9	96	15564	27.8	66.5	96				
OUTDOOR-RADIO: DUAL			15303	14300	19.0	93.4	101	6222	18.9	40.7	100	11272	20.1	73.7	106				
OUTDOOR IMPERATIVE			24901	23130	30.8	92.9	100	10650	32.3	42.8	105	17159	30.5	68.9	100				
RADIO IMPERATIVE			26492	24577	32.7	92.8	100	10468	31.7	39.5	97	18381	32.8	69.4	100				
OUTDOOR-TELEVISION: DUAL			14794	13719	18.3	92.7	100	6222	18.9	42.1	103	10158	18.1	68.7	99				
OUTDOOR IMPERATIVE			25437	23880	31.8	93.9	101	10609	32.2	41.7	102	18651	33.3	73.3	106				
TELEVISION IMPERATIVE			27877	26016	34.6	93.3	101	11203	34.0	40.2	99	18871	33.7	67.7	98				
RADIO-TELEVISION: DUAL			15996	14841	19.7	92.8	100	6220	18.9	38.9	96	11234	20.0	70.2	102				
RADIO IMPERATIVE			25478	23773	31.6	93.3	101	10286	31.2	40.4	99	18489	33.0	72.6	105				
TELEVISION IMPERATIVE			26573	24757	32.9	93.2	100	11228	34.1	42.3	104	17687	31.6	66.6	96				

TOILET SOAP BARS (FOR FACE, HANDS, BATH & SHOWER): TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE TOILET SOAP BARS				SMALL (FACE/HAND SIZE)				LARGE (BATH/ SHOWER SIZE)				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX	'000	DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	75150	100.0	92.8	100	32975	100.0	40.7	100	56033	100.0	69.2	100				
ATLANTIC MONTHLY	415	397	0.5	95.7	103	230	0.7	95.4	136	299	0.5	72.0	104				
BARRON'S	453	428	0.6	94.5	102	269	0.8	94.4	146	354	0.6	78.1	113				
BETTER HOMES & GARDENS	16256	15278	20.3	94.0	101	6875	20.8	42.3	104	11739	21.0	72.2	104				
BON APPETIT	2535	2397	3.2	94.6	102	1275	3.9	50.3	124	1880	3.4	74.2	107				
BUSINESS WEEK	1278	1163	1.5	91.0	98	507	1.5	39.7	97	835	1.5	65.3	94				
CAR AND DRIVER	378	305	0.4	80.7	87	187	0.6	49.5	121	190	0.3	50.3	73				
CBS MAGAZINE NETWORK (GROSS)	1498	1372	1.8	91.6	99	648	2.0	43.3	106	1039	1.9	69.4	100				
CHANGING TIMES	1505	1368	1.8	90.9	98	660	2.0	43.9	108	966	1.7	64.2	93				
COLONIAL HOMES	1231	1154	1.5	93.7	101	579	1.8	47.0	116	846	1.5	68.7	99				
CONDE NAST MAG. PKG. (GROSS)	14146	13235	17.6	93.6	101	5980	18.1	42.3	104	10344	18.5	73.1	106				
CONSUMERS DIGEST	1323	1264	1.7	95.5	103	587	1.8	44.4	109	920	1.6	69.5	101				
COSMOPOLITAN	7102	6648	8.8	93.6	101	2852	8.6	40.2	99	5187	9.3	73.0	106				
COUNTRY LIVING	2481	2378	3.2	95.8	103	1134	3.4	45.7	112	1854	3.3	74.7	108				
CUISINE	1472	1391	1.9	94.5	102	614	1.9	41.7	102	1111	2.0	75.5	109				
CYCLE WORLD	425	394	0.5	92.7	100	224	0.7	52.7	129	313	0.6	73.6	106				
DCI: CREATIVE IDEAS FOR LIV	2510	2385	3.2	95.0	102	1041	3.2	41.5	102	1759	3.1	70.1	101				
DCI: CREAT IDEA/SO. LIV (GROSS)	6694	6326	8.4	94.5	102	2700	8.2	40.3	99	4821	8.6	72.0	104				
DISCOVER	894	818	1.1	91.5	99	348	1.1	38.9	96	664	1.2	74.3	107				
EBONY	3507	3099	4.1	88.4	95	1274	3.9	36.3	89	2205	3.9	62.9	91				
ESQUIRE	1083	974	1.3	89.9	97	443	1.3	40.9	100	681	1.2	62.9	91				
ESSENCE	1830	1678	2.2	91.7	99	640	1.9	35.0	86	1217	2.2	66.5	96				
FAMILY CIRCLE	15930	15032	20.0	94.4	102	6899	20.9	43.3	106	11446	20.4	71.9	104				
THE FAMILY HANDYMAN	1126	1069	1.4	94.9	102	544	1.6	48.3	119	884	1.6	78.5	113				
FAMILY WEEKLY	11468	10965	14.6	95.6	103	4463	13.5	38.9	96	8451	15.1	73.7	107				
FIELD & STREAM	2234	2119	2.8	94.9	102	779	2.4	34.9	86	1725	3.1	77.2	112				
FOOD & WINE	579	560	0.7	96.7	104	315	1.0	54.4	134	416	0.7	71.8	104				
FORBES	728	673	0.9	92.4	100	364	1.1	50.0	123	516	0.9	70.9	102				
FORTUNE	906	861	1.1	95.0	102	472	1.4	52.1	128	661	1.2	73.0	105				
GENTLEMEN'S QUARTERLY	791	700	0.9	88.5	95	331	1.0	41.8	103	516	0.9	65.2	94				
GLAMOUR	5265	4986	6.6	94.7	102	2086	6.3	39.6	97	4040	7.2	76.7	111				
GOLF DIGEST	636	615	0.8	96.7	104	266	0.8	41.8	103	492	0.9	77.4	112				
GOLF DIGEST/TENNIS (GROSS)	1186	1122	1.5	94.6	102	554	1.7	46.7	115	802	1.4	67.6	98				
GOLF MAGAZINE	441	427	0.6	96.8	104	177	0.5	40.1	99	316	0.6	71.7	104				
GOLF MAGAZINE/SKI (GROSS)	922	898	1.2	97.4	105	389	1.2	42.2	104	686	1.2	74.4	108				
GOOD HOUSEKEEPING	16487	15598	20.8	94.6	102	6917	21.0	42.0	103	12089	21.6	73.3	106				
HARPER'S BAZAAR	2423	2279	3.0	94.1	101	1075	3.3	44.4	109	1674	3.0	69.1	100				
HEALTH	1994	1941	2.6	97.3	105	878	2.7	44.0	108	1440	2.6	72.2	104				
HEARST MAG CORP. BUY (GROSS)	44101	41652	55.4	94.4	102	18755	56.9	42.5	104	32222	57.5	73.1	106				
HEARST MAN POWER (GROSS)	1993	1919	2.6	96.3	104	1020	3.1	51.2	126	1455	2.6	73.0	106				
HEARST WOMAN POWER (GROSS)	31274	29506	39.3	94.3	102	12969	39.3	41.5	102	22988	41.0	73.5	106				
HOUSE BEAUTIFUL	3623	3391	4.5	93.6	101	1558	4.7	43.0	106	2584	4.6	71.3	103				
INC.	283	260	0.3	91.9	99	137	0.4	48.4	119	206	0.4	72.8	105				
JET	2928	2605	3.5	89.0	96	1069	3.2	36.5	90	1926	3.4	65.8	95				
LADIES' HOME JOURNAL	11918	11219	14.9	94.1	101	4948	15.0	41.5	102	8775	15.7	73.6	106				
LHJ FAMILY GRP COMBO (GROSS)	16764	15878	21.1	94.7	102	6978	21.2	41.6	102	12479	22.3	74.4	108				
LIFE	4254	3926	5.2	92.3	99	1895	5.7	44.5	109	2936	5.2	69.0	100				
L.A. TIMES HOME MAGAZINE	1145	1017	1.4	88.8	96	477	1.4	41.7	102	848	1.5	74.1	107				
MADEMOISELLE	2884	2738	3.6	94.9	102	1307	4.0	45.3	111	2061	3.7	71.5	103				
MC CALL'S	13460	12655	16.8	94.0	101	5693	17.3	42.3	104	9960	17.8	74.0	107				
MC CALL'S/WRK MOTHER (GROSS)	14606	13745	18.3	94.1	101	6170	18.7	42.2	104	10866	19.4	74.4	108				
MECHANIX ILLUSTRATED	772	726	1.0	94.0	101	370	1.1	47.9	118	600	1.1	77.7	112				
METROPOLITAN HOME	967	924	1.2	95.6	103	429	1.3	44.4	109	695	1.2	71.9	104				
MONEY	1588	1500	2.0	94.5	102	776	2.4	48.9	120	1074	1.9	67.6	98				
MOTHER EARTH NEWS	1002	965	1.3	96.3	104	374	1.1	37.3	92	812	1.4	81.0	117				
MS.	825	770	1.0	93.3	101	395	1.2	47.9	118	616	1.1	74.7	108				
NATIONAL ENQUIRER	10336	9716	12.9	94.0	101	3776	11.5	36.5	90	7356	13.1	71.2	103				
NATIONAL GEOGRAPHIC	9597	8881	11.8	92.5	100	4349	13.2	45.3	111	6777	12.1	70.6	102				
NATIONAL SUNDAY MAGAZINE PKG	49558	46407	61.8	93.6	101	20619	62.5	41.6	102	35299	63.0	71.2	103				
NATURAL HISTORY	573	525	0.7	91.6	99	304	0.9	53.1	130	406	0.7	70.9	102				
NEW WOMAN	1699	1532	2.0	90.2	97	634	1.9	37.3	92	1168	2.1	68.7	99				
NEW YORK INCLUDING CUE	443	431	0.6	97.3	105	241	0.7	54.4	134	328	0.6	74.0	107				
THE NEW YORKER	1270	1180	1.6	92.9	100	598	1.8	47.1	116	880	1.6	69.3	100				
NEWSWEEK	6277	5872	7.8	93.5	101	2804	8.5	44.7	110	4593	8.2	73.2	106				
THE N.Y. TIMES DAILY EDITION	1205	1153	1.5	95.7	103	660	2.0	54.8	135	779	1.4	64.6	93				
THE N.Y. TIMES MAGAZINE	2081	1966	2.6	94.5	102	1156	3.5	55.6	136	1387	2.5	66.7	96				
OMNI	788	742	1.0	94.2	101	295	0.9	37.4	92	564	1.0	71.6	103				
ON CABLE	1158	1088	1.4	94.0	101	467	1.4	40.3	99	849	1.5	73.3	106				
1001 HOME IDEAS	2852	2718	3.6	95.3	103	1152	3.5	40.4	99	2264	4.0	79.4	115				
ORGANIC GARDENING	1658	1590	2.1	95.9	103	830	2.5	50.1	123	1167	2.1	70.4	102				
OUTDOOR LIFE	896	845	1.1	94.3	102	356	1.1	39.7	98	669	1.2	74.7	108				
PARADE MAGAZINE	24275	22803	30.3	93.9	101	10329	31.3	42.5	105	17289	30.9	71.2	103				

	TOTAL U.S. '000	USE TOILET SOAP BARS				SMALL (FACE/HAND SIZE)				LARGE (BATH/ SHOWER SIZE)				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	75150	100.0	92.8	100	32975	100.0	40.7	100	56033	100.0	69.2	100				
PARENTS	3845	3609	4.8	93.9	101	1418	4.3	36.9	91	2950	5.3	76.7	111				
PENTHOUSE	831	762	1.0	91.7	99	385	1.2	46.3	114	554	1.0	66.7	96				
PEOPLE	11645	10884	14.5	93.5	101	4596	13.9	39.5	97	8408	15.0	72.2	104				
PLAYBOY	2006	1807	2.4	90.1	97	807	2.4	40.2	99	1374	2.5	68.5	99				
POPULAR HOT RODDING	297	284	0.4	95.6	103	**137	0.4	46.1	113	*212	0.4	71.4	103				
POPULAR MECHANICS	1018	990	1.3	97.2	105	542	1.6	53.2	131	789	1.4	77.5	112				
POPULAR SCIENCE	878	818	1.1	93.2	100	376	1.1	42.8	105	657	1.2	74.8	108				
PREVENTION	3913	3745	5.0	95.7	103	1689	5.1	43.2	106	2608	4.7	66.6	96				
PSYCHOLOGY TODAY	1710	1642	2.2	96.0	103	737	2.2	43.1	106	1271	2.3	74.3	107				
READER'S DIGEST	22204	20978	27.9	94.5	102	8949	27.1	40.3	99	16054	28.7	72.3	105				
REDBOOK	7684	7260	9.7	94.5	102	3200	9.7	41.6	102	5713	10.2	74.3	107				
ROAD & TRACK	410	355	0.5	86.6	93	*166	0.5	40.5	99	*250	0.4	61.0	88				
ROLLING STONE	969	909	1.2	93.8	101	428	1.3	44.2	108	763	1.4	78.7	114				
RUNNER'S WORLD	298	290	0.4	97.3	105	**126	0.4	42.3	104	*227	0.4	76.2	110				
SATURDAY EVENING POST	1169	1085	1.4	92.8	100	563	1.7	48.2	118	824	1.5	70.5	102				
SCIENCE 84	587	504	0.7	85.9	93	*231	0.7	39.4	97	431	0.8	73.4	106				
SCIENCE DIGEST	482	459	0.6	95.2	103	*224	0.7	46.5	114	367	0.7	76.1	110				
SCIENTIFIC AMERICAN	594	558	0.7	93.9	101	*242	0.7	40.7	100	442	0.8	74.4	108				
SELF	2089	1922	2.6	92.0	99	1002	3.0	48.0	118	1524	2.7	73.0	105				
SEVENTEEN	2411	2259	3.0	93.7	101	878	2.7	36.4	89	1828	3.3	75.8	110				
SKI	480	471	0.6	98.1	106	*212	0.6	44.2	108	371	0.7	77.3	112				
SMITHSONIAN	2760	2596	3.5	94.1	101	1408	4.3	51.0	125	1952	3.5	70.7	102				
SOAP OPERA DIGEST	3013	2851	3.8	94.6	102	1013	3.1	33.6	83	2209	3.9	73.3	106				
SOUTHERN LIVING	4184	3941	5.2	94.2	102	1659	5.0	39.7	97	3062	5.5	73.2	106				
SPORT	559	527	0.7	94.3	102	*283	0.9	50.6	124	411	0.7	73.5	106				
THE SPORTING NEWS	436	424	0.6	97.2	105	*174	0.5	39.9	98	*363	0.6	83.3	120				
SPORTS AFIELD	493	470	0.6	95.3	103	*254	0.8	51.5	127	299	0.5	60.6	88				
SPORTS ILLUSTRATED	2758	2551	3.4	92.5	100	1034	3.1	37.5	92	2054	3.7	74.5	108				
STAR	7456	6966	9.3	93.4	101	2698	8.2	36.2	89	5426	9.7	72.8	105				
SUNDAY	24936	23076	30.7	92.5	100	10501	31.8	42.1	103	17489	31.2	70.1	101				
SUNSET	2124	1984	2.6	93.4	101	1048	3.2	49.3	121	1473	2.6	69.4	100				
TV GUIDE	21661	20116	26.8	92.9	100	8336	25.3	38.5	95	15268	27.2	70.5	102				
TENNIS	550	507	0.7	92.2	99	288	0.9	52.4	129	310	0.6	56.4	81				
TIME	8880	8271	11.0	93.1	100	3962	12.0	44.6	110	6341	11.3	71.4	103				
TOWN & COUNTRY	917	884	1.2	96.4	104	367	1.1	40.0	98	724	1.3	79.0	114				
TRAVEL & LEISURE	972	935	1.2	96.2	104	480	1.5	49.4	121	669	1.2	68.8	99				
TRUE STORY	3356	3105	4.1	92.5	100	1222	3.7	36.4	89	2181	3.9	65.0	94				
U.S. NEWS & WORLD REPORT	3410	3190	4.2	93.5	101	1404	4.3	41.2	101	2513	4.5	73.7	107				
USA TODAY	1759	1662	2.2	94.5	102	798	2.4	45.4	111	1358	2.4	77.2	112				
US	1873	1752	2.3	93.5	101	737	2.2	39.3	97	1455	2.6	77.7	112				
VOGUE	3909	3590	4.8	91.8	99	1585	4.8	40.5	100	2719	4.9	69.6	101				
MALL STREET JOURNAL	1886	1785	2.4	94.6	102	859	2.6	45.5	112	1372	2.4	72.7	105				
WEIGHT WATCHERS	2120	1998	2.7	94.2	102	832	2.5	39.2	96	1532	2.7	72.3	104				
WOMAN'S DAY	14172	13404	17.8	94.6	102	5936	18.0	41.9	103	10083	18.0	71.1	103				
WORKING MOTHER	1146	1089	1.4	95.0	102	477	1.4	41.6	102	905	1.6	79.0	114				
WORKING WOMAN	1322	1254	1.7	94.9	102	541	1.6	40.9	101	1009	1.8	76.3	110				
WORLD TENNIS	*163	*159	0.2	97.5	105	**96	0.3	58.9	145	**86	0.2	52.8	76				
ZIFF-DAVIS MAG NETHK (GROSS)	2532	2354	3.1	93.0	100	1047	3.2	41.4	102	1790	3.2	70.7	102				
BLAIR INSERTS	43657	40796	54.3	93.4	101	18531	56.2	42.4	104	30902	55.1	70.8	102				
DAILY NEWSPAPERS																	
READ ANY	51633	48203	64.1	93.4	101	21459	65.1	41.6	102	36466	65.1	70.6	102				
READ ONE	43463	40539	53.9	93.3	101	17785	53.9	40.9	100	30667	54.7	70.6	102				
READ TWO OR MORE	8170	7664	10.2	93.8	101	3674	11.1	45.0	110	5798	10.3	71.0	103				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	49363	65.7	93.7	101	22015	66.8	41.8	103	37465	66.9	71.1	103				
READ ONE	46126	43193	57.5	93.6	101	18852	57.2	40.9	100	32792	58.5	71.1	103				
READ TWO OR MORE	6552	6170	8.2	94.2	101	3163	9.6	48.3	119	4673	8.3	71.3	103				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.85				28.84				28.54							
30 DAY REACH	71455	66220	88.1	92.7	100	28877	87.6	40.4	99	49670	88.6	69.5	100				
50 SHWG - 30 DAY AV FREQ	14.56	14.70				15.21				14.98							
30 DAY REACH	67742	62868	83.7	92.8	100	27451	83.2	40.5	100	47438	84.7	70.0	101				
25 SHWG - 30 DAY AV FREQ	7.94	8.00				8.25				8.10							
30 DAY REACH	62117	57757	76.9	93.0	100	25313	76.8	40.8	100	43801	78.2	70.5	102				
CABLE TV: HOME WIRED	32077	29996	39.9	93.5	101	13034	39.5	40.6	100	23274	41.5	72.6	105				
HOME NOT WIRED	48909	45154	60.1	92.3	99	19941	60.5	40.8	100	32759	58.5	67.0	97				
HAVE PAY CABLE	15935	15097	20.1	94.7	102	6384	19.4	40.1	98	12135	21.7	76.2	110				

	TOTAL U.S. '000	USE TOILET SOAP BARS				SMALL (FACE/HAND SIZE)				LARGE (BATH/ SHOWER SIZE)				A	B	C	D																	
		A	B	C	D	A	B	C	D	A	B	C	D																					
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX					'000	% DOWN	% ACROSS	% INDX													
TOTAL FEMALE HOMEMAKERS																		80986	75150	100.0	92.8	100	32975	100.0	40.7	100	56033	100.0	69.2	100				
RADIO AVG. DAILY (M-F) CUME																																		
6:00 AM - 10:00 AM	43921	40818	54.3	92.9	100	17671	53.6	40.2	99	31236	55.7	71.1	103																					
10:00 AM - 3:00 PM	30659	28680	38.2	93.5	101	12684	38.5	41.4	102	21986	39.2	71.7	104																					
3:00 PM - 7:00 PM	31045	28853	38.4	92.9	100	12234	37.1	39.4	97	22539	40.2	72.6	105																					
7:00 PM - MIDNIGHT	15767	14526	19.3	92.1	99	6274	19.0	39.8	98	11243	20.1	71.3	103																					
MIDNIGHT - 6:00 AM	9120	8410	11.2	92.2	99	3466	10.5	38.0	93	6539	11.7	71.7	104																					
6:00 AM - MIDNIGHT	58527	54432	72.4	93.0	100	23729	72.0	40.5	100	41469	74.0	70.9	102																					
ENTIRE DAY	59311	55135	73.4	93.0	100	23982	72.7	40.4	99	42065	75.1	70.9	103																					
AVG DAILY M-F CUME: 6AM-MDNT																																		
FORMATS:																																		
ADULT CONTEMPORARY	16172	15259	20.3	94.4	102	6447	19.6	39.9	98	12003	21.4	74.2	107																					
ALL NEWS	2256	2027	2.7	89.8	97	955	2.9	42.3	104	1466	2.6	65.0	94																					
AOR/PROGRESSIVE	3874	3650	4.9	94.2	102	1575	4.8	40.7	100	2991	5.3	77.2	112																					
BEAUTIFUL MUSIC	5660	5276	7.0	93.2	100	2352	7.1	41.6	102	3998	7.1	70.6	102																					
BLACK	2204	1998	2.7	90.7	98	813	2.5	36.9	91	1465	2.6	66.5	96																					
CLASSICAL	1418	1321	1.8	93.2	100	718	2.2	50.6	124	1032	1.8	72.8	105																					
CHR/ROCK	9538	8817	11.7	92.4	100	3911	11.9	41.0	101	6974	12.4	73.1	106																					
COUNTRY	12648	11900	15.8	94.1	101	4987	15.1	39.4	97	9202	16.4	72.8	105																					
GOLDEN OLDIES	1191	1065	1.4	89.4	96	481	1.5	40.4	99	799	1.4	67.1	97																					
MOR/ROMANTIC	4757	4526	6.0	95.1	103	2166	6.6	45.5	112	3410	6.1	71.7	104																					
NEWS/TALK	3863	3488	4.6	90.3	97	1592	4.8	41.2	101	2685	4.8	69.5	100																					
RELIGIOUS	3084	2855	3.8	92.6	100	1215	3.7	39.4	97	2014	3.6	65.3	94																					
SOFT ROCK	521	470	0.6	90.2	97	*170	0.5	32.6	80	319	0.6	61.2	88																					
URBAN CONTEMPORARY	1585	1406	1.9	88.7	96	592	1.8	37.4	92	1004	1.8	63.3	92																					
HIRED NETWORKS:																																		
ABC CONTEMPORARY	3261	2941	3.9	90.2	97	1199	3.6	36.8	90	2287	4.1	70.1	101																					
ABC DIRECTION	2316	2181	2.9	94.2	101	1000	3.0	43.2	106	1708	3.0	73.7	107																					
ABC ENTERTAINMENT	4834	4551	6.1	94.1	101	2092	6.3	43.3	106	3468	6.2	71.7	104																					
ABC FM	2202	2019	2.7	91.7	99	1016	3.1	46.1	113	1551	2.8	70.4	102																					
ABC INFORMATION	5425	5134	6.8	94.6	102	2333	7.1	43.0	106	3891	6.9	71.7	104																					
ABC ROCK	1677	1570	2.1	93.6	101	718	2.2	42.8	105	1288	2.3	76.8	111																					
CBS	4430	4085	5.4	92.2	99	1639	5.0	37.0	91	3061	5.5	69.1	100																					
MUTUAL	4992	4726	6.3	94.7	102	2123	6.4	42.5	104	3592	6.4	72.0	104																					
NBC	4679	4398	5.9	94.0	101	1927	5.8	41.2	101	3416	6.1	73.0	106																					
RADIO/AD	1994	1811	2.4	90.8	98	880	2.7	44.1	108	1399	2.5	70.2	101																					
RKO ONE	2298	2115	2.8	92.0	99	734	2.2	31.9	78	1699	3.0	73.9	107																					
RKO TWO	3311	2995	4.0	90.5	97	1288	3.9	38.9	96	2354	4.2	71.1	103																					
THE SOURCE	2114	2012	2.7	95.2	103	892	2.7	42.2	104	1649	2.9	78.0	113																					
NON-WIRED : BLAIR	8654	8130	10.8	93.9	101	3644	11.1	42.1	103	6236	11.1	72.1	104																					
INTERNET	12025	11233	14.9	93.4	101	4934	15.0	41.0	101	8847	15.8	73.6	106																					
KATZ RADIO GROUP	15359	14243	19.0	92.7	100	6540	19.8	42.6	105	10974	19.6	71.4	103																					
SUPERNET	10628	9994	13.3	94.0	101	4332	13.1	40.8	100	7662	13.7	72.1	104																					
TELEVISION AVG. HALF HOUR																																		
WKDAY 7:00 AM - 9:00 AM	8659	7949	10.6	91.8	99	3677	11.2	42.5	104	5594	10.0	64.6	93																					
WKDAY 9:00 AM - 1:00 PM	12163	11245	15.0	92.5	100	4813	14.6	39.6	97	8109	14.5	66.7	96																					
WKDAY 1:00 PM - 4:30 PM	16150	14994	20.0	92.8	100	6340	19.2	39.3	96	10809	19.3	66.9	97																					
WKDAY 4:30 PM - 7:30 PM	22463	20716	27.6	92.2	99	9031	27.4	40.2	99	15033	26.8	66.9	97																					
WKDAY 7:30 PM - 8:00 PM	31795	29533	39.3	92.9	100	12784	38.8	40.2	99	21703	38.7	68.3	99																					
WKDAY 11:00 PM - 11:30 PM	23977	22426	29.8	93.5	101	10204	30.9	42.6	105	16458	29.4	68.6	99																					
WKDAY 11:30 PM - 1:00 AM	7703	7190	9.6	93.3	101	3275	9.9	42.5	104	5309	9.5	68.9	100																					
M-SAT 8-11 PM-SUN 7-11 PM	33800	31476	41.9	93.1	100	14002	42.5	41.4	102	23443	41.8	69.4	100																					
WKDY DAYTIME NTWK 7AM-4:30PM																																		
ALL MY CHILDREN	A	6538	6000	8.0	91.8	99	2541	7.7	38.9	95	4433	7.9	67.8	98																				
ANOTHER WORLD	N	4620	4281	5.7	92.7	100	1866	5.7	40.4	99	2957	5.3	64.0	93																				
AS THE WORLD TURNS	C	5614	5179	6.9	92.3	99	2157	6.5	38.4	94	3792	6.8	67.5	98																				
CAPITOL	C	3396	3082	4.1	90.8	98	1301	3.9	38.3	94	2214	4.0	65.2	94																				
CBS MORN. NEWS 1	C	1446	1284	1.7	88.8	96	563	1.7	38.9	96	948	1.7	65.6	95																				
CBS MORN. NEWS 2	C	1207	1055	1.4	87.4	94	535	1.6	44.3	109	785	1.4	65.0	94																				
DAYS OF OUR LIVES	N	5877	5584	7.4	95.0	102	2330	7.1	39.6	97	3908	7.0	66.5	96																				
FACTS OF LIFE - DAYTIME	N	2290	2042	2.7	89.2	96	966	2.9	42.2	104	1355	2.4	69.2	86																				
FAMILY FEUD	A	3023	2761	3.7	91.3	98	1074	3.3	35.5	87	2013	3.6	66.6	96																				
GENERAL HOSPITAL	A	6097	5680	7.6	93.2	100	2343	7.1	38.4	94	4075	7.3	66.8	97																				
GOOD MORNING, AMERICA-730 A	A	3515	3270	4.4	93.0	100	1450	4.4	41.3	101	2407	4.3	68.5	99																				
GOOD MORNING, AMERICA-830 A	A	2818	2701	3.6	95.8	103	1272	3.9	45.1	111	1960	3.5	69.6	101																				
GUIDING LIGHT	C	5339	4940	6.6	92.5	100	2128	6.5	39.9	98	3654	6.5	68.4	99																				
ONE LIFE TO LIVE	A	4478	4132	5.5	92.3	99	1554	4.7	34.7	85	3072	5.5	68.6	99																				
PRESS YOUR LUCK	C	2244	2103	2.8	93.7	101	861	2.6	38.4	94	1575	2.8	70.2	101																				
PRICE IS RIGHT 1	C	4348	4070	5.4	93.6	101	1554	4.7	35.7	88	3074	5.5	70.7	102																				
PRICE IS RIGHT 2	C	5014	4687	6.2	93.5	101	1803	5.5	36.0	88	3574	6.4	71.3	103																				
RYAN'S HOPE	A	3150	2875	3.8	91.3	98	1316	4.0	41.8	103	2067	3.7	65.6	95																				
SALE OF THE CENTURY	N	2695	2415	3.2	89.6	97	1092	3.3	40.5	100	1608	2.9	59.7	86																				
SEARCH FOR TOMORROW	N	2319	2186	2.9	94.3	102	892	2.7	38.5	94	1519	2.7	65.5	95			</																	

	TOTAL U.S. '000	USE TOILET SOAP BARS				SMALL (FACE/HAND SIZE)				LARGE (BATH/ SHOWER SIZE)				A	B	C	D
		A	B	% ACROSS	D	A	B	% ACROSS	D	A	B	% ACROSS	D				
		'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX	'000	% DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	75150	100.0	92.8	100	32975	100.0	40.7	100	56033	100.0	69.2	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	24221	32.2	92.9	100	10724	32.5	41.1	101	17339	30.9	66.5	96				
NETWORK AFFILIATES - LATE	20261	18962	25.2	93.6	101	8697	26.4	42.9	105	13830	24.7	68.3	99				
INDEPENDENTS - LATE	2076	1870	2.5	90.1	97	965	2.9	46.5	114	1411	2.5	68.0	98				
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	M 10453	9843	13.1	94.2	101	4252	12.9	40.7	100	7559	13.5	72.3	105				
ABC MONDAY NIGHT MOVIE	A 6412	6070	8.1	94.7	102	2694	8.2	42.0	103	4605	8.2	71.8	104				
ABC SUNDAY NIGHT MOVIE	A 12407	11559	15.4	93.2	100	5205	15.8	42.0	103	8483	15.1	68.4	99				
ABC WORLD NEWS TONIGHT	A 6176	5754	7.7	93.2	100	2500	7.6	40.5	99	4091	7.3	66.2	96				
AFTERMASH	A 5863	5436	7.2	92.7	100	2343	7.1	40.0	98	4142	7.4	70.6	102				
ALICE	C 9594	8925	11.9	93.0	100	3857	11.7	40.2	99	6540	11.7	68.2	99				
AMERICAN PARADE	C 6622	6145	8.2	92.8	100	2837	8.6	42.8	105	4392	7.8	66.3	96				
BENSON	A 10886	10002	13.3	91.9	99	4463	13.5	41.0	101	7295	13.0	67.0	97				
BLUE THUNDER	A 5036	4773	6.4	94.8	102	2042	6.2	40.5	100	3488	6.2	69.3	100				
CAGNEY & LACEY	C 9965	9272	12.3	93.0	100	4113	12.5	41.3	101	6889	12.3	69.1	100				
CBS EVENING NEWS-DEAN	C 3491	3214	4.3	92.1	99	1502	4.6	43.0	106	2248	4.0	64.4	93				
CBS EVENING NEWS-RATHER	C 7123	6609	8.8	92.8	100	3126	9.5	43.9	108	4679	8.4	65.7	95				
CBS SAT. NEWS-SCHIEFFER	C 3621	3360	4.5	92.8	100	1372	4.2	37.9	93	2425	4.3	67.0	97				
CBS SATURDAY NIGHT MOVIE	C 5436	5041	6.7	92.7	100	2289	6.9	42.1	103	3847	6.9	70.8	102				
CBS WEDNESDAY NIGHT MOVIE	C 6100	5595	7.4	91.7	99	2470	7.5	40.5	99	4229	7.5	69.3	100				
CHEERS	M 8889	8298	11.0	93.4	101	3642	11.0	41.0	101	6376	11.4	71.7	104				
DALLAS	C 22109	20677	27.5	93.5	101	8956	27.2	40.5	99	15077	26.9	68.2	99				
DIFF'RENT STROKES	M 6940	6421	8.5	92.5	100	2640	8.0	38.0	93	4594	8.2	66.2	96				
DOUBLE TROUBLE	M 7223	6675	8.9	92.4	100	2801	8.5	38.8	95	5147	9.2	71.3	103				
DUCK FACTORY	M 5595	5233	7.0	93.5	101	2262	6.9	40.4	99	3916	7.0	70.0	101				
DUKES OF HAZZARD	C 5768	5460	7.3	94.7	102	2304	7.0	39.9	98	3988	7.1	69.1	100				
DYNASTY	A 20053	18664	24.8	93.1	100	7844	23.8	39.1	96	13850	24.7	69.1	100				
FACTS OF LIFE	N 8087	7375	9.8	91.2	98	2952	9.0	36.5	90	5523	9.9	68.3	99				
FALCON CREST	C 20046	18935	25.2	94.5	102	8144	24.7	40.6	100	13853	24.7	69.1	100				
FALL GUY	A 9084	8556	11.4	94.2	102	3525	10.7	38.8	95	6415	11.4	70.6	102				
FAMILY TIES	M 7964	7383	9.8	92.7	100	3195	9.7	40.1	99	5504	9.8	69.1	100				
FANTASY ISLAND	A 7687	7120	9.5	92.6	100	3134	9.5	40.8	100	5076	9.1	66.0	95				
FOULUPS, BLEEPs & BLUNDERS	A 8861	8211	10.9	92.7	100	3207	9.7	36.2	89	6174	11.0	69.7	101				
FOUR SEASONS	C 5095	4777	6.4	93.8	101	2093	6.3	41.1	101	3579	6.4	70.2	102				
GIMME A BREAK	M 8838	8161	10.9	92.3	100	3444	10.4	39.0	96	5757	10.3	65.1	94				
HART TO HART	A 8978	8282	11.0	92.2	99	3625	11.0	40.4	99	6103	10.9	68.0	98				
HILL STREET BLUES	M 8590	7913	10.5	92.1	99	3341	10.1	38.9	96	6203	11.1	72.2	104				
HOTEL	A 14085	13190	17.6	93.6	101	5486	16.6	38.9	96	9828	17.5	69.8	101				
JEFFERSONS	C 9360	8669	11.5	92.6	100	3836	11.6	41.0	101	6272	11.2	67.0	97				
JENNIFER SLEPT HERE	M 5841	5372	7.1	92.0	99	2203	6.7	37.7	93	3978	7.1	68.1	98				
KATE & ALLIE	C 9206	8567	11.4	93.1	100	3862	11.7	42.0	103	6187	11.0	67.2	97				
KNIGHT RIDER	M 7076	6673	8.9	94.3	102	2872	8.7	40.6	100	5047	9.0	71.3	103				
LOVE BOAT	A 12219	11438	15.2	93.6	101	5282	16.0	43.2	106	8080	14.4	66.1	96				
MAGNUM PI	C 11199	10612	14.1	94.8	102	4792	14.5	42.8	105	7895	14.1	70.5	102				
MAMA'S FAMILY	N 6057	5622	7.5	92.8	100	2348	7.1	38.8	95	4139	7.4	68.3	99				
MASTER, THE	N 3598	3294	4.4	91.6	99	1442	4.4	40.1	98	2495	4.5	69.3	100				
MATT HOUSTON	A 6344	5974	7.9	94.2	101	2698	8.2	42.5	104	4488	8.0	70.7	102				
NBC MONDAY NIGHT MOVIE	N 11994	11088	14.8	92.4	100	4814	14.6	40.1	99	8482	15.1	70.7	102				
NBC NIGHTLY NEWS	N 5132	4753	6.3	92.6	100	1987	6.0	38.7	95	3424	6.1	66.7	96				
NBC NIGHTLY NEWS-SAT	N 3375	3167	4.2	93.8	101	1381	4.2	40.9	100	2058	3.7	61.0	88				
NBC NIGHTLY NEWS-SUN	N 3130	2890	3.8	92.3	100	1405	4.3	44.9	110	1956	3.5	62.5	90				
NBC SUNDAY NIGHT MOVIE	N 8284	7786	10.4	94.0	101	3408	10.3	41.1	101	5805	10.4	70.1	101				
NEWMART	C 9240	8575	11.4	92.8	100	3731	11.3	40.4	99	6273	11.2	67.9	98				
ONE DAY AT A TIME	C 7288	6804	9.1	93.4	101	3016	9.1	41.4	102	5105	9.1	70.0	101				
PEOPLE ARE FUNNY	M 4855	4470	5.9	92.1	99	1876	5.7	38.6	95	3346	6.0	68.9	100				
REAL PEOPLE	M 8869	8261	11.0	93.1	100	3338	10.1	37.6	92	6090	10.9	68.7	99				
REMINGTON STEELE	N 7743	7240	9.6	93.5	101	3182	9.6	41.1	101	5450	9.7	70.4	102				
RIPLY'S BELIEVE IT - NOT	A 5345	4979	6.6	93.2	100	2165	6.6	40.5	99	3766	6.7	70.5	102				
RIPIDE	M 6988	6526	8.7	93.4	101	2804	8.5	40.1	99	4909	8.8	70.2	102				
SCARECROW & MRS. KING	C 10002	9357	12.5	93.6	101	4206	12.8	42.1	103	6629	11.8	66.3	96				
SIMON & SIMON	C 10638	10178	13.5	95.7	103	4430	13.4	41.6	102	7483	13.4	70.3	102				
60 MINUTES	C 13293	12357	16.4	93.0	100	5607	17.0	42.2	104	8851	15.8	66.6	96				
ST. ELSEWHERE	N 7017	6472	8.6	92.2	99	2683	8.1	38.2	94	4987	8.9	71.1	103				
THREE'S COMPANY	A 10917	10128	13.5	92.8	100	4299	13.0	39.4	97	7631	13.6	69.9	101				
T.J. HOOKER	A 9204	8628	11.5	93.7	101	3716	11.3	40.4	99	6289	11.2	68.3	99				
TONIGHT SHOW	N 2372	2211	2.9	93.2	100	1012	3.1	42.7	105	1640	2.9	69.1	100				
TRAPPER JOHN, M.D.	C 9846	9179	12.2	93.2	100	4027	12.2	40.9	100	6728	12.0	68.3	99				
TV BLOOPERS & PRAC. JOKES	N 9105	8510	11.3	93.5	101	3584	10.9	39.4	97	6398	11.4	70.3	102				
20/20	A 9387	8793	11.7	93.7	101	4131	12.5	44.0	108	6614	11.8	70.5	102				
WEBSTER	A 11067	10058	13.4	90.9	98	4289	13.0	38.8	95	7400	13.2	66.9	97				
WORLD NEWS - SUN	A 3062	2815	3.7	91.9													

	TOTAL U.S. '000	A '000	CAMAY B % DOWN	C % ACROSS	D % INDX	A '000	CARESS B % DOWN	C % ACROSS	D % INDX	A '000	CASHMERE B % DOWN	C % ACROSS	D % INDX	A '000	BOUQUET B % DOWN	C % ACROSS	D % INDX	A '000	COAST B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAkers	80986	12232	100.0	15.1	100	11505	100.0	14.2	100	5779	100.0	7.1	100	12623	100.0	15.6	100				
18 - 24	9282	1428	11.7	15.4	102	1541	13.4	16.6	117	*399	6.9	4.3	60	1814	14.4	19.5	125				
25 - 34	19072	2658	21.7	13.9	92	2582	22.4	13.5	95	1178	20.4	6.2	87	3368	26.7	17.7	113				
35 - 44	14591	1997	16.3	13.7	91	2523	21.9	17.3	122	1222	21.1	8.4	117	2682	21.2	18.4	118				
45 - 54	11345	1434	11.7	12.6	84	1611	14.0	14.2	100	784	13.6	6.9	97	1863	14.8	16.4	105				
55 - 64	11635	2023	16.5	17.4	115	1578	13.7	13.6	95	921	15.9	7.9	111	1590	12.6	13.7	88				
65 OR OLDER	15061	2692	22.0	17.9	118	1671	14.5	11.1	78	1275	22.1	8.5	119	1306	10.3	8.7	56				
18 - 34	28354	4086	33.4	14.4	95	4123	35.8	14.5	102	1577	27.3	5.6	78	5182	41.1	18.3	117				
18 - 49	48339	6816	55.7	14.1	93	7483	65.0	15.5	109	3199	55.4	6.6	93	8822	69.9	18.3	117				
25 - 54	45008	6089	49.8	13.5	90	6716	58.4	14.9	105	3184	55.1	7.1	99	7913	62.7	17.6	113				
35 - 49	19985	2729	22.3	13.7	90	3360	29.2	16.8	118	1621	28.0	8.1	114	3641	28.8	18.2	117				
50 OR OLDER	32647	5417	44.3	16.6	110	4022	35.0	12.3	87	2581	44.7	7.9	111	3800	30.1	11.6	75				
GRADUATED COLLEGE	11155	1821	14.9	16.3	108	1415	12.3	12.7	89	707	12.2	6.3	89	1268	10.0	11.4	73				
ATTENDED COLLEGE	13682	1837	15.0	13.4	89	2281	19.8	16.7	117	1030	17.8	7.5	105	2189	17.3	16.0	103				
GRADUATED HIGH SCHOOL	33880	5290	43.2	15.6	103	5003	43.5	14.8	104	2583	44.7	7.6	107	6081	48.2	17.9	115				
DID NOT GRADUATE HIGH SCHOOL	22270	3285	26.9	14.8	98	2806	24.4	12.6	89	1460	25.3	6.6	92	3084	24.4	13.8	89				
EMPLOYED	40306	5528	45.2	13.7	91	5664	49.2	14.1	99	2858	49.5	7.1	99	6715	53.2	16.7	107				
EMPLOYED FULL-TIME	32850	4582	37.5	13.9	92	4691	40.8	14.3	101	2395	41.4	7.3	102	5351	42.4	16.3	105				
EMPLOYED PART-TIME	7456	946	7.7	12.7	84	973	8.5	13.0	92	*464	8.0	6.2	87	1364	10.8	18.3	117				
NOT EMPLOYED	40680	6704	54.8	16.5	109	5841	50.8	14.4	101	2921	50.5	7.2	101	5908	46.8	14.5	93				
PROFESSIONAL/MANAGER	10392	1533	12.5	14.8	98	1552	13.5	14.9	105	715	12.4	6.9	96	1488	11.8	14.3	92				
TECH/CLERICAL/SALES	17574	2242	18.3	12.8	84	2609	22.7	14.8	105	1282	22.2	7.3	102	2999	23.8	17.1	109				
PRECISION/CRAFT	985	**169	1.4	17.2	114	**87	0.8	8.8	62	**60	1.0	6.1	85	**193	1.5	19.6	126				
OTHER EMPLOYED	11354	1584	12.9	14.0	92	1416	12.3	12.5	88	801	13.9	7.1	99	2035	16.1	17.9	115				
SINGLE	9863	1576	12.9	16.0	106	1360	11.8	13.8	97	621	10.7	6.3	88	1652	13.1	16.7	107				
MARRIED	51375	7650	62.5	14.9	99	7419	64.5	14.4	102	3497	60.5	6.8	95	8452	67.0	16.5	106				
DIVORCED/SEPARATED/WIDOWED	19748	3006	24.6	15.2	101	2727	23.7	13.8	97	1662	28.8	8.4	118	2519	20.0	12.8	82				
PARENTS	32590	4533	37.1	13.9	92	5292	46.0	16.2	114	2380	41.2	7.3	102	6262	49.6	19.2	123				
WHITE	70416	10499	85.8	14.9	99	10063	87.5	14.3	101	4780	82.7	6.8	95	10933	86.6	15.5	100				
BLACK	8778	1329	10.9	15.1	100	1215	10.6	13.8	97	898	15.5	10.2	143	1558	12.3	17.7	114				
OTHER	1791	**405	3.3	22.6	150	**227	2.0	12.7	89	**102	1.8	5.7	80	**132	1.0	7.4	47				
NORTHEAST-CENSUS	17786	3150	25.8	17.7	117	2165	18.8	12.2	86	1722	29.8	9.7	136	2306	18.3	13.0	83				
NORTH CENTRAL	20741	3216	26.3	15.5	103	3341	29.0	16.1	113	1277	22.1	6.2	86	3679	29.1	17.7	114				
SOUTH	27775	3833	31.3	13.8	91	3711	32.3	13.4	94	2142	37.1	7.7	108	4774	37.8	17.2	110				
WEST	14683	2034	16.6	13.9	92	2288	19.9	15.6	110	639	11.1	4.4	61	1864	14.8	12.7	81				
NORTHEAST-MKTG.	17961	3026	24.7	16.8	112	2147	18.7	12.0	84	1636	28.3	9.1	128	2337	18.5	13.0	83				
EAST CENTRAL	11885	1851	15.1	15.6	103	1811	15.7	15.2	107	908	15.7	7.6	107	1893	15.0	15.9	102				
WEST CENTRAL	14090	2331	19.1	16.5	110	2373	20.6	16.8	119	785	13.6	5.6	78	2518	19.9	17.9	115				
SOUTH	24081	3333	27.2	13.8	92	3268	28.4	13.6	96	1900	32.9	7.9	111	4271	33.8	17.7	114				
PACIFIC	12969	1692	13.8	13.0	86	1907	16.6	14.7	104	*550	9.5	4.2	59	1604	12.7	12.4	79				
COUNTY SIZE A	32439	5159	42.2	15.9	105	4658	40.5	14.4	101	2276	39.4	7.0	98	4625	36.6	14.3	91				
COUNTY SIZE B	24915	3649	29.8	14.6	97	3837	33.4	15.4	108	1756	30.4	7.0	99	4139	32.8	16.6	107				
COUNTY SIZE C	12930	1935	15.8	15.0	99	1597	13.9	12.4	87	908	15.7	7.0	98	1957	15.5	15.1	97				
COUNTY SIZE D	10703	1489	12.2	13.9	92	1414	12.3	13.2	93	839	14.5	7.8	110	1902	15.1	17.8	114				
METRO CENTRAL CITY	24518	3879	31.7	15.8	105	3540	30.8	14.4	102	1801	31.2	7.3	103	3588	28.4	14.6	94				
METRO SUBURBAN	35919	5344	43.7	14.9	99	5183	45.0	14.4	102	2265	39.2	6.3	88	5739	45.5	16.0	103				
NON METRO	20549	3010	24.6	14.6	97	2782	24.2	13.5	95	1713	29.6	8.3	117	3295	26.1	16.0	103				
TOP 5 ADI'S	18341	3085	25.2	16.8	111	2580	22.4	14.1	99	1265	21.9	6.9	97	2639	20.9	14.4	92				
TOP 10 ADI'S	25378	4022	32.9	15.8	105	3461	30.1	13.6	96	1775	30.7	7.0	98	3541	28.1	14.0	90				
TOP 20 ADI'S	36488	5754	47.0	15.8	104	5014	43.6	13.7	97	2555	44.2	7.0	98	5210	41.3	14.3	92				
MSHLD INC. \$50,000 OR MORE	6612	1229	10.0	18.6	123	1074	9.3	16.2	114	*404	7.0	6.1	86	1036	8.2	15.7	101				
\$40,000 OR MORE	12659	1886	15.4	14.9	99	1994	17.3	15.8	111	884	15.3	7.0	98	2090	16.6	16.5	106				
\$30,000 OR MORE	24698	3560	29.1	14.4	95	3811	33.1	15.4	109	1625	28.1	6.6	92	4273	33.9	17.3	111				
\$25,000 OR MORE	32077	4608	37.7	14.4	95	4646	40.4	14.5	102	2093	36.2	6.5	91	5641	44.7	17.6	113				
\$20,000 - \$24,999	9144	1354	11.1	14.8	98	1478	12.8	16.2	114	690	11.9	7.5	106	1468	11.6	16.1	103				
\$15,000 - \$19,999	8728	1175	9.6	13.5	89	1102	9.6	12.6	89	570	9.9	6.5	92	1175	9.3	13.5	86				
\$10,000 - \$14,999	12562	2098	17.2	16.7	111	1874	16.3	14.9	105	1023	17.9	8.1	114	1951	15.5	15.5	100				
UNDER \$10,000	18475	2998	24.5	16.2	107	2406	20.9	13.0	92	1404	24.3	7.6	106	2388	18.9	12.9	83				
HOUSEHOLD OF 1 PERSON	11987	1725	14.1	14.4	95	1416	12.3	11.8	83	852	14.7	7.1	100	1084	8.6	9.0	58				
2 PEOPLE	26577	4211	34.4	15.8	105	3455	30.0	13.0	92	2063	35.7	7.8	109	3473	27.5	13.1	84				
3 OR 4 PEOPLE	30617	4530	37.0	14.8	98	4733	41.1	15.5	109	1968	34.1	6.4	90	5648	44.7	18.4	118				
5 OR MORE PEOPLE	11804	1766	14.4	15.0	99	1902	16.5	16.1	113	896	15.5	7.6	106	2419	19.2	20.5	131				
NO CHILD IN HSHLD	46165	7427	60.7	16.1	107	6002	52.2	13.0	92	3288	56.9	7.1	100	5943	47.1	12.9	83				
CHILD(REN) UNDER 2 YRS	5325	836	6.8	15.7	104	913	7.9	17.1	121	*338	5.8	6.3	89	1095	8.7	20.6	132				
2 - 5 YEARS	14221	2267	18.5	15.9	106	2172	18.9	15.3	108	973	16.8	6.8	96	2831	22.4	19.9	128				
6 - 11 YEARS	15117	2097	17.1	13.9	92	2344	20.4	15.5	109	1015	17.6	6.7	94	2814	22.3	18.6	119				
12 - 17 YEARS	16611	2272	18.6	13.7	91	2788	24.2	16.8	118	1346	23.3	8.1	114	3223	25.5	19.4	124				

		TOTAL U.S. '000	CAMAY				CARESS				CASHMERE BOUQUET				COAST			
		'000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	12232	100.0	15.1	100	11505	100.0	14.2	100	5779	100.0	7.1	100	12623	100.0	15.6	100
MAGAZINES	QUINTILE 1	15799	2490	20.4	15.8	104	2769	24.1	17.5	123	1242	21.5	7.9	110	2867	22.7	18.1	116
	QUINTILE 2	17259	2546	20.8	14.8	98	2619	22.8	15.2	107	1237	21.4	7.2	100	2707	21.4	15.7	101
	QUINTILE 3	13545	2004	16.4	14.8	98	1791	15.6	13.2	93	973	16.8	7.2	101	2151	17.0	15.9	102
	QUINTILE 4	15133	2372	19.4	15.7	104	1846	16.0	12.2	86	1188	20.6	7.9	110	2325	18.4	15.4	99
	QUINTILE 5	19250	2822	23.1	14.7	97	2481	21.6	12.9	91	1139	19.7	5.9	83	2573	20.4	13.4	86
NEWSPAPERS	QUINTILE 1	12413	2038	16.7	16.4	109	1898	16.5	15.3	108	918	15.9	7.4	104	1833	14.5	14.8	95
	QUINTILE 2	24116	3717	30.4	15.4	102	3360	29.2	13.9	98	1780	30.8	7.4	103	3396	26.9	14.1	90
	QUINTILE 3	11261	1821	14.9	16.2	107	1911	16.6	17.0	119	797	13.8	7.1	99	2140	17.0	19.0	122
	QUINTILE 4	20255	2876	23.5	14.2	94	2782	24.2	13.7	97	1323	22.9	6.5	92	3271	25.9	16.1	104
	QUINTILE 5	12940	1780	14.6	13.8	91	1555	13.5	12.0	85	962	16.6	7.4	104	1983	15.7	15.3	98
OUTDOOR	QUINTILE 1	14852	2776	22.7	18.7	124	2322	20.2	15.6	110	1271	22.0	8.6	120	2237	17.7	15.1	97
	QUINTILE 2	15725	2334	19.1	14.8	98	2169	18.9	13.8	97	1151	19.9	7.3	103	2559	20.3	16.3	104
	QUINTILE 3	16390	2572	21.0	15.8	104	2547	22.1	15.6	110	1051	18.2	6.4	90	2773	22.0	17.0	109
	QUINTILE 4	16744	2194	17.9	13.1	87	2242	19.5	13.4	94	1174	20.3	7.0	98	2734	21.7	16.3	105
	QUINTILE 5	17334	2357	19.3	13.6	90	2226	19.3	12.8	90	1133	19.6	6.5	92	2321	18.4	13.4	86
RADIO-DRIVE TIME	QUINTILE 1	15911	2629	21.5	16.5	109	2560	22.3	16.1	113	1291	22.3	8.1	114	2850	22.6	17.9	115
	QUINTILE 2	14837	2202	18.0	14.8	98	1923	16.7	13.0	91	1061	18.4	7.2	100	2266	18.0	15.3	98
	QUINTILE 3	15339	2181	17.8	14.2	94	2372	20.6	15.5	109	1171	20.3	7.6	107	2798	22.2	18.2	117
	QUINTILE 4	16723	2330	19.0	13.9	92	2166	18.8	13.0	91	1045	18.1	6.2	88	2218	17.6	13.3	85
	QUINTILE 5	18176	2890	23.6	15.9	105	2485	21.6	13.7	96	1211	21.0	6.7	93	2491	19.7	13.7	88
RADIO-MID- DAY	TERCILE 1	21020	3392	27.7	16.1	107	3313	28.8	15.8	111	1527	26.4	7.3	102	3726	29.5	17.7	114
	TERCILE 2	21610	3686	30.1	17.1	113	3355	29.2	15.5	109	1693	29.3	7.8	110	3443	27.3	15.9	102
	TERCILE 3	38355	5155	42.1	13.4	89	4838	42.1	12.6	89	2559	44.3	6.7	93	5454	43.2	14.2	91
	QUINTILE 1	15988	2392	19.6	15.0	99	2708	23.5	16.9	119	1170	20.2	7.3	103	2962	23.5	18.5	119
	QUINTILE 2	15626	2598	21.2	16.6	110	1998	17.4	12.8	90	1236	21.4	7.9	111	2475	19.6	15.8	102
RADIO-TOTAL	QUINTILE 3	16723	2388	19.5	14.3	95	2435	21.2	14.6	102	1208	20.9	7.2	101	2796	22.2	16.7	107
	QUINTILE 4	16342	2564	21.0	15.7	104	2537	22.1	15.5	109	1197	20.7	7.3	103	2238	17.7	13.7	88
	QUINTILE 5	16306	2290	18.7	14.0	93	1827	15.9	11.2	79	969	16.8	5.9	83	2151	17.0	13.2	85
	QUINTILE 4	16306	2290	18.7	14.0	93	1827	15.9	11.2	79	969	16.8	5.9	83	2151	17.0	13.2	85
	QUINTILE 5	16306	2290	18.7	14.0	93	1827	15.9	11.2	79	969	16.8	5.9	83	2151	17.0	13.2	85
TV-PRIME TIME	QUINTILE 1	15953	2988	24.4	18.7	124	2614	22.7	16.4	115	1191	20.6	7.5	105	2689	21.3	16.9	108
	QUINTILE 2	16137	2595	21.2	16.1	106	2318	20.1	14.4	101	1187	20.5	7.4	103	2767	21.9	17.1	110
	QUINTILE 3	16420	2388	19.5	14.5	96	2355	20.5	14.3	101	1223	21.2	7.4	104	2600	20.6	15.8	102
	QUINTILE 4	16687	2219	18.1	13.3	88	2311	20.1	13.8	97	1195	20.7	7.2	100	2548	20.2	15.3	98
	QUINTILE 5	15789	2043	16.7	12.9	86	1908	16.6	12.1	85	983	17.0	6.2	87	2019	16.0	12.8	82
TV-DAYTIME	TERCILE 1	27736	4616	37.7	16.6	110	3961	34.4	14.3	101	2207	38.2	8.0	112	4485	35.5	16.2	104
	TERCILE 2	26489	3972	32.5	15.0	99	3624	31.5	13.7	96	1940	33.6	7.3	103	4256	33.7	16.1	103
	TERCILE 3	26761	3644	29.8	13.6	90	3920	34.1	14.6	103	1632	28.2	6.1	85	3882	30.8	14.5	93
	QUINTILE 1	16345	3057	25.0	18.7	124	2362	20.5	14.5	102	1197	20.7	7.3	103	2734	21.7	16.7	107
	QUINTILE 2	16447	2702	22.1	16.4	109	2498	21.7	15.2	107	1275	22.1	7.8	109	2379	18.8	14.5	93
TV-TOTAL	QUINTILE 3	15980	2089	17.1	13.1	87	2442	21.2	15.3	108	1168	20.2	7.3	102	2745	21.7	17.2	110
	QUINTILE 4	15887	2191	17.9	13.8	91	1954	17.0	12.3	87	1050	18.2	6.6	93	2517	19.9	15.8	102
	QUINTILE 5	16326	2194	17.9	13.4	89	2250	19.6	13.8	97	1090	18.9	6.7	94	2248	17.8	13.8	88
	QUINTILE 4	16326	2194	17.9	13.4	89	2250	19.6	13.8	97	1090	18.9	6.7	94	2248	17.8	13.8	88
	QUINTILE 5	16326	2194	17.9	13.4	89	2250	19.6	13.8	97	1090	18.9	6.7	94	2248	17.8	13.8	88
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	3445	28.2	16.6	110	3370	29.3	16.3	114	1587	27.5	7.7	107	3244	25.7	15.7	100
	NEWSPAPER IMPERATIVE	19186	2658	21.7	13.9	92	2951	25.6	15.4	108	1387	24.0	7.2	101	3599	28.5	18.8	120
	NEWSPAPER IMPERATIVE	21899	3231	26.4	14.8	98	2801	24.3	12.8	90	1563	27.0	7.1	100	2967	23.5	13.5	87
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	2618	21.4	16.9	112	2488	21.6	16.1	113	1258	21.8	8.1	114	2534	20.1	16.4	105
	MAGAZINE IMPERATIVE	25953	3644	29.8	14.0	93	3873	33.7	14.9	105	1785	30.9	6.9	96	4372	34.6	16.8	108
	OUTDOOR IMPERATIVE	24400	4126	33.7	16.9	112	3382	29.4	13.9	98	1864	32.3	7.6	107	3654	28.9	15.0	96
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	2756	22.5	15.3	101	2690	23.4	14.9	105	1389	24.0	7.7	108	3186	25.2	17.7	113
	MAGAZINE IMPERATIVE	23571	3542	29.0	15.0	99	3798	33.0	16.1	113	1615	27.9	6.9	96	3598	28.5	15.3	98
	RADIO IMPERATIVE	23278	3552	29.0	15.3	101	3222	28.0	13.8	97	1709	29.6	7.3	103	3949	31.3	17.0	109
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	2735	22.4	17.7	117	2588	22.5	16.7	118	1173	20.3	7.6	106	2512	19.9	16.2	104
	MAGAZINE IMPERATIVE	25829	3362	27.5	13.0	86	3838	33.4	14.9	105	1834	31.7	7.1	100	4351	34.5	16.8	108
	TELEVISION IMPERATIVE	26039	4184	34.2	16.1	106	3407	29.6	13.1	92	1895	32.8	7.3	102	3954	31.3	15.2	97
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	2899	23.7	17.5	116	2488	21.6	15.0	105	1493	25.8	9.0	126	2621	20.8	15.8	101
	NEWSPAPER IMPERATIVE	26834	3927	32.1	14.6	97	4042	35.1	15.1	106	1721	29.8	6.4	90	3997	31.7	14.9	96
	OUTDOOR IMPERATIVE	23346	3572	29.2	15.3	101	3458	30.1	14.8	104	1572	27.2	6.7	94	3888	30.8	16.7	107
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	2649	21.7	15.5	102	2656	23.1	15.5	109	1332	23.0	7.8	109	2764	21.9	16.1	104
	NEWSPAPER IMPERATIVE	25892	4029	32.9	15.6	103	3575	31.1	13.8	97	1767	30.6	6.8	96	3600	28.5	13.9	89
	RADIO IMPERATIVE	23167	3613	29.5	15.6	103	3403	29.6	14.7	103	1674	29.0	7.2					

TOILET SOAP BARS (FOR FACE, HANDS, BATH & SHOWER): BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A	CAMAY B DOWN	C ACROSS %	D INDX	A	CARESS B DOWN	C ACROSS %	D INDX	A	CASHMERE B DOWN	C ACROSS %	D INDX	A	BOUQUET B DOWN	C ACROSS %	D INDX	A	COAST B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	12232	100.0	15.1	100	11505	100.0	14.2	100	5779	100.0	7.1	100	12623	100.0	15.6	100				
ATLANTIC MONTHLY	415	**53	0.4	12.8	85	**43	0.4	10.4	73	**21	0.4	5.1	71	**46	0.4	11.1	71				
BARRON'S	453	**114	0.9	25.2	167	**133	1.2	29.4	207	**77	1.3	17.0	238	**46	0.4	10.2	65				
BETTER HOMES & GARDENS	16256	2636	21.6	16.2	107	2435	21.2	15.0	105	1372	23.7	8.4	118	2629	20.8	16.2	104				
BON APPETIT	2535	318	2.6	12.5	83	345	3.0	13.6	96	*210	3.6	8.3	116	360	2.9	14.2	91				
BUSINESS WEEK	1278	*215	1.8	16.8	111	*226	2.0	17.7	124	*80	1.4	6.3	88	*197	1.6	15.4	99				
CAR AND DRIVER	378	**31	0.3	8.2	54	**34	0.3	9.0	63	**8	0.1	2.1	30	**35	0.3	9.3	59				
CBS MAGAZINE NETWORK (GROSS)	1498	*215	1.8	14.4	95	308	2.7	20.6	145	**65	1.1	4.3	61	451	3.6	30.1	193				
CHANGING TIMES	1505	*245	2.0	16.3	108	*321	2.8	21.3	150	*159	2.8	10.6	148	334	2.6	22.2	142				
COLONIAL HOMES	1231	*241	2.0	19.6	130	*172	1.5	14.0	98	**78	1.3	6.3	89	*161	1.3	13.1	84				
CONDE NAST MAG. PKG. (GROSS)	14146	2174	17.8	15.4	102	1951	17.0	13.8	97	1103	19.1	7.8	109	2395	19.0	16.9	109				
CONSUMERS DIGEST	1323	*188	1.5	14.2	94	*243	2.1	18.4	129	**75	1.3	5.7	79	*260	2.1	19.7	126				
COSMOPOLITAN	7102	1172	9.6	16.5	109	1345	11.7	18.9	133	568	9.8	8.0	112	1201	9.5	16.9	108				
COUNTRY LIVING	2481	447	3.7	18.0	119	313	2.7	12.6	89	*172	3.0	6.9	97	438	3.5	17.7	113				
CUISINE	1472	*174	1.4	11.8	78	*297	2.6	20.2	142	**102	1.8	6.9	97	*168	1.3	11.4	73				
CYCLE WORLD	425	**65	0.5	15.3	101	**120	1.0	28.2	199	**36	0.6	8.5	119	**77	0.6	18.1	116				
DCI:CREATIVE IDEAS FOR LIV	2510	414	3.4	16.5	109	352	3.1	14.0	99	*253	4.4	10.1	141	444	3.5	17.7	113				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	930	7.6	13.9	92	912	7.9	13.6	96	549	9.5	8.2	115	1213	9.6	18.1	116				
DISCOVER	894	**133	1.1	14.9	98	*129	1.1	14.4	102	**45	0.8	5.0	71	*133	1.1	14.9	95				
EBONY	3507	571	4.7	16.3	108	584	5.1	16.7	117	345	6.0	9.8	138	734	5.8	20.9	134				
ESQUIRE	1083	*162	1.3	15.0	99	*174	1.5	16.1	113	**86	1.5	7.9	111	*264	2.1	24.4	156				
ESSENCE	1830	308	2.5	16.8	111	365	3.2	19.9	140	*169	2.9	9.2	129	340	2.7	18.6	119				
FAMILY CIRCLE	15930	2381	19.5	14.9	99	2499	21.7	15.7	110	1201	20.8	7.5	106	2549	20.2	16.0	103				
THE FAMILY HANDYMAN	1126	*166	1.4	14.7	98	*224	1.9	19.9	140	*158	2.7	14.0	197	*221	1.8	19.6	126				
FAMILY WEEKLY	11468	1594	13.0	13.9	92	1758	15.3	15.3	108	747	12.9	6.5	91	1872	14.8	16.3	105				
FIELD & STREAM	2234	391	3.2	17.5	116	291	2.5	13.0	92	*188	3.3	8.4	118	551	4.4	24.7	158				
FOOD & WINE	579	**107	0.9	18.5	122	**84	0.7	14.5	102	**39	0.7	6.7	94	*139	1.1	24.0	154				
FORBES	728	**144	1.2	19.8	131	*146	1.3	20.1	141	**87	1.5	12.0	167	**75	0.6	10.3	66				
FORTUNE	906	*245	2.0	27.0	179	*242	2.1	26.7	188	**104	1.8	11.5	161	*208	1.6	23.0	147				
GENTLEMEN'S QUARTERLY	791	*137	1.1	17.3	115	*163	1.4	20.6	145	**78	1.3	9.9	138	*154	1.2	19.5	125				
GLAMOUR	5265	850	6.9	16.1	107	764	6.6	14.5	102	419	7.3	8.0	112	935	7.4	17.8	114				
GOLF DIGEST	636	**41	0.3	6.4	43	**58	0.5	9.1	64	**27	0.5	4.2	59	**142	2.1	22.3	143				
GOLF DIGEST/TENNIS (GROSS)	1186	*162	1.3	13.7	90	*141	1.2	11.9	84	**44	0.8	3.7	52	*253	2.0	21.3	137				
GOLF MAGAZINE	441	**33	0.3	7.5	50	**63	0.5	14.3	101	*31	0.5	7.0	99	**82	0.6	18.6	119				
GOLF MAGAZINE/SKI (GROSS)	922	**73	0.6	7.9	52	*157	1.4	17.0	120	**76	1.3	8.2	116	*142	1.1	15.4	99				
GOOD HOUSEKEEPING	16487	2524	20.6	15.3	101	2547	22.1	15.4	109	1139	19.7	6.9	97	2777	22.0	16.8	108				
HARPER'S BAZAAR	2423	406	3.3	16.8	111	380	3.3	15.7	110	*278	4.8	11.5	161	373	3.0	15.4	99				
HEALTH	1994	371	3.0	18.6	123	383	3.3	19.2	135	*194	3.4	9.7	136	367	2.9	18.4	118				
HEARST MAG CORP. BUY (GROSS)	44101	7061	57.7	16.0	106	7089	61.6	16.1	113	3401	58.9	7.7	108	7463	59.1	16.9	109				
HEARST MAN POWER (GROSS)	1993	301	2.5	15.1	100	257	2.2	12.9	91	*277	4.8	13.9	195	366	2.9	18.4	118				
HEARST WOMAN POWER (GROSS)	31274	4775	39.0	15.3	101	5218	45.4	16.7	117	2215	38.3	7.1	99	5406	42.8	17.3	111				
HOUSE BEAUTIFUL	3623	642	5.2	17.7	117	614	5.3	16.9	119	*295	5.1	8.1	114	572	4.5	15.8	101				
INC.	283	**62	0.5	21.9	145	**95	0.8	33.6	236	*334	0.6	12.0	168	**68	0.5	24.0	154				
JET	2928	441	3.6	15.1	100	458	4.0	15.6	110	283	4.9	9.7	135	637	5.0	21.8	140				
LADIES' HOME JOURNAL	11918	1768	14.5	14.8	98	1956	17.0	16.4	116	859	14.9	7.2	101	2079	16.5	17.4	112				
LHJ FAMILY GRP COMBO(GROSS)	16764	2583	21.1	15.4	102	2874	25.0	17.1	121	1293	22.4	7.7	108	2891	22.9	17.2	111				
LIFE	4254	731	6.0	17.2	114	590	5.1	13.9	98	344	6.0	8.1	113	718	5.7	16.9	108				
L.A. TIMES HOME MAGAZINE	1145	*245	2.0	21.4	142	*250	2.2	21.8	154	**108	1.9	9.4	132	**142	1.1	12.4	80				
MADEMOISELLE	2884	375	3.1	13.0	86	437	3.8	15.2	107	308	5.3	10.7	150	455	3.6	15.8	101				
MC CALL'S	13460	1922	15.7	14.3	95	2112	18.4	15.7	110	850	14.7	6.3	88	2302	18.2	17.1	110				
MC CALL'S/MRK MOTHER (GROSS)	14606	2124	17.4	14.5	96	2324	20.2	15.9	112	979	16.9	6.7	94	2604	20.6	17.8	114				
MECHANIX ILLUSTRATED	772	**117	1.0	15.2	100	**108	0.9	14.0	98	**121	2.1	15.7	220	**100	0.8	13.0	83				
METROPOLITAN HOME	967	*188	1.5	19.4	129	*180	1.6	18.6	131	**59	1.0	6.1	86	*186	1.5	19.2	123				
MONEY	1588	*246	2.0	15.5	103	323	2.8	20.3	143	*180	3.1	11.3	159	*199	1.6	12.5	80				
MOTHER EARTH NEWS	1002	*185	1.5	18.5	122	*160	1.4	16.0	112	**93	1.6	9.3	130	*225	1.8	22.5	144				
MS.	825	*149	1.2	18.1	120	*175	1.5	21.2	149	**50	0.9	6.1	85	*180	1.4	21.8	140				
NATIONAL ENQUIRER	10336	1681	13.7	16.3	108	1741	15.1	16.8	111	935	16.2	9.0	127	1888	15.0	18.3	117				
NATIONAL GEOGRAPHIC	9597	1340	11.0	14.0	92	1492	13.0	15.5	109	655	11.3	6.8	96	1163	9.2	12.1	78				
NATIONAL SUNDAY MAGAZINE PKG	49558	7506	61.4	15.1	100	7493	65.1	15.1	106	3408	59.0	6.9	96	7441	58.9	15.0	96				
NATURAL HISTORY	573	**50	0.4	8.7	58	**92	0.8	16.1	113	*21	0.4	3.7	51	**50	0.4	8.7	56				
NEM WOMAN	1699	271	2.2	16.0	106	282	2.5	16.6	117	*159	2.8	9.4	131	294	2.3	17.3	111				
NEW YORK INCLUDING CUE	443	**51	0.4	11.5	76	**81	0.7	18.3	129	**52	0.9	11.7	164	**52	0.4	11.7	75				
THE NEW YORKER	1270	*152	1.2	12.0	79	*177	1.5	13.9	98	**115	2.0	9.1	127	*132	1.0	10.4	67				
NEWSWEEK	6277	867	7.1	13.8	91	916	8.0	14.6	103	472	8.2	7.5	105	980	7.8	15.6	100				
THE N.Y. TIMES DAILY EDITION	1205	280	2.3	23.2	154	*161	1.4	13.4	94	*116	2.0	9.6	135	*128	1.0	10.6	68				
THE N.Y. TIMES MAGAZINE	2081	369	3.0	17.7	117	312	2.7	15.0	106	*205	3.5	9.9	138	*255	2.0	12.3	79				
OMNI	788	**127	1.0	16.1	107	*147	1.3	18.7	131	**73	1.3	9.3	130	*170	1.3	21.6	138				
ON CABLE	1158	*178	1.5	15.4	102	*214	1.9	18.5	130	**59	1.0	5.1	71	*189	1.5	16.3	105				
1001 HOME IDEAS	2852	445	3.6	15.6	103	536	4.7	18.8	132	*240	4.2	8.4	118	446	3.5	15.6	100				
ORGANIC GARDENING	1658	*237	1.9	14.3	95	262	2.3	15.8	111	*118	2.0	7.1	100	319	2						

	TOTAL U.S. '000	A '000	CAMAY B % DOWN	C ACROSS %	D INDX	A '000	CARESS B % DOWN	C ACROSS %	D INDX	A '000	CASHMERE B % DOWN	BOUQUET C ACROSS %	D INDX	A '000	COAST B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	12232	100.0	15.1	100	11505	100.0	14.2	100	5779	100.0	7.1	100	12623	100.0	15.6	100
PARENTS	3845	565	4.6	14.7	97	540	4.7	14.0	99	*233	4.0	6.1	85	860	6.8	22.4	143
PENTHOUSE	831	**162	1.3	19.5	129	*200	1.7	24.1	169	**238	0.4	2.9	40	*238	1.9	28.6	184
PEOPLE	11645	1610	13.2	13.8	92	1929	16.8	16.6	117	827	14.3	7.1	100	2096	16.6	18.0	115
PLAYBOY	2006	338	2.8	16.8	112	326	2.8	16.3	114	*114	2.0	5.7	80	296	2.3	14.8	95
POPULAR HOT RODDING	297	**48	0.4	16.2	107	**36	0.3	12.1	85	**23	0.4	7.7	109	**101	0.8	34.0	218
POPULAR MECHANICS	1018	**115	0.9	11.3	75	**70	0.6	6.9	48	**181	3.1	17.8	249	*149	1.2	14.6	94
POPULAR SCIENCE	878	*179	1.5	20.4	135	**115	1.0	13.1	92	**77	1.3	8.8	123	*107	0.8	12.2	78
PREVENTION	3913	545	4.5	13.9	92	624	5.4	15.9	112	278	4.8	7.1	100	494	3.9	12.6	81
PSYCHOLOGY TODAY	1710	308	2.5	18.0	119	309	2.7	18.1	127	**112	1.9	6.5	92	409	3.2	23.9	153
READER'S DIGEST	22204	3488	28.5	15.7	104	3174	27.6	14.3	101	1791	31.0	8.1	113	3822	30.3	17.2	110
REDBOOK	7684	1078	8.8	14.0	93	1326	11.5	17.3	121	509	8.8	6.6	93	1428	11.3	18.6	119
ROAD & TRACK	410	**68	0.6	16.6	110	**61	0.5	14.9	105	**18	0.3	4.4	62	**115	0.9	28.0	180
ROLLING STONE	969	*246	2.0	25.4	168	*213	1.9	22.0	155	**93	1.6	9.6	134	*258	2.0	26.6	171
RUNNER'S WORLD	298	**46	0.4	15.4	102	**11	0.1	3.7	26	**11	0.2	3.7	52	**41	0.3	13.8	88
SATURDAY EVENING POST	1169	*229	1.9	19.6	130	*171	1.5	14.6	103	**89	1.5	7.6	107	*193	1.5	16.5	106
SCIENCE 84	587	**51	0.4	8.7	58	**75	0.7	12.8	90	**69	1.2	11.8	165	**45	0.4	7.7	49
SCIENCE DIGEST	482	**85	0.7	17.6	117	**96	0.8	19.9	140	**28	0.5	5.8	81	**102	0.8	21.2	136
SCIENTIFIC AMERICAN	594	**67	0.5	11.3	75	**81	0.7	13.6	96	**32	0.6	5.4	75	**56	0.4	9.4	60
SELF	2089	317	2.6	15.2	100	283	2.5	13.5	95	*127	2.2	6.1	85	325	2.6	15.6	100
SEVENTEEN	2411	360	2.9	14.9	99	290	2.5	12.0	85	*175	3.0	7.3	102	407	3.2	16.9	108
SKI	480	**40	0.3	8.3	55	**94	0.8	19.6	138	**45	0.8	9.4	131	**60	0.5	12.5	80
SMITHSONIAN	2760	388	3.2	14.1	93	305	2.7	11.1	78	*234	4.0	8.5	119	353	2.8	12.8	82
SOAP OPERA DIGEST	3013	518	4.2	17.2	114	527	4.6	17.5	123	281	4.9	9.3	131	786	6.2	26.1	167
SOUTHERN LIVING	4184	516	4.2	12.3	82	560	4.9	13.4	94	295	5.1	7.1	99	769	6.1	18.4	118
SPORT	559	**149	1.2	26.7	176	**104	0.9	18.6	131	**29	0.5	5.2	73	*139	1.1	24.9	160
THE SPORTING NEWS	436	**115	0.9	26.4	175	**53	0.5	12.2	86	**30	0.5	6.9	96	**234	1.9	53.7	344
SPORTS AFIELD	493	**101	0.8	20.5	136	**91	0.8	18.5	130	**68	1.2	13.8	193	**115	0.9	23.3	150
SPORTS ILLUSTRATED	2758	531	4.3	19.3	127	524	4.6	19.0	134	*163	2.8	5.9	83	598	4.7	21.7	139
STAR	7456	1318	10.8	17.7	117	1319	11.5	17.7	125	666	11.5	8.9	125	1568	12.4	21.0	135
SUNDAY	24936	3729	30.5	15.0	99	3630	31.6	14.6	102	1896	32.8	7.6	107	3607	28.6	14.5	93
SUNSET	2124	*342	2.8	16.1	107	304	2.6	14.3	101	**112	1.9	5.3	74	*157	1.2	7.4	47
TV GUIDE	21661	3334	27.3	15.4	102	3369	29.3	15.6	109	*145	25.0	6.7	93	3804	30.1	17.6	113
TENNIS	550	**121	1.0	22.0	146	**83	0.7	15.1	106	*17	0.3	3.1	43	**111	0.9	20.2	129
TIME	8880	1399	11.4	15.8	104	1372	11.9	15.5	109	621	10.7	7.0	98	1325	10.5	14.9	96
TOWN & COUNTRY	917	*218	1.8	23.8	157	*130	1.1	14.2	100	**79	1.4	8.6	121	**126	1.0	13.7	88
TRAVEL & LEISURE	972	*156	1.3	16.0	106	*159	1.4	16.4	115	*61	1.1	6.3	88	*149	1.2	15.3	98
TRUE STORY	3356	530	4.3	15.8	105	471	4.1	14.0	99	270	4.7	8.0	113	713	5.6	21.2	136
U.S. NEWS & WORLD REPORT	3410	514	4.2	15.1	100	460	4.0	13.5	95	*228	3.9	6.7	94	541	4.3	15.9	102
USA TODAY	1759	361	3.0	20.5	136	265	2.3	15.1	106	*181	3.1	10.3	144	*279	2.2	15.9	102
US	1873	313	2.6	16.7	111	445	3.9	23.8	167	**104	1.8	5.6	78	373	3.0	19.9	128
VOGUE	3909	633	5.2	16.2	107	467	4.1	11.9	84	248	4.3	6.3	89	680	5.4	17.4	112
WALL STREET JOURNAL	1886	370	3.0	19.6	130	342	3.0	18.1	128	*153	2.6	8.1	114	*276	2.2	14.6	94
WEIGHT WATCHERS	2120	254	2.1	12.0	79	367	3.2	17.3	122	*140	2.4	6.6	93	341	2.7	16.1	103
WOMAN'S DAY	14172	2036	16.6	14.4	95	2233	19.4	15.8	111	1042	18.0	7.4	103	2357	18.7	16.6	107
WORKING MOTHER	1146	*203	1.7	17.7	117	*212	1.8	18.5	130	**129	2.2	11.3	158	*302	2.4	26.4	169
WORKING WOMAN	1322	*230	1.9	17.4	115	*243	2.1	18.4	129	**93	1.6	7.0	99	290	2.3	21.9	141
WORLD TENNIS	*163	**24	0.2	14.7	97	*37	0.3	22.7	160	**55	0.1	3.1	43	**49	0.4	30.1	193
ZIFF-DAVIS MAG NETHK (GROSS)	2532	378	3.1	14.9	99	411	3.6	16.2	114	*111	1.9	4.4	61	459	3.6	18.1	116
BLAIR INSERTS	43657	6680	54.6	15.3	101	6637	57.7	15.2	107	3157	54.6	7.2	101	6387	50.6	14.6	94
DAILY NEWSPAPERS																	
READ ANY	51633	8084	66.1	15.7	104	7436	64.6	14.4	101	3724	64.4	7.2	101	7967	63.1	15.4	99
READ ONE	43463	6784	55.5	15.6	103	6218	54.0	14.3	101	3074	53.2	7.1	99	6758	53.5	15.5	100
READ TWO OR MORE	8170	1300	10.6	15.9	105	1218	10.6	14.9	105	650	11.2	8.0	111	1208	9.6	14.8	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8074	66.0	15.3	101	7943	69.0	15.1	106	3750	64.9	7.1	100	8026	63.6	15.2	98
READ ONE	46126	6915	56.5	15.0	99	6887	59.9	14.9	105	3270	56.6	7.1	99	7064	56.0	15.3	98
READ TWO OR MORE	6552	1160	9.5	17.7	117	1056	9.2	16.1	113	481	8.3	7.3	103	962	7.6	14.7	94
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	31.51				28.26				29.61				26.66			
30 DAY REACH	71455	10826	88.5	15.2	100	10181	88.5	14.2	100	5157	89.2	7.2	101	11384	90.2	15.9	102
50 SHMG - 30 DAY AV FREQ	14.56	16.51				14.78				15.49				14.10			
30 DAY REACH	67742	10382	84.9	15.3	101	9766	84.9	14.4	101	4949	85.6	7.3	102	10777	85.4	15.9	102
25 SHMG - 30 DAY AV FREQ	7.94	8.78				7.89				8.45				7.46			
30 DAY REACH	62117	9791	80.0	15.8	104	9088	79.0	14.6	103	4561	78.9	7.3	103	10110	80.1	16.3	104
CABLE TV: HOME WIRED	32077	4879	39.9	15.2	101	4906	42.6	15.3	108	2360	40.8	7.4	103	5159	40.9	16.1	103
HOME NOT WIRED	48909	7354	60.1	15.0	100	6599	57.4	13.5	95	3419	59.2	7.0	98	7464	59.1	15.3	98
HAVE PAY CABLE	15935	2375	19.4	14.9	99	2772	24.1	17.4	122	1044	18.1	6.6	92	2979	23.6	18.7	120

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	TOTAL U.S. '000	CAMAY				CARESS				CASHMERE BOUQUET				COAST			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	12232	100.0	15.1	100	11505	100.0	14.2	100	5779	100.0	7.1	100	12623	100.0	15.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	4107	33.6	15.8	104	3414	29.7	13.1	92	1795	31.1	6.9	97	3802	30.1	14.6	94
NETWORK AFFILIATES - LATE	20261	3393	27.7	16.7	111	2944	25.6	14.5	102	1508	26.1	7.4	104	3268	25.9	16.1	103
INDEPENDENTS - LATE	2076	378	3.1	18.2	121	272	2.4	13.1	92	171	3.0	8.2	115	269	2.1	13.0	83
TV EVENING WTKM 6 PM - 2 AM																	
A TEAM	10453	1618	13.2	15.5	102	1695	14.7	16.2	114	708	12.3	6.8	95	1928	15.3	18.4	118
ABC MONDAY NIGHT MOVIE	A 6412	985	8.1	15.4	102	914	7.9	14.3	100	455	7.9	7.1	99	1031	8.2	16.1	103
ABC SUNDAY NIGHT MOVIE	A 12407	1965	16.1	15.8	105	1711	14.9	13.8	97	770	13.3	6.2	87	1962	15.5	15.8	101
ABC WORLD NEWS TONIGHT	A 6176	949	7.8	15.4	102	712	6.2	11.5	81	465	8.0	7.5	106	921	7.3	14.9	96
AFTERMASH	C 5863	964	7.9	16.4	109	1002	8.7	17.1	120	515	8.9	8.8	123	1132	9.0	19.3	124
ALICE	C 9594	1480	12.1	15.4	102	1462	12.7	15.2	107	772	13.4	8.0	113	1592	12.6	16.6	106
AMERICAN PARADE	C 6622	1056	8.6	15.9	106	969	8.4	14.6	103	407	7.0	6.1	86	886	7.0	13.4	86
BENSON	A 10886	1731	14.2	15.9	105	1482	12.9	13.6	96	792	13.7	7.3	102	1657	13.1	15.2	98
BLUE THUNDER	A 5036	910	7.4	18.1	120	784	6.8	15.6	110	382	6.6	7.6	106	896	7.1	17.8	114
CAGNEY & LACEY	C 9965	1764	14.4	17.7	117	1474	12.8	14.8	104	574	9.9	5.8	81	1716	13.6	17.2	110
CBS EVENING NEWS-DEAN	C 3491	545	4.5	15.6	103	450	3.9	12.9	91	*217	3.8	6.2	87	405	3.2	11.6	74
CBS EVENING NEWS-RATHER	C 7123	1048	8.6	14.7	97	990	8.6	13.9	98	424	7.3	6.0	83	936	7.4	13.1	84
CBS SAT. NEWS-SCHIEFFER	C 3621	511	4.2	14.1	93	534	4.6	14.7	104	187	3.2	5.2	72	567	4.5	15.7	100
CBS SATURDAY NIGHT MOVIE	C 5436	965	7.9	17.8	118	818	7.1	15.0	106	423	7.3	7.8	109	827	6.6	15.2	98
CBS WEDNESDAY NIGHT MOVIE	C 6100	982	8.0	16.1	107	990	8.6	16.2	114	420	7.3	6.9	96	920	7.3	15.1	97
CHEERS	N 8889	1338	10.9	15.1	100	1448	12.6	16.3	115	746	12.9	8.4	118	1372	10.9	15.4	99
DALLAS	C 22109	3343	27.3	15.1	100	3201	27.8	14.5	102	1839	31.8	8.3	117	3803	30.1	17.2	110
DIFF'RENT STROKES	N 6940	1163	9.5	16.8	111	902	7.8	13.0	91	565	9.8	8.1	114	1135	9.0	16.4	105
DOUBLE TROUBLE	N 7223	1130	9.2	15.6	104	1301	11.3	18.0	127	554	9.6	7.7	107	1311	10.4	18.2	116
DUCK FACTORY	N 5595	943	7.7	16.9	112	826	7.2	14.8	104	379	6.6	6.8	95	891	7.1	15.9	102
DUKES OF HAZZARD	C 5768	991	8.1	17.2	114	787	6.8	13.6	96	407	7.0	7.1	99	1069	8.5	18.5	119
DYNASTY	A 20053	3179	26.0	15.9	105	2621	22.8	13.1	92	1404	24.3	7.0	98	3262	25.8	16.3	104
FACTS OF LIFE	N 8087	1169	9.6	14.5	96	1257	10.9	15.5	109	567	9.8	7.0	98	1462	11.6	18.1	116
FALCON CREST	C 20046	3044	24.9	15.2	101	2885	25.1	14.4	101	1589	27.5	7.9	111	3519	27.9	17.6	113
FALL GUY	A 9084	1428	11.7	15.7	104	1518	13.2	16.7	118	636	11.0	7.0	98	1563	12.4	17.2	110
FAMILY TIES	N 7964	1243	10.2	15.6	103	1271	11.0	16.0	112	613	10.6	7.7	108	1302	10.3	16.3	105
FANTASY ISLAND	A 7687	1120	9.2	14.6	96	1035	9.0	13.5	95	495	8.6	6.4	90	1270	10.1	16.5	106
FOULUPS, BLEEP & BLUNDERS	A 8861	1369	11.2	15.4	102	1193	10.4	13.5	95	694	12.0	7.8	110	1313	10.4	14.8	95
FOUR SEASONS	C 5095	909	7.4	17.8	118	818	7.1	16.1	113	393	6.8	7.7	108	855	6.8	16.8	108
GIMME A BREAK	N 8838	1396	11.4	15.8	105	1396	12.1	15.8	111	674	11.7	7.6	107	1434	11.4	16.2	104
HART TO HART	A 8978	1365	11.2	15.2	101	1211	10.5	13.5	95	620	10.7	6.9	97	1417	11.2	15.8	101
HILL STREET BLUES	N 8590	1210	9.9	14.1	93	1126	9.8	13.1	92	786	13.6	9.2	128	1483	11.7	17.3	111
HOTEL	A 14085	2167	17.7	15.4	102	1756	15.3	12.5	88	1185	20.5	8.4	118	2277	18.0	16.2	104
JEFFERSONS	C 9360	1523	12.5	16.3	108	1414	12.3	15.1	106	710	12.3	7.6	106	1436	11.4	15.3	98
JENNIFER SLEPT HERE	N 5841	839	6.9	14.4	95	846	7.4	14.5	102	344	6.0	5.9	83	1008	8.0	17.3	111
KATE & ALLIE	C 9206	1526	12.5	16.6	110	1375	12.0	14.9	105	580	10.0	6.3	88	1539	12.2	16.7	107
KNIGHT RIDER	N 7076	1071	8.8	15.1	100	1036	9.0	14.6	103	587	10.2	8.3	116	1413	11.2	20.0	128
LOVE BOAT	A 12219	1841	15.1	15.1	100	1637	14.2	13.4	94	736	12.7	6.0	84	2096	16.6	17.2	110
MAGNUM PI	C 11199	1898	15.5	16.9	112	1857	16.1	16.6	117	755	13.1	6.7	94	2009	15.9	17.9	115
MAMA'S FAMILY	N 6057	1067	8.7	17.6	117	996	8.7	16.4	116	533	9.2	8.8	123	987	7.8	16.3	105
MASTER, THE	N 3598	560	4.6	15.6	103	528	4.6	14.7	103	372	6.4	10.3	145	582	4.6	16.2	104
MATT HOUSTON	A 6344	1150	9.4	18.1	120	1049	9.1	16.5	116	489	8.5	7.7	108	1061	8.4	16.7	107
NBC MONDAY NIGHT MOVIE	N 11994	1906	15.6	15.9	105	1807	15.7	15.1	106	906	15.7	7.6	106	1996	15.8	16.6	107
NBC NIGHTLY NEWS	N 5132	740	6.0	14.4	95	677	5.9	13.2	93	485	8.4	9.5	132	744	5.9	14.5	93
NBC NIGHTLY NEWS-SAT	N 3375	433	3.5	12.8	85	386	3.4	11.4	81	255	4.4	7.6	106	451	3.6	13.4	86
NBC NIGHTLY NEWS-SUN	N 3130	534	4.4	17.1	113	397	3.5	12.7	89	*218	3.8	7.0	98	444	3.5	14.2	91
NBC SUNDAY NIGHT MOVIE	N 8284	1598	13.1	19.3	128	1229	10.7	14.8	104	655	11.3	7.9	111	1534	12.2	18.5	119
NEWHART	C 9240	1596	13.0	17.3	114	1411	12.3	15.3	107	609	10.5	6.6	92	1541	12.2	16.7	107
ONE DAY AT A TIME	C 7288	1167	9.5	16.0	106	1113	9.7	15.3	108	551	9.5	7.6	106	1265	10.0	17.4	111
PEOPLE ARE FUNNY	N 4855	841	6.9	17.3	115	734	6.4	15.1	106	404	7.0	8.3	117	793	6.3	16.3	105
REAL PEOPLE	N 8869	1335	10.9	15.1	100	1094	9.5	12.3	87	617	10.7	7.0	97	1526	12.1	17.2	110
REMINGTON STEELE	N 7743	1031	8.4	13.3	88	1106	9.6	14.3	101	521	9.0	6.7	94	1070	8.5	13.8	89
RIPLEY'S BELIEVE IT - NOT	A 5345	918	7.5	17.2	114	779	6.8	14.6	103	464	8.0	8.7	122	943	7.5	17.6	113
RIPTIDE	N 6988	1269	10.4	18.2	120	984	8.6	14.1	99	501	8.7	7.2	100	1161	9.2	16.6	107
SCARECROW & MRS. KING	C 10002	1492	12.2	14.9	99	1596	13.9	16.0	112	550	9.5	5.5	77	1885	14.9	18.8	121
SIMON & SIMON	C 10638	1699	13.9	16.0	106	1946	16.9	18.3	129	772	13.4	7.3	102	1831	14.5	17.2	110
60 MINUTES	C 12933	2066	16.9	15.5	103	1856	16.1	14.0	98	949	16.4	7.1	100	1839	14.6	13.8	89
ST. ELSEWHERE	N 7017	1096	9.0	15.6	103	1090	9.5	15.5	109	486	8.4	6.9	97	1121	8.9	16.0	102
THREE'S COMPANY	A 10917	1618	13.2	14.8	98	1474	12.8	13.5	95	777	13.4	7.1	100	1673	13.3	15.3	98
T.J. HOOKER	A 9204	1474	12.1	16.0	106	1213	10.5	13.2	93	574	9.9	6.2	87	1540	12.2	16.7	107
TONIGHT SHOW	N 2372	390	3.2	16.4	109	353	3.1	14.9	105	195	3.4	8.2	115	309	2.4	13.0	84
TRAPPER JOHN, M.D.	C 9846	1669	13.6	17.0	112	1390	12.1	14.1	99	734	12.7	7.5	104	1633	12.9	16.6	106
TV BLOOPERS & PRAC. JOKES	N 9105	1422	11.6	15.6	103	1178	10.2	12.9	91	628	10.9	6.9	97	1444	11.4	15.9	102
20/20	A 9387	1774	14.5	18.9	125	1539	13.4	16.4	115	648	11.2	6.9	97	1435	11.4	15.3	98
WEBSTER	A 11067	1789	14.6	16.2	107	1459	12.7	13.2	93	731	12.6	6.6	93	1810	14.3	16.4	105
WORLD NEWS - SUN	A 3062	453	3.7	14.8	98	398	3.5	13.0	91	237	4.1	7.7	108	460	3.6	15.0	96
YELLOW ROSE	N 4978	852	7.0	17.1	113	745	6.5	15.0	105	443	7.7	8.9	125	743	5.9	14.9	96
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1225	10.0	13.8	91	1168	10.2	13.2	93	570	9.9	6.4	90	1881	14.9	21.2	

	TOTAL U.S. '000	A '000	DIAL B % DOWN	C % ACROSS	D % INDX	A '000	DOVE B % DOWN	C % ACROSS	D % INDX	A '000	FIESTA B % DOWN	C % ACROSS	D % INDX	A '000	GENTLE TOUCH B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	24074	100.0	29.7	100	19846	100.0	24.5	100	3263	100.0	4.0	100	3947	100.0	4.9	100
18 - 24	9282	2873	11.9	31.0	104	1861	9.4	20.0	82	*374	11.5	4.0	100	*503	12.7	5.4	111
25 - 34	19072	5867	24.4	30.8	103	4173	21.0	21.9	89	973	29.8	5.1	127	1044	26.5	5.5	112
35 - 44	14591	4832	20.1	33.1	111	3391	17.1	23.2	95	810	24.8	5.6	138	966	24.5	6.6	136
45 - 54	11345	3809	15.8	33.6	113	2717	13.7	23.9	98	*447	13.7	3.9	98	605	15.3	5.3	109
55 - 64	11635	3222	13.4	27.7	93	3303	16.6	28.4	116	*418	12.8	3.6	89	*522	13.2	4.5	92
65 OR OLDER	15061	3471	14.4	23.0	78	4402	22.2	29.2	119	**241	7.4	1.6	40	*308	7.8	2.0	42
18 - 34	28354	8740	36.3	30.8	104	6034	30.4	21.3	87	1347	41.3	4.8	118	1546	39.2	5.5	112
18 - 49	48339	15384	63.9	31.8	107	10780	54.3	22.3	91	2355	72.2	4.9	121	2810	71.2	5.8	119
25 - 54	45008	14508	60.3	32.2	108	10280	51.8	22.8	93	2230	68.3	5.0	123	2614	66.2	5.8	119
35 - 49	19985	6644	27.6	33.2	112	4747	23.9	23.8	97	1008	30.9	5.0	125	1264	32.0	6.3	130
50 OR OLDER	32647	8690	36.1	26.6	90	9066	45.7	27.8	113	908	27.8	2.8	69	1137	28.8	3.5	71
GRADUATED COLLEGE	11155	3661	15.2	32.8	110	2790	14.1	25.0	102	*349	10.7	3.1	78	*387	9.8	3.5	71
ATTENDED COLLEGE	13682	4439	18.4	32.4	109	3168	16.0	23.2	94	*511	15.7	3.7	93	805	20.4	5.9	121
GRADUATED HIGH SCHOOL	33880	10408	43.2	30.7	103	8574	43.2	25.3	103	1604	49.2	4.7	118	1749	44.3	5.2	106
DID NOT GRADUATE HIGH SCHOOL	22270	5567	23.1	25.0	84	5314	26.8	23.9	97	800	24.5	3.6	89	1007	25.5	4.5	93
EMPLOYED	40306	12085	50.2	30.0	101	8845	44.6	21.9	90	1606	49.2	4.0	99	2211	56.0	5.5	113
EMPLOYED FULL-TIME	32850	9710	40.3	29.6	99	7246	36.5	22.1	90	1210	37.1	3.7	91	1623	41.1	4.9	101
EMPLOYED PART-TIME	7456	2375	9.9	31.9	107	1599	8.1	21.4	88	*396	12.1	5.3	132	588	14.9	7.9	162
NOT EMPLOYED	40680	11989	49.8	29.5	99	11001	55.4	27.0	110	1657	50.8	4.1	101	1736	44.0	4.3	88
PROFESSIONAL/MANAGER	10392	3219	13.4	31.0	104	2279	11.5	21.9	89	**223	6.8	2.1	53	*409	10.4	3.9	81
TECH/CLERICAL/SALES	17574	5362	22.3	30.5	103	3921	19.8	22.3	91	819	25.1	4.7	116	1015	25.7	5.8	119
PRECISION/CRAFT	985	**184	0.8	18.7	63	**201	1.0	20.4	83	**28	0.9	2.8	71	**51	1.3	5.2	106
OTHER EMPLOYED	11354	3321	13.8	29.2	98	2444	12.3	21.5	88	536	16.4	4.7	117	735	18.6	6.5	133
SINGLE	9863	2514	10.4	25.5	86	2304	11.6	23.4	95	*369	11.3	3.7	93	564	14.3	5.7	117
MARRIED	51375	16412	68.2	31.9	107	12727	64.1	24.8	101	2333	71.5	4.5	113	2570	65.1	5.0	103
DIVORCED/SEPARATED/WIDOWED	19748	5148	21.4	26.1	88	4816	24.3	24.4	100	562	17.2	2.8	71	813	20.6	4.1	84
PARENTS	32590	10787	44.8	33.1	111	7829	39.4	24.0	98	1867	57.2	5.7	142	2049	51.9	6.3	129
WHITE	70416	20744	86.2	29.5	99	17531	88.3	24.9	102	2781	85.2	3.9	98	3109	78.8	4.4	91
BLACK	8778	2684	11.1	30.6	103	1845	9.3	21.0	86	*408	12.5	4.6	115	776	19.7	8.8	181
OTHER	1791	*646	2.7	36.1	121	**470	2.4	26.2	107	**74	2.3	4.1	103	**63	1.6	3.5	72
NORTHEAST-CENSUS	17786	5313	22.1	29.9	100	4950	24.9	27.8	114	679	20.8	3.8	95	1135	28.8	6.4	131
NORTH CENTRAL	20741	6778	28.2	32.7	110	4981	25.1	24.0	98	*92	28.9	4.5	113	818	20.7	3.9	81
SOUTH	27775	8385	34.8	30.2	102	6455	32.5	23.2	95	1170	35.9	4.2	105	1605	40.7	5.8	119
WEST	14683	3598	14.9	24.5	82	3459	17.4	23.6	96	*473	14.5	3.2	80	*389	9.9	2.6	54
NORTHEAST-MKTG.	17961	5248	21.8	29.2	98	4648	23.4	25.9	106	663	20.3	3.7	92	1148	29.1	6.4	131
EAST CENTRAL	11885	3646	15.1	30.7	103	3333	16.8	28.0	114	504	15.4	4.2	105	577	14.6	4.9	100
METRO CENTRAL	14090	4780	19.9	33.9	114	3128	15.8	22.2	91	621	19.0	4.4	109	489	12.4	3.5	71
SOUTH	24081	7347	30.5	30.5	103	5753	29.0	23.9	97	1058	32.4	4.4	109	1425	36.1	5.9	121
PACIFIC	12969	3053	12.7	23.5	79	2984	15.0	23.0	94	*417	12.8	3.2	80	*309	7.8	2.4	49
COUNTY SIZE A	32439	8852	36.8	27.3	92	8112	40.9	25.0	102	1210	37.1	3.7	93	1647	41.7	5.1	104
COUNTY SIZE B	24915	8023	33.3	32.2	108	6157	31.0	24.7	101	1007	30.9	4.0	100	1087	27.5	4.4	90
COUNTY SIZE C	12930	4023	16.7	31.1	105	3278	16.5	25.4	103	734	22.5	5.7	141	676	17.1	5.2	107
COUNTY SIZE D	10703	3175	13.2	29.7	100	2299	11.6	21.5	88	*312	9.6	2.9	72	*538	13.6	5.0	103
METRO CENTRAL CITY	24518	7195	29.9	29.3	99	5730	28.9	23.4	95	973	29.8	4.0	98	1178	29.8	4.8	99
METRO SUBURBAN	35919	10748	44.6	29.9	101	9306	46.9	25.9	106	1385	42.4	3.9	96	1735	44.0	4.8	99
NON METRO	20549	6131	25.5	29.8	100	4810	24.2	23.4	96	905	27.7	4.4	109	1035	26.2	5.0	103
TOP 5 ADI'S	18341	4803	20.0	26.2	88	4507	22.7	24.6	100	*526	16.1	2.9	71	872	22.1	4.8	98
TOP 10 ADI'S	25378	6672	27.7	26.3	88	6201	31.2	24.4	100	811	24.9	3.2	79	1188	30.1	4.7	96
TOP 20 ADI'S	36488	9942	41.3	27.2	92	8857	44.6	24.3	99	1248	38.2	3.4	85	1822	46.2	5.0	102
HSGLD INC. \$50,000 OR MORE	6612	2332	9.7	35.3	119	1667	8.4	25.2	103	**252	7.7	3.8	95	*350	8.9	5.3	109
\$40,000 OR MORE	12659	4235	17.6	33.5	113	3386	17.1	26.7	109	*555	17.0	4.4	109	*612	15.5	4.8	99
\$30,000 OR MORE	24698	8073	33.5	32.7	110	6387	32.2	25.9	106	1151	35.3	4.7	116	1191	30.2	4.8	99
\$25,000 OR MORE	32077	10340	43.0	32.2	108	8047	40.5	25.1	102	1451	44.5	4.5	112	1605	40.7	5.0	103
\$20,000 - \$24,999	9144	3107	12.9	34.0	114	2493	12.6	27.3	111	*316	9.7	3.5	86	*537	13.6	5.9	120
\$15,000 - \$19,999	8728	2298	9.5	26.3	89	2205	11.1	25.3	103	*244	7.5	2.8	69	*390	9.9	4.5	92
\$10,000 - \$14,999	12562	3586	14.9	28.5	96	2853	14.4	22.7	93	*487	14.9	3.9	96	613	15.5	4.9	100
UNDER \$10,000	18475	4744	19.7	25.7	86	4248	21.4	23.0	94	765	23.4	4.1	103	802	20.3	4.3	89
HOUSEHOLD OF 1 PERSON	11987	2788	11.6	23.3	78	3034	15.3	25.3	103	*213	6.5	1.8	44	288	7.3	2.4	49
2 PEOPLE	26577	7734	32.1	29.1	98	6401	32.3	24.1	98	781	23.9	2.9	73	1182	29.9	4.4	91
3 OR 4 PEOPLE	30617	9378	39.0	30.6	103	7144	36.0	23.3	95	1428	43.8	4.7	116	1761	44.6	5.8	118
5 OR MORE PEOPLE	11804	4174	17.3	35.4	119	3268	16.5	27.7	113	*842	25.8	7.1	177	*715	18.1	6.1	124
NO CHILD IN HSGLD	46165	12628	52.5	27.4	92	11491	57.9	24.9	102	1238	37.9	2.7	67	1829	46.3	4.0	81
CHILD(REN) UNDER 2 YRS	5325	2050	8.5	38.5	130	1254	6.3	23.5	96	**315	9.7	5.9	147	**303	7.7	5.7	117
2 - 5 YEARS	14221	5206	21.6	36.6	123	3444	17.4	24.2	99	774	23.7	5.4	135	976	24.7	6.9	141
6 - 11 YEARS	15117	4945	20.5	32.7	110	3417	17.2	22.6	92	782	24.0	5.2	128	910	23.1	6.0	124
12 - 17 YEARS	16611	5282	21.9	31.8	107	4140	20.9	24.9	102	992	30.4	6.0	148	1081	27.4	6.5	134
RESIDENCE OWNED	55884	17280	71.8	30.9	104	14864	74.9	26.6	109	2160	66.2	3.9	96	2685	68.0	4.8	99
VALUE: \$50,000 OR MORE	31744	10035	41.7	31.6	106	8815	44.4	27.8	113	1074	32.9	3.4	84	1382	35.0	4.4	89
VALUE: UNDER \$50,000	24140	7245	30.1	30.0	101	6049	30.5	25.1	102	1086	33.3	4.5	112	1303	33.0	5.4	111

		TOTAL U.S. '000	A	DIAL			A	DOVE			A	FIESTA			A	GENTLE TOUCH					
			'000	B DOWN	C ACROSS %	D INDX		'000	B DOWN	C ACROSS %	D INDX		'000	B DOWN	C ACROSS %	D INDX		'000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS		80986	24074	100.0	29.7	100	19846	100.0	24.5	100	3263	100.0	4.0	100	3947	100.0	4.9	100			
MAGAZINES	QUINTILE 1	15799	5221	21.7	33.0	111	4085	20.6	25.9	106	710	21.8	4.5	112	977	24.8	6.2	127			
	QUINTILE 2	17259	5541	23.0	32.1	108	4573	23.0	26.5	108	541	16.6	3.1	78	885	22.4	5.1	105			
	QUINTILE 3	13545	3713	15.4	27.4	92	3408	17.2	25.2	103	648	19.9	4.8	119	778	19.7	5.7	118			
	QUINTILE 4	15133	4482	18.6	29.6	100	3200	16.1	21.1	86	630	19.3	4.2	103	601	15.2	4.0	81			
	QUINTILE 5	19250	5117	21.3	26.6	89	4581	23.1	23.8	97	735	22.5	3.8	95	706	17.9	3.7	75			
NEWSPAPERS	QUINTILE 1	12413	4041	16.8	32.6	110	3750	18.9	30.2	123	496	15.2	4.0	99	611	15.5	4.9	101			
	QUINTILE 2	24116	6923	28.8	28.7	97	6092	30.7	25.3	103	821	25.2	3.4	84	1196	30.3	5.0	102			
	QUINTILE 3	11261	3354	13.9	29.8	100	2604	13.1	23.1	94	*526	16.1	4.7	116	629	15.9	5.6	115			
	QUINTILE 4	20255	5995	24.9	29.6	100	4749	23.9	23.4	96	832	25.5	4.1	102	833	21.1	4.1	84			
	QUINTILE 5	12940	3761	15.6	29.1	98	2651	13.4	20.5	84	*588	18.0	4.5	113	679	17.2	5.2	108			
OUTDOOR	QUINTILE 1	14852	4578	19.0	30.8	104	3576	18.0	24.1	98	625	19.2	4.2	104	740	18.7	5.0	102			
	QUINTILE 2	15725	4780	19.9	30.4	102	3824	19.3	24.3	99	738	22.6	4.7	116	739	18.7	4.7	96			
	QUINTILE 3	16330	4626	19.2	28.3	95	4281	21.6	26.2	107	717	22.0	4.4	109	826	20.9	5.1	104			
	QUINTILE 4	16744	4956	20.6	29.6	100	4088	20.6	24.4	100	689	21.1	4.1	102	940	23.8	5.6	115			
	QUINTILE 5	17334	5135	21.3	29.6	100	4077	20.5	23.5	96	*495	15.2	2.9	71	703	17.8	4.1	83			
RADIO-DRIVE TIME	QUINTILE 1	15911	5119	21.3	32.2	108	4287	21.6	26.9	110	616	18.9	3.9	96	890	22.5	5.6	115			
	QUINTILE 2	14837	4245	17.6	28.6	96	3745	18.9	25.2	103	*481	14.7	3.2	80	659	16.7	4.4	91			
	QUINTILE 3	15339	4483	18.6	29.2	98	3515	17.7	22.9	94	834	25.6	5.4	135	827	21.0	5.4	111			
	QUINTILE 4	16723	4897	20.3	29.3	99	3369	17.0	20.1	82	782	24.0	4.7	116	771	19.5	4.6	95			
	QUINTILE 5	18176	5331	22.1	29.3	99	4930	24.8	27.1	111	551	16.9	3.0	75	800	20.3	4.4	90			
RADIO-MID- DAY	TERCILE 1	21020	6525	27.1	31.0	104	5526	27.8	26.3	107	933	28.6	4.4	110	1162	29.4	5.5	113			
	TERCILE 2	21610	6716	27.9	31.1	105	5216	26.3	24.1	98	972	29.8	4.5	112	1127	28.6	5.2	107			
	TERCILE 3	38355	10832	45.0	28.2	95	9103	45.9	23.7	97	1358	41.6	3.5	88	1658	42.0	4.3	89			
	QUINTILE 1	15988	5186	21.5	32.4	109	4359	22.0	27.3	111	628	19.2	3.9	97	813	20.6	5.1	104			
	QUINTILE 2	15626	4356	18.1	27.9	94	3696	18.6	23.7	97	559	17.1	3.6	89	920	23.3	5.9	121			
RADIO-TOTAL	QUINTILE 3	16723	5149	21.4	30.8	104	3966	20.0	23.7	97	858	26.3	5.1	127	789	20.0	4.7	97			
	QUINTILE 4	16342	4806	20.0	29.4	99	3838	19.3	23.5	96	737	22.6	4.5	112	775	19.6	4.7	97			
	QUINTILE 5	16306	4578	19.0	28.1	94	3986	20.1	24.4	100	481	14.7	2.9	73	651	16.5	4.0	82			
	QUINTILE 1	15953	4581	19.0	28.7	97	4220	21.3	26.5	108	673	20.6	4.2	105	1005	25.5	6.3	129			
	QUINTILE 2	16137	4531	18.8	28.1	94	4034	20.3	25.0	102	700	21.5	4.3	108	863	21.9	5.3	110			
TV-PRIME TIME	QUINTILE 3	16420	5301	22.0	32.3	109	4379	22.1	26.7	109	720	22.1	4.4	109	692	17.5	4.2	86			
	QUINTILE 4	16687	5061	21.0	30.3	102	4024	20.3	24.1	98	649	19.9	3.9	97	785	19.9	4.7	97			
	QUINTILE 5	15789	4600	19.1	29.1	98	3189	16.1	20.2	82	521	16.0	3.3	82	602	15.3	3.8	78			
	TERCILE 1	27736	8352	34.7	30.1	101	7160	36.1	25.8	105	1334	40.9	4.8	119	1551	39.3	5.6	115			
	TERCILE 2	26489	7904	32.8	29.8	100	6513	32.8	24.6	100	1240	38.0	4.7	116	1280	32.4	4.8	99			
TV-DAYTIME	TERCILE 3	26761	7819	32.5	29.2	98	6173	31.1	23.1	94	689	21.1	2.6	64	1117	28.3	4.2	86			
	QUINTILE 1	16345	4647	19.3	28.4	96	4420	22.3	27.0	110	979	30.0	6.0	149	969	24.6	5.9	122			
	QUINTILE 2	16447	4656	19.3	28.3	95	4243	21.4	25.8	105	601	18.4	3.7	91	810	20.5	4.9	101			
	QUINTILE 3	15980	5212	21.6	32.6	110	3868	19.5	24.2	99	590	18.1	3.7	92	743	18.8	4.6	95			
	QUINTILE 4	15887	4582	19.0	28.8	97	3897	19.6	24.5	100	597	18.3	3.8	93	808	20.5	5.1	104			
TV-TOTAL	QUINTILE 5	16326	4978	20.7	30.5	103	3418	17.2	20.9	85	497	15.2	3.0	76	618	15.7	3.8	78			
	MAGAZINES-NEWSPAPERS: DUAL	20721	6679	27.7	32.2	108	5666	28.5	27.3	112	917	28.1	4.4	110	1143	29.0	5.5	113			
	MAGAZINE IMPERATIVE	19186	6013	25.0	31.3	105	4528	22.8	23.6	96	755	23.1	3.9	98	1182	29.9	6.2	126			
	NEWSPAPER IMPERATIVE	21899	6026	25.0	27.5	93	5447	27.4	24.9	102	749	23.0	3.4	85	956	24.2	4.4	90			
	MAGAZINES-OUTDOOR: DUAL	15451	4954	20.6	32.1	108	4100	20.7	26.5	108	526	16.1	3.4	84	762	19.3	4.9	101			
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	8054	33.5	31.0	104	6791	34.2	26.2	107	1010	31.0	3.9	97	1513	38.3	5.8	120			
	OUTDOOR IMPERATIVE	24400	6840	28.4	28.0	94	5696	28.7	23.3	95	1245	38.2	5.1	127	1159	29.4	4.8	97			
	MAGAZINES-RADIO: DUAL	18049	5616	23.3	31.1	105	4720	23.8	26.2	107	696	21.3	3.9	96	1046	26.5	5.8	119			
	MAGAZINE IMPERATIVE	23571	7391	30.7	31.4	105	6097	30.7	25.9	106	954	29.2	4.0	100	1244	31.5	5.3	108			
	RADIO IMPERATIVE	23278	6725	27.9	28.9	97	5584	28.1	24.0	98	997	30.6	4.3	106	1072	27.2	4.6	94			
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	4854	20.2	31.4	106	4213	21.2	27.3	111	714	21.9	4.6	115	912	23.1	5.9	121			
	TELEVISION IMPERATIVE	25829	8195	34.0	31.7	107	6309	31.8	24.4	100	842	25.8	3.3	81	1375	34.8	5.3	109			
	TELEVISION IMPERATIVE	26039	7237	30.1	27.8	93	6396	32.2	24.6	100	1245	38.2	4.8	119	1171	29.7	4.5	92			
	NEWSPAPERS-OUTDOOR: DUAL	16605	5161	21.4	31.1	105	4268	21.5	25.7	105	554	17.0	3.3	83	803	20.3	4.8	99			
	NEWSPAPER IMPERATIVE	26834	7870	32.7	29.3	99	7221	36.4	26.9	110	1119	34.3	4.2	103	1403	35.5	5.2	107			
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	6854	28.5	29.4	99	5421	27.3	23.2	95	1169	35.8	5.0	124	1088	27.6	4.7	96			
	NEWSPAPERS-RADIO: DUAL	17133	5314	22.1	31.0	104	4762	24.0	27.8	113	818	25.1	4.8	118	1020	25.8	6.0	122			
	NEWSPAPER IMPERATIVE	25892	7545	31.3	29.1	98	6511	32.8	25.1	103	838	25.7	3.2	80	1076	27.3	4.2	85			
	RADIO IMPERATIVE	23167	6817	28.3	29.4	99	5309	26.8	22.9	94	919	28.2	4.0	98	1189	30.1	5.1	105			
	NEWSPAPERS-TELEVISION: DUAL	17159	4658	19.3	27.1	91	4809	24.2	28.0	114	735										

	TOTAL U.S. '000	A '000	DIAL B % DOWN	C % ACROSS	D % INDX	A '000	DOVE B % DOWN	C % ACROSS	D % INDX	A '000	FIESTA B % DOWN	C % ACROSS	D % INDX	A '000	GENTLE TOUCH B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	24074	100.0	29.7	100	19846	100.0	24.5	100	3263	100.0	4.0	100	3947	100.0	4.9	100
ATLANTIC MONTHLY	415	*111	0.5	26.7	90	*128	0.6	30.8	126	**7	0.2	1.7	42	**12	0.3	2.9	59
BARRON'S	453	**185	0.8	40.8	137	**138	0.7	30.5	124	**3	0.1	0.7	16	**28	0.7	6.2	127
BETTER HOMES & GARDENS	16256	5435	22.6	33.4	112	4325	21.8	26.6	109	669	20.5	4.1	102	963	24.4	5.9	122
BON APPETIT	2535	804	3.3	31.7	107	630	3.2	24.9	101	**55	1.7	2.2	54	**131	3.3	5.2	106
BUSINESS WEEK	1278	432	1.8	33.8	114	350	1.8	27.4	112	**38	1.2	3.0	74	**83	2.1	6.5	133
CAR AND DRIVER	378	**73	0.3	19.3	65	**96	0.5	25.4	104	**7	0.2	1.9	46	**3	0.1	0.8	16
CBS MAGAZINE NETWORK (GROSS)	1498	508	2.1	33.9	114	323	1.6	21.6	88	**124	3.8	8.3	205	**87	2.2	5.8	119
CHANGING TIMES	1505	549	2.3	36.5	123	381	1.9	25.3	103	**53	1.6	3.5	87	**70	1.8	4.7	95
COLONIAL HOMES	1231	435	1.8	35.3	119	305	1.5	24.8	101	**93	2.9	7.6	188	**107	2.7	8.7	178
COMDE NAST MAG. PKG. (GROSS)	14146	4437	18.4	31.4	106	3653	18.4	25.8	105	676	20.7	4.8	119	890	22.5	6.3	129
CONSUMERS DIGEST	1323	463	1.9	35.0	118	321	1.6	24.3	99	**56	1.7	4.2	105	**54	1.4	4.1	84
COSMOPOLITAN	7102	2128	8.8	30.0	101	1550	7.8	21.8	89	350	10.7	4.9	122	524	13.3	7.4	151
COUNTRY LIVING	2481	881	3.7	35.5	119	728	3.7	29.3	120	**108	3.3	4.4	108	**145	3.7	5.8	120
CUISINE	1472	473	2.0	32.1	108	351	1.8	23.8	97	**38	1.2	2.6	64	**61	1.5	4.1	85
CYCLE WORLD	425	**171	0.7	40.2	135	**111	0.6	26.1	107	**46	1.4	10.8	269	**25	0.6	5.9	121
DCI:CREATIVE IDEAS FOR LIV	2510	877	3.6	34.9	118	641	3.2	25.5	104	**90	2.8	3.6	89	**146	3.7	5.8	119
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2332	9.7	34.8	117	1729	8.7	25.8	105	264	8.1	3.9	98	376	9.5	5.6	115
DISCOVER	894	300	1.2	33.6	113	*202	1.0	22.6	92	**53	1.6	5.9	147	**109	2.8	12.2	250
EBONY	3507	1083	4.5	30.9	104	823	4.1	23.8	96	**173	5.3	4.9	122	324	8.2	9.2	190
ESQUIRE	1083	337	1.4	31.1	105	269	1.4	24.8	101	**41	1.3	3.8	94	**72	1.8	6.6	136
ESSENCE	1830	589	2.4	32.2	108	456	2.3	24.9	102	**60	1.8	3.3	81	**183	4.6	10.0	205
FAMILY CIRCLE	15930	5187	21.5	32.6	110	4477	22.6	28.1	115	703	21.5	4.4	110	1058	26.8	6.6	136
THE FAMILY HANDYMAN	1126	406	1.7	36.1	121	247	1.2	21.9	90	**47	1.4	4.2	104	**44	1.1	3.9	80
FAMILY WEEKLY	11468	3739	15.5	32.6	110	2990	15.1	26.1	106	476	14.6	4.2	103	551	14.0	4.8	99
FIELD & STREAM	2234	759	3.2	34.0	114	446	2.2	20.0	81	**140	4.3	6.3	156	**130	3.3	5.8	119
FOOD & WINE	579	*163	0.7	28.2	95	*213	1.1	36.8	150	**11	0.3	1.9	47	**29	0.7	5.0	103
FORBES	728	*214	0.9	29.4	99	*229	1.2	31.5	128	**10	0.3	1.4	34	**11	0.3	1.5	31
FORTUNE	906	291	1.2	32.1	108	*273	1.4	30.1	123	**22	0.7	2.4	60	**93	2.4	10.3	211
GENTLEMAN'S QUARTERLY	791	312	1.3	39.4	133	*203	1.0	25.7	105	**85	2.6	10.7	267	**38	1.0	4.8	99
GLAMOUR	5265	1657	6.9	31.5	106	1415	7.1	26.9	110	*248	7.6	4.7	117	344	8.7	6.5	134
GOLF DIGEST	636	*199	0.8	31.3	105	*168	0.8	26.4	108	**35	1.1	5.5	137	**27	0.7	4.2	87
GOLF DIGEST/TENNIS (GROSS)	1186	354	1.5	29.8	100	305	1.5	25.7	105	**51	1.6	4.3	107	**80	2.0	6.7	138
GOLF MAGAZINE	441	**129	0.5	29.3	98	**113	0.6	25.6	105	**31	1.0	7.0	174	**19	0.5	4.3	88
GOLF MAGAZINE/SKI (GROSS)	922	297	1.2	32.2	108	*176	0.9	19.1	78	**53	1.6	5.7	143	**54	1.4	5.9	120
GOOD HOUSEKEEPING	16487	5439	22.6	33.0	111	4195	21.1	25.4	104	661	20.3	4.0	100	951	24.1	5.8	118
HARPER'S BAZAAR	2423	797	3.3	32.9	111	674	3.4	27.8	114	**124	3.8	5.1	127	*159	4.0	6.6	135
HEALTH	1994	761	3.2	38.2	128	542	2.7	27.2	111	**69	2.1	3.5	86	**112	2.8	5.6	115
HEARST MAG CORP. BUY (GROSS)	44101	14630	60.8	33.2	112	11177	56.3	25.3	103	1913	58.6	4.3	108	2691	68.2	6.1	125
HEARST MAN POWER (GROSS)	1993	687	2.9	34.5	116	434	2.2	21.8	89	**77	2.4	3.9	96	**115	2.9	5.8	118
HEARST WOMAN POWER (GROSS)	31274	10236	42.5	32.7	110	7763	39.1	24.8	101	1336	40.9	4.3	106	1887	47.8	6.0	124
HOUSE BEAUTIFUL	3623	1243	5.2	34.3	115	1003	5.1	27.7	113	*131	4.0	3.6	90	*208	5.3	5.7	118
INC.	283	**111	0.5	39.2	132	**83	0.4	29.3	120	**19	0.6	6.7	167	**21	0.5	7.4	152
JET	2928	906	2.8	30.9	104	625	3.1	21.3	87	*167	5.1	5.7	142	278	7.0	9.5	195
LADIES' HOME JOURNAL	11918	3927	16.3	33.0	111	3128	15.8	26.2	107	545	16.7	4.6	113	634	16.1	5.3	109
LHJ FAMILY GRP COMBO(GROSS)	16764	5772	24.0	34.4	116	4426	22.3	26.4	108	753	23.1	4.5	111	996	25.2	5.9	122
LIFE	4254	1416	5.9	33.3	112	1161	5.9	27.3	111	*228	7.0	5.4	133	*209	5.3	4.9	101
L.A. TIMES HOME MAGAZINE	1145	264	1.1	23.1	78	346	1.7	30.2	123	**19	0.6	1.7	41	*32	0.8	2.8	57
MADMOISELLE	2884	922	3.8	32.0	108	774	3.9	26.8	110	**144	4.4	5.0	124	*167	4.2	5.8	119
MC CALL'S	13460	4327	18.0	32.1	108	3605	18.2	26.8	109	579	17.7	4.3	107	718	18.2	5.3	109
MC CALL'S/MRK MOTHER (GROSS)	14606	4824	20.0	33.0	111	3933	19.8	26.9	110	657	20.1	4.5	112	795	20.1	5.4	112
MECHANIX ILLUSTRATED	772	*272	1.1	35.2	119	*187	0.9	24.2	99	**29	0.9	3.8	93	**53	1.3	6.9	141
METROPOLITAN HOME	967	310	1.3	32.1	108	255	1.3	26.4	108	**50	1.5	5.2	128	**43	1.1	4.4	91
MONEY	1588	650	2.7	40.9	138	454	2.3	28.6	117	**61	1.9	3.8	95	**44	1.1	2.8	57
MOTHER EARTH NEWS	1002	413	1.7	41.2	139	*275	1.4	27.4	112	**54	1.7	5.4	134	**45	1.1	4.5	92
MS.	825	354	1.5	42.9	144	*182	0.9	22.1	90	**27	0.8	3.3	81	**69	1.7	8.4	172
NATIONAL ENQUIRER	10336	2980	12.4	28.8	97	2619	13.2	25.3	103	442	13.5	4.3	106	674	17.1	6.5	134
NATIONAL GEOGRAPHIC	9597	3191	13.3	33.2	112	2609	13.1	27.2	111	437	13.4	4.6	113	358	9.1	3.7	77
NATIONAL SUNDAY MAGAZINE PKG	49558	15127	62.8	30.5	103	12893	65.0	26.0	106	1999	61.3	4.0	100	2422	61.4	4.9	100
NATURAL HISTORY	573	*180	0.7	31.4	106	**99	0.5	17.3	71	**61	1.9	10.6	264	**22	0.6	3.8	79
NEW WOMAN	1699	493	2.0	29.0	98	426	2.1	25.1	102	**55	1.7	3.2	80	*123	3.1	7.2	149
NEW YORK INCLUDING CUE	443	*157	0.7	35.4	119	**78	0.4	17.6	72	**0	0.0	0.0	0	**15	0.4	3.4	69
THE NEW YORKER	1270	335	1.4	26.4	89	330	1.7	26.0	106	**28	0.9	2.2	55	**36	0.9	2.8	58
NEWSWEEK	6277	1970	8.2	31.4	106	1486	7.5	23.7	97	**27	7.0	3.6	90	291	7.4	4.6	95
THE N.Y. TIMES DAILY EDITION	1205	276	1.1	22.9	77	345	1.7	28.6	117	*113	0.4	1.1	27	**66	1.7	5.5	112
THE N.Y. TIMES MAGAZINE	2081	501	2.1	24.1	81	623	3.1	29.9	122	**40	1.2	1.9	48	**77	2.0	3.7	76
OMNI	788	*218	0.9	27.7	93	*221	1.1	28.0	114	**55	1.7	7.0	173	**55	1.4	7.0	143
ON CABLE	1158	383	1.6	33.1	111	*279	1.4	24.1	98	**65	2.0	5.6	139	**67	1.7	5.8	119
1001 HOME IDEAS	2852	1084	4.5	38.0	128	756	3.8	26.5	108	**140	4.3	4.9	122	*250	6.3	8.8	180
ORGANIC GARDENING	1658	608	2.5	36.7	123	573	2.9	34.6	141	**86	2.6	5.2	129	**94	2.4	5.7	116
OUTDOOR LIFE	896	350	1.5	39.1	131	*229	1.2	25.6	104	**33	1.0	3.7	91	**34	0.9	3.8	78
PARADE MAGAZINE	24275	7341	30.5	30.2	102	6293	31.7	25.9	106	963	29.5	4.0	98	1283	32.5	5.3	108

	TOTAL U.S. '000	A '000	DIAL B % DOWN	C ACROSS %	D INDX	A '000	DOVE B % DOWN	C ACROSS %	D INDX	A '000	FIESTA B % DOWN	C ACROSS %	D INDX	A '000	GENTLE TOUCH B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	24074	100.0	29.7	100	19846	100.0	24.5	100	3263	100.0	4.0	100	3947	100.0	4.9	100
PARENTS	3845	1500	6.2	39.0	131	1014	5.1	26.4	108	**207	6.3	5.4	134	**211	5.3	5.5	113
PENTHOUSE	831	*311	1.3	37.4	126	*162	0.8	19.5	80	**23	0.7	2.8	69	**103	2.6	12.4	254
PEOPLE	11645	3487	14.5	29.9	101	2814	14.2	24.2	99	526	16.1	4.5	112	539	13.7	4.6	95
PLAYBOY	2006	612	2.5	30.5	103	357	1.8	17.8	73	**45	1.4	2.2	56	**141	3.6	7.0	144
POPULAR HOT RODDING	297	**140	0.6	47.1	159	**127	0.6	42.8	174	**30	0.9	10.1	251	**48	1.2	16.2	332
POPULAR MECHANICS	1018	348	1.4	34.2	115	*269	1.4	26.4	108	**36	1.1	3.5	88	**61	1.5	6.0	123
POPULAR SCIENCE	878	295	1.2	33.6	113	*194	1.0	22.1	90	**21	0.6	2.4	59	**67	1.7	7.6	157
PREVENTION	3913	1066	4.4	27.2	92	1183	6.0	30.2	123	*145	4.4	3.7	92	*219	5.5	5.6	115
PSYCHOLOGY TODAY	1710	483	2.0	28.2	95	429	2.2	25.1	102	**84	2.6	4.9	122	**145	3.7	8.5	174
READER'S DIGEST	22204	7208	29.9	32.5	109	5675	28.6	25.6	104	781	23.9	3.5	87	1162	29.4	5.2	107
REDBOOK	7684	2669	11.1	34.7	117	2018	10.2	26.3	107	325	10.0	4.2	105	412	10.4	5.4	110
ROAD & TRACK	410	**97	0.4	23.7	80	**96	0.5	23.4	96	**44	1.3	10.7	266	**20	0.5	4.9	100
ROLLING STONE	969	359	1.5	37.0	125	*244	1.2	25.2	103	**21	0.6	2.2	54	**73	1.8	7.5	155
RUNNER'S WORLD	298	**111	0.5	37.2	125	**76	0.4	25.5	104	**27	0.8	9.1	225	**29	0.7	9.7	200
SATURDAY EVENING POST	1169	358	1.5	30.6	103	293	1.5	25.1	102	**47	1.4	4.0	100	**55	1.4	4.7	97
SCIENCE 84	587	*133	0.6	22.7	76	*166	0.8	28.3	115	**8	0.2	1.4	34	**53	1.3	9.0	185
SCIENCE DIGEST	482	*156	0.6	32.4	109	**87	0.4	18.0	74	**8	0.2	1.7	41	**14	0.4	2.9	60
SCIENTIFIC AMERICAN	594	*160	0.7	26.9	91	*147	0.7	24.7	101	**9	0.3	1.5	38	**34	0.9	5.7	117
SELF	2089	620	2.6	29.7	100	483	2.4	23.1	94	**68	2.1	3.3	81	*130	3.3	6.2	128
SEVENTEEN	2411	683	2.8	28.3	95	611	3.1	25.3	103	**114	3.5	4.7	117	**78	2.0	3.2	66
SKI	480	*168	0.7	35.0	118	**63	0.3	13.1	54	**21	0.6	4.4	109	**35	0.9	7.3	150
SMITHSONIAN	2760	793	3.3	28.7	97	668	3.4	24.2	99	**80	2.5	2.9	72	**120	3.0	4.3	89
SOAP OPERA DIGEST	3013	968	4.0	32.1	108	674	3.4	22.4	91	*184	5.6	6.1	152	*285	7.2	9.5	194
SOUTHERN LIVING	4184	1455	6.0	34.8	117	1088	5.5	26.0	106	*174	5.3	4.2	103	*230	5.8	5.5	113
SPORT	559	*207	0.9	37.0	125	*117	0.6	20.9	85	**24	0.7	4.3	107	**36	0.9	6.4	132
THE SPORTING NEWS	436	*163	0.7	37.4	126	**109	0.5	25.0	102	**5	0.2	1.1	28	**3	0.1	0.7	14
SPORTS AFIELD	493	*183	0.8	37.1	125	**77	0.4	15.6	64	**33	1.0	6.7	166	**40	1.0	8.1	166
SPORTS ILLUSTRATED	2758	1069	4.4	38.8	130	636	3.2	23.1	94	**99	3.0	3.6	89	**92	2.3	3.3	68
STAR	7456	2177	9.0	29.2	98	1708	8.6	22.9	93	318	9.7	4.3	106	461	11.7	6.2	127
SUNDAY	24936	7635	31.7	30.6	103	6585	33.2	26.4	108	1042	31.9	4.2	104	1198	30.4	4.8	99
SUNSET	2124	697	2.9	32.8	110	547	2.8	25.8	105	**65	2.0	3.1	76	**58	1.5	2.7	56
TV GUIDE	21661	6205	25.8	28.6	96	5467	27.5	25.2	103	998	30.6	4.6	114	1359	34.4	6.3	129
TENNIS	550	*154	0.6	28.0	94	**137	0.7	24.9	102	**16	0.5	2.9	72	**54	1.4	9.8	201
TIME	8880	2826	11.7	31.8	107	2384	12.0	26.8	110	347	10.6	3.9	97	477	12.1	5.4	110
TOWN & COUNTRY	917	324	1.3	35.3	119	242	1.2	26.4	108	**29	0.9	3.2	78	**62	1.6	6.8	139
TRAVEL & LEISURE	972	278	1.2	28.6	96	314	1.6	32.3	132	**34	1.0	3.5	87	**45	1.1	4.6	95
TRUE STORY	3356	1078	4.5	32.1	108	812	4.1	24.2	99	*152	4.7	4.5	112	*222	5.6	6.6	136
U.S. NEWS & WORLD REPORT	3410	1100	4.6	32.3	109	788	4.0	23.1	94	**88	2.7	2.6	64	*172	4.4	5.0	103
USA TODAY	1759	620	2.6	35.2	119	402	2.0	22.9	93	**77	2.4	4.4	109	*158	4.0	9.0	184
US	1873	680	2.8	36.3	122	376	1.9	20.1	82	**97	3.0	5.2	129	**123	3.1	6.6	135
VOGUE	3909	1238	5.1	31.7	107	982	4.9	25.1	103	*216	6.6	5.5	137	*249	6.3	6.4	131
WALL STREET JOURNAL	1886	632	2.6	33.5	113	452	2.3	24.0	98	**42	1.3	2.2	55	**56	1.4	3.0	61
WEIGHT WATCHERS	2120	651	2.7	30.7	103	498	2.5	23.5	96	**43	1.3	2.0	50	**142	3.6	6.7	137
WOMAN'S DAY	14172	4662	19.4	32.9	111	3848	19.4	27.2	111	603	18.5	4.3	106	937	23.7	6.6	136
WORKING WOMAN	1146	497	2.1	43.4	146	328	1.7	28.6	117	**78	2.4	6.8	169	**76	1.9	6.6	136
WORKING WOMAN	1322	508	2.1	38.4	129	297	1.5	22.5	92	**51	1.6	3.9	96	*116	2.9	8.8	180
WORLD TENNIS	*163	**94	0.4	57.7	194	**50	0.3	30.7	125	**7	0.2	4.3	107	**11	0.3	6.7	138
ZIFF-DAVIS MAG NETWK (GROSS)	2532	766	3.2	30.3	102	520	2.6	20.5	84	**108	3.3	4.3	106	*156	4.0	6.2	126
BLAIR INSERTS	43657	13240	55.0	30.3	102	11331	57.1	26.0	106	1705	52.3	3.9	97	2171	55.0	5.0	102
DAILY NEWSPAPERS																	
READ ANY	51633	15483	64.3	30.0	101	13363	67.3	25.9	106	1998	61.2	3.9	96	2529	64.1	4.9	100
READ ONE	43463	12818	53.2	29.5	99	10822	54.5	24.9	102	1689	51.8	3.9	96	2138	54.2	4.9	101
READ TWO OR MORE	8170	2666	11.1	32.6	110	2542	12.8	31.1	127	309	9.5	3.8	94	391	9.9	4.8	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	15746	65.4	29.9	101	13682	68.9	26.0	106	2058	63.1	3.9	97	2569	65.1	4.9	100
READ ONE	46126	13707	56.9	29.7	100	11807	59.5	25.6	104	1753	53.7	3.8	94	2232	56.5	4.8	99
READ TWO OR MORE	6552	2040	8.5	31.1	105	1875	9.4	28.6	117	305	9.3	4.7	116	338	8.6	5.2	106
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.69				27.07				31.43				27.28			
30 DAY REACH	71455	21170	87.9	29.6	100	17462	88.0	24.4	100	2919	89.5	4.1	101	3602	91.3	5.0	103
50 SHWG - 30 DAY AV FREQ	14.56	15.11				14.24				16.30				14.56			
30 DAY REACH	67742	20150	83.7	29.7	100	16646	83.9	24.6	100	2816	86.3	4.2	103	3388	85.8	5.0	103
25 SHWG - 30 DAY AV FREQ	7.94	8.19				7.64				8.42				7.76			
30 DAY REACH	62117	18591	77.2	29.9	101	15473	78.0	24.9	102	2705	82.9	4.4	108	3150	79.8	5.1	104
CABLE TV: HOME WIRED	32077	9853	40.9	30.7	103	8279	41.7	25.8	105	1271	39.0	4.0	98	1471	37.3	4.6	94
HOME NOT WIRED	48909	14221	59.1	29.1	98	11567	58.3	23.7	97	1992	61.0	4.1	101	2477	62.8	5.1	104
HAVE PAY CABLE	15935	4900	20.4	30.7	103	3897	19.6	24.5	100	766	23.5	4.8	119	930	23.6	5.8	120

	TOTAL U.S. '000	A '000	DIAL B % DOWN	C % ACROSS	D INDX	A '000	DOVE B % DOWN	C % ACROSS	D INDX	A '000	FIESTA B % DOWN	C % ACROSS	D INDX	A '000	GENTLE TOUCH B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	24074	100.0	29.7	100	19846	100.0	24.5	100	3263	100.0	4.0	100	3947	100.0	4.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	13413	55.7	30.5	103	10427	52.5	23.7	97	1842	56.5	4.2	104	2163	54.8	4.9	101
10:00 AM - 3:00 PM	30659	9635	40.0	31.4	106	7670	38.6	25.0	102	1398	42.8	4.6	113	1695	42.9	5.5	113
3:00 PM - 7:00 PM	31045	9582	39.8	30.9	104	7585	38.2	24.4	100	1321	40.5	4.3	106	1572	39.8	5.1	104
7:00 PM - MIDNIGHT	15767	4717	19.6	29.9	101	3835	19.3	24.3	99	631	19.3	4.0	99	809	20.5	5.1	105
MIDNIGHT - 6:00 AM	9120	2720	11.3	29.8	100	2341	11.8	25.7	105	444	13.6	4.9	121	494	12.5	5.4	111
6:00 AM - MIDNIGHT	58527	17998	74.8	30.8	103	14246	71.8	24.3	99	2622	80.4	4.5	111	3001	76.0	5.1	105
ENTIRE DAY	59311	18232	75.7	30.7	103	14446	72.8	24.4	99	2655	81.4	4.5	111	3058	77.5	5.2	106
AVG DAILY M-F CUME: 6AM-MONT																	
FORMATS: ADULT CONTEMPORARY	16172	5351	22.2	33.1	111	4019	20.3	24.9	101	775	23.8	4.8	119	768	19.5	4.7	97
ALL NEWS	2256	543	2.3	24.1	81	579	2.9	25.7	105	**119	3.6	5.3	131	**114	2.9	5.1	104
AOR/PROGRESSIVE	3874	1177	4.9	30.4	102	1066	5.4	27.5	112	**178	5.5	4.6	114	**157	4.0	4.1	83
BEAUTIFUL MUSIC	5660	1993	8.3	35.2	118	1666	8.4	29.4	120	**238	7.3	4.2	104	340	8.6	6.0	123
BLACK	2204	693	2.9	31.4	106	437	2.2	19.8	81	**115	3.5	5.2	130	**175	4.4	7.9	163
CLASSICAL	1418	443	1.8	31.2	105	385	1.9	27.2	111	**60	1.8	4.2	105	**93	2.4	6.6	135
CHR/ROCK	9538	3167	13.2	33.2	112	2261	11.4	23.7	97	**56	17.3	5.9	147	701	17.8	7.3	151
COUNTRY	12648	3727	15.5	29.5	99	2859	14.4	22.6	92	480	14.7	3.8	94	609	15.4	4.8	99
GOLDEN OLDIES	1191	315	1.3	26.4	89	361	1.8	30.3	124	**45	1.4	3.8	94	**36	0.9	3.0	62
MOR/NOSTALGIA	4757	1468	6.1	30.9	104	1392	7.0	29.3	119	**178	5.5	3.7	93	**191	4.8	4.0	82
NEWS/TALK	3863	1158	4.8	30.0	101	913	4.6	23.6	96	**113	3.5	2.9	73	**178	4.5	4.6	95
RELIGIOUS	3084	878	3.6	28.5	96	711	3.6	23.1	94	**180	5.5	5.8	145	**168	4.3	5.4	112
SOFT ROCK	521	*191	0.8	36.7	123	**94	0.5	18.0	74	**23	0.7	4.4	110	**59	1.5	11.3	232
URBAN CONTEMPORARY	1585	433	1.8	27.3	92	277	1.4	17.5	71	**51	1.6	3.2	80	**117	3.0	7.4	151
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	995	4.1	30.5	103	701	3.5	21.5	88	**143	4.4	4.4	109	**251	6.4	7.7	158
ABC DIRECTION	2316	767	3.2	33.1	111	525	2.6	22.7	93	**84	2.6	3.6	90	**100	2.5	4.3	89
ABC ENTERTAINMENT	4834	1596	6.6	33.0	111	1152	5.8	23.8	97	**248	7.6	5.1	127	**168	4.3	3.5	71
ABC FM	2202	692	2.9	31.4	106	589	3.0	26.7	109	**75	2.3	3.4	85	**198	5.0	9.0	184
ABC INFORMATION	5425	1752	7.3	32.3	109	1421	7.2	26.2	107	**192	5.9	3.5	88	**220	5.6	4.1	83
ABC ROCK	1677	584	2.4	34.8	117	477	2.4	28.4	116	**164	5.0	9.8	243	**140	3.5	8.3	171
CBS	4430	1295	5.4	29.2	98	1060	5.3	23.9	98	**213	6.5	4.8	119	**230	5.8	5.2	107
MUTUAL	4992	1650	6.9	33.1	111	1354	6.8	27.1	111	**188	5.8	3.8	93	336	8.5	6.7	138
NBC	4679	1474	6.1	31.5	106	1106	5.6	23.6	96	**173	5.3	3.7	92	239	6.1	5.1	105
RADIORADIO	1994	720	3.0	36.1	121	518	2.6	26.0	106	**129	4.0	6.5	161	**141	3.6	7.1	145
RKO ONE	2298	734	3.0	31.9	107	545	2.7	23.7	97	**134	4.1	5.8	145	**103	2.6	4.5	92
RKO TWO	3311	921	3.8	27.8	94	888	4.5	26.8	109	**215	6.6	6.5	161	**131	3.3	4.0	81
THE SOURCE	2114	789	3.3	37.3	126	507	2.6	24.0	98	**208	6.4	9.8	244	**132	3.3	6.2	128
NON-WIRED: BLAIR	8654	2823	11.7	32.6	110	1953	9.8	22.6	92	389	11.9	4.5	112	509	12.9	5.9	121
INTERNET	12025	4029	16.7	33.5	113	3235	16.3	26.9	110	511	15.7	4.2	105	787	19.9	6.5	134
KATZ RADIO GROUP	15359	4568	19.0	29.7	100	3996	20.1	26.0	106	641	19.6	4.2	104	706	17.9	4.6	94
SUPERNET	10628	3271	13.6	30.8	104	2459	12.4	23.1	94	504	15.4	4.7	118	581	14.7	5.5	112
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2565	10.7	29.6	100	2251	11.3	26.0	106	446	13.7	5.2	128	357	9.0	4.1	85
MKDAY 9:00 AM - 1:00 PM	12163	3657	15.2	30.1	101	3189	16.1	26.2	107	595	18.2	4.9	121	628	15.9	5.2	106
MKDAY 1:00 PM - 4:30 PM	16150	4834	20.1	29.9	101	4073	20.5	25.2	103	815	25.0	5.0	125	934	23.9	5.8	119
MKDAY 4:30 PM - 7:30 PM	22463	6326	26.3	28.2	95	5748	29.0	25.6	104	973	29.8	4.3	108	1182	29.7	5.3	108
MKDAY 7:30 PM - 8:00 PM	31795	9206	38.2	29.0	97	8138	41.0	25.6	104	1328	40.7	4.2	104	1629	41.3	5.1	105
MKDAY 11:00 PM - 11:30 PM	23977	7361	30.6	30.7	103	6221	31.3	25.9	106	1153	35.3	4.8	119	1245	31.5	5.2	107
MKDAY 11:30 PM - 1:00 AM	7703	2402	10.0	31.2	105	1990	10.0	25.8	105	404	12.4	5.2	130	447	11.3	5.8	119
M-SAT 8-11 PM-SUN 7-11 PM	33800	9928	41.2	29.4	99	8717	43.9	25.8	105	1463	44.8	4.3	107	1795	45.5	5.3	109
MKDY DAYTIME WKWK 7AM-4:30PM																	
ALL MY CHILDREN A	6538	2022	8.4	30.9	104	1613	8.1	24.7	101	274	8.4	4.2	104	439	11.1	6.7	138
ANOTHER WORLD N	4620	1374	5.7	29.7	100	1194	6.0	25.8	105	192	5.9	4.2	103	228	5.8	4.9	101
AS THE WORLD TURNS C	5614	1556	6.5	27.7	93	1533	7.7	27.3	111	325	10.0	5.8	144	311	7.9	5.5	114
CAPITOL C	3396	936	3.9	27.6	93	852	4.3	25.1	102	**166	5.1	4.9	121	156	4.0	4.6	94
CBS MORN. NEWS 1 C	1444	391	1.6	27.0	91	344	1.7	23.8	97	**71	2.2	4.9	122	**52	1.3	3.6	74
CBS MORN. NEWS 2 C	1207	345	1.4	28.6	96	256	1.3	21.2	87	**56	1.7	4.6	115	**50	1.3	4.1	85
DAYS OF OUR LIVES N	5877	1848	7.7	31.4	106	1652	8.3	28.1	115	266	8.2	4.5	112	240	6.1	4.1	84
FACTS OF LIFE - DAYTIME N	2290	683	2.8	29.8	100	497	2.5	21.7	89	**87	2.7	3.8	94	137	3.5	6.0	123
FAMILY FEUD A	3023	839	3.5	27.8	93	699	3.5	23.1	94	125	3.8	4.1	103	168	4.3	5.6	114
GENERAL HOSPITAL A	6097	1952	8.1	32.0	108	1311	6.6	21.5	88	340	10.4	5.6	138	430	10.9	7.1	145
GOOD MORNING, AMERICA-730 A	3515	1023	4.2	29.1	98	1017	5.1	28.9	118	162	5.0	4.6	114	138	3.5	3.9	81
GOOD MORNING, AMERICA-830 A	2818	853	3.5	30.3	102	812	4.1	28.8	118	135	4.1	4.8	119	141	3.6	5.0	103
GUIDING LIGHT C	5339	1548	6.4	29.0	98	1406	7.1	26.3	107	285	8.7	5.3	132	281	7.1	5.3	108
ONE LIFE TO LIVE A	4478	1430	5.9	31.9	107	991	5.0	22.1	90	214	6.6	4.8	119	307	7.8	6.9	141
PRESS YOUR LUCK C	2244	759	3.2	33.8	114	539	2.7	24.0	98	**143	4.4	6.4	158	**118	3.0	5.3	108
PRICE IS RIGHT 1 C	4348	1417	5.9	32.6	110	988	5.0	22.7	93	261	8.0	6.0	149	266	6.7	6.1	126
PRICE IS RIGHT 2 C	5014	1619	6.7	32.3	109	1128	5.7	22.5	92	306	9.4	6.1	151	280	7.1	5.6	115
RYAN'S HOPE A	3150	1025	4.3	32.5	109	841	4.2	26.7	109	151	4.6	4.8	119	238	6.0	7.6	155
SALE OF THE CENTURY N	2695	760	3.2	28.2	95	681	3.4	25.3	103	**92	2.8	3.4	85	**92	2.3	3.4	70
SEARCH FOR TOMORROW N	2319	683	2.8	29.5	99	674	3.4	29.1	119	**81	2.5	3.5	87	**141	3.6	6.1	125
TODAY SHOW 1 N	2693	786	3.3	29.2	98	669	3.4	24.8	101	**71	2.2	2.6	65	**87	2.2	3.2	66
TODAY SHOW 2 N	2498	759	3.2	30.4	102	660	3.3	26.4	108	**85	2.6	3.4	84	**43	1.1	1.7	35
\$25,000 PYRAMID C	2753	874	3.6	31.7	107	687	3.5	25.0	102	**128	3.9	4.6	115	**128	3.2	4.6	95
WHEEL OF FORTUNE N	4388	1299	5.4	29.6	100	1315	6.6	30.0	122	173	5.3	3.9	98	213	5.4	4.9	100
YOUNG AND THE RESTLESS C	5695	1747	7.3	30.7	103	1461	7.4	25.7	105	399	12.2	7.0	174	316	8.0	5.5	114
WEEKEND DAYTIME WKWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	476	2.0	27.0	91	403	2.0	22.9	93	**42</							

	TOTAL U.S. '000	A	DIAL B DOWN	C ACROSS %	D INDX	A	DOVE B DOWN	C ACROSS %	D INDX	A	FIESTA B DOWN	C ACROSS %	D INDX	A	GENTLE TOUCH B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	24074	100.0	29.7	100	19846	100.0	24.5	100	3263	100.0	4.0	100	3947	100.0	4.9	100
WKDAY LOCAL EVENING TV NEWS	26063	7483	31.1	28.7	97	7062	35.6	27.1	111	1027	31.5	3.9	98	1197	30.3	4.6	94
NETWORK AFFILIATES - EARLY	20261	6248	26.0	30.8	104	5297	26.7	26.1	107	948	29.1	4.7	116	1046	26.5	5.2	106
NETWORK AFFILIATES - LATE	2076	487	2.0	23.5	79	551	2.8	26.5	108	*80	2.5	3.9	96	*76	1.9	3.7	75
TV EVENING NTKW 6 PM - 2 AM																	
A TEAM	N 10453	3393	14.1	32.5	109	2655	13.4	25.4	104	379	11.6	3.6	90	601	15.2	5.7	118
ABC MONDAY NIGHT MOVIE	A 6412	1919	8.0	29.9	101	1645	8.3	25.7	105	247	7.6	3.9	96	299	7.6	4.7	96
ABC SUNDAY NIGHT MOVIE	A 12407	3908	16.2	31.5	106	2948	14.9	23.8	97	543	16.6	4.4	109	622	15.8	5.0	103
ABC WORLD NEWS TONIGHT	A 6176	1658	6.9	26.8	90	1667	8.4	27.0	110	159	4.9	2.6	64	258	6.5	4.2	86
AFTERMASH	C 5863	1625	6.8	27.7	93	1453	7.3	24.8	101	*257	7.9	4.4	109	*229	5.8	3.9	80
ALICE	C 9594	2652	11.0	27.6	93	2645	13.3	27.6	113	383	11.7	4.0	99	476	12.1	5.0	102
AMERICAN PARADE	C 6622	2001	8.3	30.2	102	1607	8.1	24.3	99	289	8.9	4.4	108	268	6.8	4.0	83
BENSON	A 10886	3081	12.8	28.3	95	2762	13.9	25.4	104	358	11.0	3.3	82	509	12.9	4.7	96
BLUE THUNDER	A 5036	1491	6.2	29.6	100	1341	6.8	26.6	109	*236	7.2	4.7	116	*292	7.4	5.8	119
CAGNEY & LACEY	C 9965	2970	12.3	29.8	100	2607	13.1	26.2	107	358	11.0	3.6	89	553	14.0	5.5	114
CBS EVENING NEWS-DEAN	C 3491	914	3.8	26.2	88	912	4.6	26.1	107	*388	2.7	2.5	63	*153	3.9	4.4	90
CBS EVENING NEWS-RATHER	C 7123	2047	8.5	28.7	97	1903	9.6	26.7	109	298	9.1	4.2	104	211	5.3	3.0	61
CBS SAT. NEWS-SCHIEFFER	C 3621	1019	4.2	28.1	95	986	5.0	27.2	111	150	4.6	4.1	103	118	3.0	3.3	67
CBS SATURDAY NIGHT MOVIE	C 5436	1625	6.8	29.9	101	1382	7.0	25.4	104	217	6.7	4.0	99	359	9.1	6.6	136
CBS WEDNESDAY NIGHT MOVIE	C 6100	1854	7.7	30.4	102	1394	7.0	22.9	93	235	7.2	3.9	96	326	8.3	5.3	110
CHALLERS	N 8889	2875	11.9	32.3	109	2435	12.3	27.4	112	329	10.1	3.7	92	570	14.4	6.4	132
DALLAS	C 22109	6705	27.9	30.3	102	5588	28.2	25.3	103	964	29.5	4.4	108	1209	30.6	5.5	112
DIFF'RENT STROKES	N 6940	1877	7.8	27.0	91	1888	9.5	27.2	111	*247	7.6	3.6	88	379	9.6	5.5	112
DOUBLE TROUBLE	N 7223	2102	8.7	29.1	98	1857	9.4	25.7	105	341	10.5	4.7	117	298	7.6	4.1	85
DUCK FACTORY	N 5595	1726	7.2	30.8	104	1464	7.4	26.2	107	*198	6.1	3.5	88	428	10.8	7.6	157
DUKES OF HAZZARD	C 5768	1569	6.5	27.2	92	1602	8.1	27.8	113	*232	7.1	4.0	100	288	7.3	5.0	102
DYNASTY	A 20053	5816	24.2	29.0	98	5123	25.8	25.5	104	616	18.9	3.1	76	1071	27.1	5.3	110
FACTS OF LIFE	N 8087	2240	9.3	27.7	93	2206	11.1	27.3	111	401	12.3	5.0	123	395	10.0	4.9	100
FALCON CREST	C 20046	6135	25.5	30.6	103	5246	26.4	26.2	107	862	26.4	4.3	107	1087	27.5	5.4	111
FALL GUY	A 9084	2708	11.2	29.8	100	2283	11.5	25.1	103	293	9.0	3.2	80	523	13.3	5.8	118
FAMILY TIES	N 7964	2529	10.5	31.8	107	2247	11.3	28.2	115	315	9.7	4.0	98	499	12.6	6.3	129
FANTASY ISLAND	A 7687	1945	8.1	25.3	85	1822	9.2	23.7	97	225	6.9	2.9	73	347	8.8	4.5	93
FOULUPS, BLEEPS & BLUNDERS	A 8861	2439	10.1	27.5	93	2206	11.1	24.9	102	385	11.8	4.3	108	402	10.2	4.5	93
FOUR SEASONS	C 5095	1316	5.5	25.8	87	1321	6.7	25.9	106	*191	5.9	3.7	93	*231	5.9	4.5	93
GIMME A BREAK	N 8838	2639	11.0	29.9	100	2400	12.1	27.2	111	347	10.6	3.9	97	512	13.0	5.8	119
HART TO HART	A 8978	2760	11.5	30.7	103	1936	9.8	21.6	88	363	11.1	4.0	100	460	11.7	5.1	105
HILL STREET BLUES	N 8590	2718	11.3	31.6	106	2046	10.3	23.8	97	375	11.5	4.4	108	510	12.9	5.9	122
HOTEL	A 14085	4086	17.0	29.0	98	3556	17.9	25.2	103	416	12.7	3.0	73	763	19.3	5.4	111
JEFFERSONS	C 9360	2539	10.5	27.1	91	2561	12.9	27.4	112	381	11.7	4.1	101	489	12.4	5.2	107
JENNIFER SLEPT HERE	N 5841	1640	6.8	28.1	94	1453	7.3	24.9	102	*287	8.8	4.9	122	338	8.6	5.8	119
KATE & ALLIE	C 9206	2735	11.4	29.7	100	2565	12.9	27.9	114	467	14.3	5.1	126	577	14.6	6.3	129
KNIGHT RIDER	N 7076	2030	8.4	28.7	97	1944	9.8	27.5	112	*349	10.7	4.9	122	423	10.7	6.0	123
LOVE BOAT	A 12219	3345	13.9	27.4	92	3371	17.0	27.6	113	486	14.9	4.0	99	600	15.2	4.9	101
MAGNUM PI	C 11199	3413	14.2	30.5	103	2907	14.6	26.0	106	462	14.2	4.1	102	721	18.3	6.4	132
MAMA'S FAMILY	N 6057	1636	6.8	27.0	91	1551	7.8	25.6	104	*213	6.5	3.5	87	381	9.7	6.3	129
MASTER, THE	N 3598	1029	4.3	28.6	96	914	4.6	25.4	104	*235	7.2	6.5	162	*220	5.6	6.1	125
MATT HOUSTON	A 6344	1851	7.7	29.2	98	1635	8.2	25.8	105	*303	9.3	4.8	119	369	9.3	5.8	119
NBC MONDAY NIGHT MOVIE	N 11994	3770	15.7	31.4	106	2768	13.9	23.1	94	586	18.0	4.9	121	590	14.9	4.9	101
NBC NIGHTLY NEWS	N 5132	1518	6.3	29.6	100	1502	7.6	29.3	119	146	4.5	2.8	71	213	5.4	4.2	85
NBC NIGHTLY NEWS-SAT	N 3375	793	3.3	23.5	79	1047	5.3	31.0	127	*135	4.1	4.0	99	*109	2.8	3.2	66
NBC NIGHTLY NEWS-SUN	N 3130	818	3.4	26.1	88	978	4.9	31.2	128	*147	4.5	4.7	117	*113	2.9	3.6	74
NBC SUNDAY NIGHT MOVIE	N 8284	2821	11.7	34.1	115	2012	10.1	24.3	99	571	17.5	6.9	171	614	15.6	7.4	152
NEWMART	C 9240	2619	10.9	28.3	95	2556	12.9	27.7	113	406	12.4	4.4	109	547	13.9	5.9	121
ONE DAY AT A TIME	C 7288	2091	8.7	28.7	97	1834	9.2	25.2	103	302	9.3	4.1	103	421	10.7	5.8	119
PEOPLE ARE FUNNY	N 4855	1231	5.1	25.4	85	1194	6.0	24.6	100	*174	5.3	3.6	89	314	8.0	6.5	133
REAL PEOPLE	N 8869	2525	10.5	28.5	96	2375	12.0	26.8	109	404	12.4	4.6	113	370	9.4	4.2	86
REMINGTON STEELE	N 7743	2339	9.7	30.2	102	1914	9.6	24.7	101	355	10.9	4.6	114	468	11.9	6.0	124
RIPLEY'S BELIEVE IT - NOT	A 5345	1464	6.1	27.4	92	1269	6.4	23.7	97	*257	7.9	4.8	119	334	8.5	6.2	128
RIPTIDE	N 6988	2233	9.3	32.0	107	1883	9.5	26.9	110	311	9.5	4.5	110	364	9.2	5.2	107
SCARECROW & MRS. KING	C 10002	2871	11.9	28.7	97	2693	13.6	26.9	110	375	11.5	3.7	93	516	13.1	5.2	106
SIMON & SIMON	C 10638	3113	12.9	29.3	98	2770	14.0	26.0	106	445	13.6	4.2	104	601	15.2	5.6	116
60 MINUTES	C 13293	3783	15.7	28.5	96	3814	19.2	28.7	117	496	15.2	3.7	93	532	13.5	4.0	82
ST. ELSEWHERE	N 7017	2321	9.6	33.1	111	1721	8.7	24.5	100	357	10.9	5.1	126	334	8.5	4.8	98
THREE'S COMPANY	A 10917	3106	12.9	28.5	96	2869	14.5	26.3	107	377	11.6	3.5	86	502	12.7	4.6	94
T.J. HOOKER	A 9204	2564	10.7	27.9	94	2460	12.4	26.7	109	333	10.2	3.6	90	518	13.1	5.6	115
TONIGHT SHOW	N 2372	744	3.1	31.4	106	660	3.3	27.8	114	107	3.3	4.5	112	114	2.9	4.8	99
TRAPPER JOHN, M.D.	C 9846	2679	11.1	27.2	92	2729	13.8	27.7	113	401	12.3	4.1	101	555	14.1	5.6	116
TV BLOOPERS & PRAC. JOKES	N 9105	2622	10.9	28.8	97	2195	11.1	24.1	98	353	10.8	3.9	96	497	12.6	5.5	112
20/20	A 9387	3011	12.5	32.1	108	2671	13.5	28.5	116	385	11.8	4.1	102	459	11.6	4.9	100
WEBSTER	A 11067	3199	13.3	28.9	97	2753	13.9	24.9	102	361	11.1	3.3	81	616	15.6	5.6	114
WORLD NEWS - SUN	A 3062	781	3.2	25.5	86	849	4.3	27.7	113	*95	2.9	3.1	77	*140	3.5	4.6	94
YELLOW ROSE	N 4978	1409	5.9	28.3	95	1364	6.9	27.4	112	*190	5.8	3.8	95	251	6.4	5.0	103

TV VIEWING SPORTS EVENTS

BASEBALL	8878	2667	11.1	30.0	101	2375	12.0	26.8	109	*333	10.2	3.8	93	*370	9.4	4.2	86
BASKETBALL - COLLEGE GAMES	4080	1522	6.3	37.3	125	1191	6.0	29.2	119	*171	5.2	4.2	104	*178	4.5	4.4	90
BASKETBALL - PRO GAMES	3607	1193	5.0	33.1	111	961	4.8	26.6	109	*216	6.6	6.0	149	*307	7.8	8.5	175
BOWLING	3883	1145	4.8	29.5	99	1143	5.8	29.4	120	*297	9.1	7.6	190	*180	4.6	4.6	95
BOXING	3928	1321	5.5	33.6	113	1039	5.2	26.5	108	*284	8.7	7.2	179	*292	7.4	7.4	153
FOOTBALL - COLLEGE GAMES	6366	2053	8.5	32.2	108	1653	8.3	26.0	106	*344	10.5	5.4	134	*279	7.1	4.4	90
FOOTBALL - PRO GAMES	11300	3617	15.0	32.0	108	2797	14.1	24.8	101	*655	20.1	5.8	144	*695	17.6	6.2	126
GOLF	3378	961	4.0	28.4	96	968	4.9	28.7	117	*144	4.4	4.3	106	*131	3.3	3.9	80
POST-SEASON COLL. FOOTBALL	4906	1615	6.7	32.9	111	1186	6.0	24.2	99	*334	10.2	6.8	169	*316	8.0	6.4	132
POST-SEASON PRO FOOTBALL	6120	2325	9.7	38.0	128	1500	7.6	24.5	100	*276	8.5	4.5	112	*309	7.8	5.0	104
TENNIS	3033	927	3.9	30.6	103	995	5.0	32.8	134	*147	4.5	4.8	120	*165	4.2	5.4	112
WRESTLING - PROFESSIONAL	3344	984	4.1	29.4	99	779	3.9	23.3	95	*220	6.7	6.6	163	*232	5.9	6.9	144

TOILET SOAP BARS (FOR FACE, HANDS, BATH & SHOWER): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	IRISH SPRING				IVORY				JERGENS				LAVA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	11806	100.0	14.6	100	24922	100.0	30.8	100	6986	100.0	8.6	100	3659	100.0	4.5	100
18 - 24	9282	1042	8.8	11.2	77	2892	11.6	31.2	101	858	12.3	9.2	107	**247	6.8	2.7	59
25 - 34	19072	2765	23.4	14.5	99	6335	25.4	33.2	108	1501	21.5	7.9	91	774	21.2	4.1	90
35 - 44	14591	2534	21.5	17.4	119	3823	15.3	26.2	85	1508	21.6	10.3	120	811	22.2	5.6	123
45 - 54	11345	1903	16.1	16.8	115	3255	13.1	28.7	93	967	13.8	8.5	99	715	19.5	6.3	139
55 - 64	11635	1724	14.6	16.8	102	3831	15.4	32.9	107	1042	14.9	9.0	104	**537	14.7	4.6	102
65 OR OLDER	15061	1838	15.6	12.2	84	4786	19.2	31.8	103	1111	15.9	7.4	86	575	15.7	3.8	85
18 - 34	28354	3807	32.2	13.4	92	9227	37.0	32.5	106	2358	33.8	8.3	96	1021	27.9	3.6	80
18 - 49	48339	7299	61.8	15.1	104	14560	58.4	30.1	98	4387	62.8	9.1	105	2188	59.8	4.5	100
25 - 54	45008	7202	61.0	16.0	110	13413	53.8	29.8	97	3975	56.9	8.8	102	2300	62.9	5.1	113
35 - 49	19985	3492	29.6	17.5	120	5333	21.4	26.7	87	2028	29.0	10.1	118	1167	31.9	5.8	129
50 OR OLDER	32647	4508	38.2	13.8	95	10362	41.6	31.7	103	2599	37.2	8.0	92	1471	40.2	4.5	100
GRADUATED COLLEGE	11155	1512	12.8	13.6	93	3620	14.5	32.5	105	823	11.8	7.4	86	**394	10.8	3.5	78
ATTENDED COLLEGE	13682	2331	19.7	17.0	117	4390	17.6	32.1	104	1181	16.9	8.6	100	591	16.2	4.3	96
GRADUATED HIGH SCHOOL	33880	5254	44.5	15.5	106	9930	39.8	29.3	95	3042	43.5	9.0	104	1633	44.6	4.8	107
DID NOT GRADUATE HIGH SCHOOL	22270	2709	22.9	12.2	83	6981	28.0	31.3	102	1940	27.8	8.7	101	1041	28.5	4.7	103
EMPLOYED	40306	6014	50.9	14.9	102	11684	46.9	29.0	94	3283	47.0	8.1	94	1672	45.7	4.1	92
EMPLOYED FULL-TIME	32850	4845	41.0	14.7	101	9298	37.3	28.3	92	2619	37.5	8.0	92	1371	37.5	4.2	92
EMPLOYED PART-TIME	7456	1169	9.9	15.7	108	2386	9.6	32.0	104	664	9.5	8.9	103	**301	8.2	4.0	89
NOT EMPLOYED	40680	5793	49.1	14.2	98	13238	53.1	32.5	106	3703	53.0	9.1	106	1987	54.3	4.9	108
PROFESSIONAL/MANAGER	10392	1567	13.3	15.1	103	3086	12.4	29.7	96	740	10.6	7.1	83	**310	8.5	3.0	66
TECH/CLERICAL/SALES	17574	2517	21.3	14.3	98	5237	21.0	29.8	97	1446	20.7	8.2	95	757	20.7	4.3	95
PRECISION/CRAFT	985	**115	1.0	11.7	80	**231	0.9	23.5	76	**69	1.0	7.0	81	**92	2.5	9.3	207
OTHER EMPLOYED	11354	1815	15.4	16.0	110	3129	12.6	27.6	90	1028	14.7	9.1	105	**513	14.0	4.5	100
SINGLE	9863	1203	10.2	12.2	84	3034	12.2	30.8	100	809	11.6	8.2	95	**262	7.2	2.7	59
MARRIED	51375	7902	66.9	15.4	106	16209	65.0	31.6	103	4354	62.3	8.5	98	2802	76.6	5.5	121
DIVORCED/SEPARATED/WIDOWED	19748	2702	22.9	13.7	94	5679	22.8	28.8	93	1822	26.1	9.2	107	595	16.3	3.0	67
PARENTS	32590	5541	46.9	17.0	117	10290	41.3	31.6	103	3226	46.2	9.9	115	1774	48.5	5.4	120
WHITE	70416	10120	85.7	14.4	99	21438	86.0	30.4	99	5851	83.8	8.3	96	3179	86.9	4.5	100
BLACK	8778	1402	11.9	16.0	110	2945	11.8	33.5	109	963	13.8	11.0	127	**357	9.8	4.1	90
OTHER	1791	**284	2.4	15.9	109	**540	2.2	30.2	98	**172	2.5	9.6	111	**123	3.4	6.9	152
NORTHEAST-CENSUS	17786	2449	20.7	13.8	94	6441	25.8	36.2	118	1204	17.2	6.8	78	**491	13.4	2.8	61
NORTH CENTRAL	20741	3237	27.4	15.6	107	5170	20.7	24.9	81	1777	25.4	8.6	99	1116	30.5	5.4	119
SOUTH	27775	4160	35.2	15.0	103	8843	35.5	31.8	103	2609	37.3	9.4	109	1300	35.5	4.7	104
WEST	14683	1960	16.6	13.3	92	4469	17.9	30.4	99	1396	20.0	9.5	110	752	20.6	5.1	113
NORTHEAST-MKTG.	17961	2301	19.5	12.8	88	6276	25.2	34.9	114	1101	15.8	6.1	71	**411	11.2	2.3	51
EAST CENTRAL	11885	1678	14.2	14.1	97	3192	12.8	26.9	87	1196	17.1	10.1	117	**512	14.0	4.3	95
WEST CENTRAL	14090	2382	20.2	16.9	116	3509	14.1	24.9	81	1116	16.0	7.9	92	920	25.1	6.5	145
SOUTH	24081	3717	31.5	15.4	106	7941	31.9	33.0	107	2348	33.6	9.8	113	1215	33.2	5.0	112
PACIFIC	12969	1729	14.6	13.3	91	4004	16.1	30.9	100	1225	17.5	9.4	109	**600	16.4	4.6	102
COUNTY SIZE A	32439	4602	39.0	14.2	97	9625	38.6	29.7	96	2865	41.0	8.8	102	1092	29.8	3.4	75
COUNTY SIZE B	24915	3808	32.3	15.3	105	7772	31.2	31.2	101	2144	30.7	8.6	100	977	26.7	3.9	87
COUNTY SIZE C	12930	1784	15.1	13.8	95	4421	17.7	34.2	111	1147	16.4	8.9	103	704	19.2	5.4	121
COUNTY SIZE D	10703	1612	13.7	15.1	103	3104	12.5	29.0	94	831	11.9	7.8	90	885	24.2	8.3	183
METRO CENTRAL CITY	24518	3634	30.8	14.8	102	8405	33.7	34.3	111	1967	28.2	8.0	93	750	20.5	3.1	68
METRO SUBURBAN	35919	5017	42.5	14.0	96	10271	41.2	28.6	93	3160	45.2	8.8	102	1491	40.7	4.2	92
NON METRO	20549	3156	26.7	15.4	105	6246	25.1	30.4	99	1859	26.6	9.0	105	1418	38.8	6.9	153
TOP 5 ADI'S	18341	2591	21.9	14.1	97	5924	23.8	32.3	105	1392	19.9	7.6	88	**474	13.0	2.6	57
TOP 10 ADI'S	25378	3473	29.4	13.7	94	7793	31.3	30.7	100	2010	28.8	7.9	92	750	20.5	3.0	65
TOP 20 ADI'S	36488	5203	44.1	14.3	98	11024	44.2	30.2	98	3169	45.4	8.7	101	1229	33.6	3.4	75
MSHLD INC. \$50,000 OR MORE	6612	1152	9.8	17.4	120	2164	8.7	32.7	106	**553	7.9	8.4	97	**255	7.0	3.9	85
\$40,000 OR MORE	12659	2117	17.9	16.7	115	4159	16.7	32.9	107	959	13.7	7.6	88	**489	13.4	3.9	85
\$30,000 OR MORE	24698	3860	32.7	15.6	107	7762	31.1	31.4	102	1853	26.5	7.5	87	1024	28.0	4.1	92
\$25,000 OR MORE	32077	5013	42.5	15.6	107	10174	40.8	31.7	103	2464	35.3	7.7	89	1447	39.5	4.5	100
\$20,000 - \$24,999	9144	1453	12.3	15.9	109	2473	9.9	27.0	88	694	9.9	7.6	88	**484	13.2	5.3	117
\$15,000 - \$19,999	8728	1096	9.3	12.6	86	2596	10.4	29.7	97	669	9.6	7.7	89	**474	13.0	5.4	120
\$10,000 - \$14,999	12562	2021	17.1	16.1	110	3669	14.7	29.2	95	1288	18.4	10.3	119	**540	14.8	4.3	95
UNDER \$10,000	18475	2223	18.8	12.0	83	6011	24.1	32.5	106	1871	26.8	10.1	117	714	19.5	3.9	86
HOUSEHOLD OF 1 PERSON	11987	1357	11.5	11.3	78	3427	13.8	28.6	93	880	12.6	7.3	85	**176	4.8	1.5	32
2 PEOPLE	26577	3554	30.1	13.4	92	7761	31.1	29.2	95	2197	31.4	8.3	96	1316	36.0	5.0	110
3 OR 4 PEOPLE	30617	4694	39.8	15.3	105	9658	38.8	31.5	103	2720	38.9	8.9	103	1621	44.3	5.3	117
5 OR MORE PEOPLE	11804	2202	18.7	18.7	128	4076	16.4	34.5	112	1189	17.0	10.1	117	**545	14.9	4.6	102
NO CHILD IN MSHLD	46165	6036	51.1	13.1	90	13680	54.9	29.6	96	3605	51.6	7.8	91	1881	51.4	4.1	90
CHILD(REN) UNDER 2 YRS	5325	865	7.3	16.2	111	2009	8.1	37.7	123	**554	7.9	10.4	121	**191	5.2	3.6	79
2 - 5 YEARS	14221	2350	19.9	16.5	113	5406	21.7	38.0	124	1287	18.4	9.0	105	633	17.3	4.5	99
6 - 11 YEARS	15117	2445	20.7	16.2	111	4575	18.4	30.3	98	1642	23.5	10.9	126	863	23.6	5.7	126
12 - 17 YEARS	16611	2905	24.6	17.5	120	4952	19.9	29.8	97	1596	22.8	9.6	111	988	27.0	5.9	132
RESIDENCE OWNED	55884	8708	73.8	15.6	107	17516	70.3	31.3	102	4790	68.6	8.6	99	2892	79.0	5.2	115
VALUE: \$50,000 OR MORE	31744	4948	41.9	15.6	107	10167	40.8	32.0	104	2540	36.4	8.0	93	1262	34.5	4.0	88
VALUE: UNDER \$50,000	24140	3760	31.8	15.6	107	7350	29.5	30.4	99	2250	32.2	9.3	108	1630	44.5	6.8	149

		TOTAL U.S. '000	IRISH SPRING				IVORY				JERGENS				LAVA			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEMAKERS		80986	11806	100.0	14.6	100	24922	100.0	30.8	100	6986	100.0	8.6	100	3659	100.0	4.5	100
MAGAZINES	QUINTILE 1	15799	2881	24.4	18.2	125	5356	21.5	33.9	110	1350	19.3	8.5	99	664	18.1	4.2	93
	QUINTILE 2	17259	2527	21.4	14.6	100	5204	20.9	30.2	98	1367	19.6	7.9	92	1000	27.3	5.8	128
	QUINTILE 3	13545	1949	16.5	14.4	99	4091	16.4	30.2	98	1180	16.9	8.7	101	*409	11.2	3.0	67
	QUINTILE 4	15133	2047	17.3	13.5	93	4597	18.4	30.4	99	1418	20.3	9.4	109	599	16.4	4.0	88
	QUINTILE 5	19250	2402	20.3	12.5	86	5674	22.8	29.5	96	1671	23.9	8.7	101	986	26.9	5.1	113
NEWSPAPERS	QUINTILE 1	12413	1822	15.4	14.7	101	3993	16.0	32.2	105	705	10.1	5.7	66	*488	13.3	3.9	87
	QUINTILE 2	24116	3621	30.7	15.0	103	7591	30.5	31.5	102	1978	28.3	8.2	95	937	25.6	3.9	86
	QUINTILE 3	11261	1927	16.3	17.1	117	3649	14.6	32.4	105	1131	16.2	10.0	116	*416	11.4	3.7	82
	QUINTILE 4	20255	2561	21.7	12.6	87	5758	23.1	28.4	92	1850	26.5	9.1	106	1051	28.7	5.2	115
	QUINTILE 5	12940	1875	15.9	14.5	99	3932	15.8	30.4	99	1322	18.9	10.2	118	767	21.0	5.9	131
OUTDOOR	QUINTILE 1	14852	2134	18.1	14.4	99	4693	18.8	31.6	103	1296	18.6	8.7	101	674	18.4	4.5	100
	QUINTILE 2	15725	2670	22.6	17.0	116	4522	18.1	28.8	93	1375	19.7	8.7	101	729	19.9	4.6	103
	QUINTILE 3	16330	2538	21.5	15.5	107	5290	21.2	32.4	105	1472	21.1	9.0	104	*603	16.5	3.7	82
	QUINTILE 4	16744	2216	18.8	13.2	91	5310	21.3	31.7	103	1417	20.3	8.5	98	714	19.5	4.3	94
	QUINTILE 5	17334	2248	19.0	13.0	89	5108	20.5	29.5	96	1426	20.4	8.2	95	939	25.7	5.4	120
RADIO-DRIVE TIME	QUINTILE 1	15911	2356	20.0	14.8	102	5098	20.5	32.0	104	1390	19.9	8.7	101	806	22.0	5.1	112
	QUINTILE 2	14837	2153	18.2	14.5	100	4518	18.1	30.5	99	1243	17.8	8.4	97	674	18.4	4.5	101
	QUINTILE 3	15339	2234	18.9	14.6	100	4944	19.8	32.2	105	1418	20.3	9.2	107	*601	16.4	3.9	87
	QUINTILE 4	16723	2358	20.0	14.1	97	4787	19.2	28.6	93	1122	16.1	6.7	78	*668	18.3	4.0	88
	QUINTILE 5	18176	2705	22.9	14.9	102	5576	22.4	30.7	100	1813	26.0	10.0	116	909	24.8	5.0	111
RADIO-MID- DAY	TERCILE 1	21020	3187	27.0	15.2	104	6534	26.2	31.1	101	1746	25.0	8.3	96	1221	33.4	5.8	129
	TERCILE 2	21610	3278	27.8	15.2	104	7346	29.5	34.0	110	1894	27.1	8.8	102	969	26.5	4.5	99
	TERCILE 3	38355	5341	45.2	13.9	96	11041	44.3	28.8	94	3347	47.9	8.7	101	1469	40.1	3.8	85
RADIO-TOTAL	QUINTILE 1	15988	2422	20.5	15.1	104	4938	19.8	30.9	100	1325	19.0	8.3	96	761	20.8	4.8	105
	QUINTILE 2	15626	2161	18.3	13.8	95	5108	20.5	32.7	106	1331	19.1	8.5	99	942	25.7	6.0	133
	QUINTILE 3	16723	2565	21.7	15.3	105	5178	20.8	31.0	101	1528	21.9	9.1	106	592	16.2	3.5	78
	QUINTILE 4	16342	2295	19.4	14.0	96	4856	19.5	29.7	97	1285	18.4	7.9	91	*653	17.8	4.0	88
	QUINTILE 5	16306	2362	20.0	14.5	99	4843	19.4	29.7	97	1517	21.7	9.3	108	710	19.4	4.4	96
TV-PRIME TIME	QUINTILE 1	15953	2589	21.9	16.2	111	5459	21.9	34.2	111	1473	21.1	9.2	107	819	22.4	5.1	114
	QUINTILE 2	16137	2296	19.4	14.2	98	5306	21.3	32.9	107	1257	18.0	7.8	90	689	18.8	4.3	95
	QUINTILE 3	16420	2044	17.3	12.4	85	4809	19.3	29.3	95	1363	19.5	8.3	96	689	18.8	4.2	93
	QUINTILE 4	16687	2319	19.6	13.9	95	4967	19.9	29.8	97	1639	23.5	9.8	114	541	14.8	3.2	72
	QUINTILE 5	15789	2558	21.7	16.2	111	4380	17.6	27.7	90	1255	18.0	7.9	92	920	25.1	5.8	129
TV-DAYTIME	TERCILE 1	27736	4121	34.9	14.9	102	8955	35.9	32.3	105	2558	36.6	9.2	107	1297	35.4	4.7	104
	TERCILE 2	26489	3707	31.4	14.0	96	8054	32.3	30.4	99	2333	33.4	8.8	102	1244	34.0	4.7	104
	TERCILE 3	26761	3978	33.7	14.9	102	7913	31.8	29.6	96	2094	30.0	7.8	91	1118	30.6	4.2	92
TV-TOTAL	QUINTILE 1	16345	2388	20.2	14.6	100	5457	21.9	33.4	108	1429	20.5	8.7	101	810	22.1	5.0	110
	QUINTILE 2	16447	2386	20.2	14.5	100	5277	21.2	32.1	104	1426	20.4	8.7	101	746	20.4	4.5	100
	QUINTILE 3	15980	2414	20.4	15.1	104	4779	19.2	29.9	97	1312	18.8	8.2	95	616	16.8	3.9	85
	QUINTILE 4	15887	2146	18.2	13.5	93	4781	19.2	30.1	98	1571	22.5	9.9	115	*682	18.6	4.3	95
	QUINTILE 5	16326	2473	20.9	15.1	104	4628	18.6	28.3	92	1247	17.8	7.6	89	804	22.0	4.9	109
MAGAZINES-NEWSPAPERS: DUAL		20721	3479	29.5	16.8	115	6796	27.3	32.8	107	1502	21.5	7.2	84	841	23.0	4.1	90
MAGAZINE IMPERATIVE		19186	3030	25.7	15.8	108	5994	24.1	31.2	102	1912	27.4	10.0	116	1031	28.2	5.4	119
NEWSPAPER IMPERATIVE		21899	2937	24.9	13.4	92	6723	27.0	30.7	100	1692	24.2	7.7	90	759	20.7	3.5	77
MAGAZINES-OUTDOOR: DUAL		15451	2622	22.2	17.0	116	4991	20.0	32.3	105	1345	19.3	8.7	101	710	19.4	4.6	102
MAGAZINE IMPERATIVE		25953	3930	33.3	15.1	104	8086	32.4	31.2	101	2101	30.1	8.1	94	1202	32.9	4.6	103
OUTDOOR IMPERATIVE		24400	3520	29.8	14.4	99	7149	28.7	29.3	95	2173	31.1	8.9	103	960	26.2	3.9	87
MAGAZINES-RADIO: DUAL		18049	2826	23.9	15.7	107	5842	23.4	32.4	105	1383	19.8	7.7	89	949	25.9	5.3	116
MAGAZINE IMPERATIVE		23571	3837	32.5	16.3	112	7238	29.0	30.7	100	2077	29.7	8.8	102	939	25.7	4.0	88
RADIO IMPERATIVE		23278	3095	26.2	13.3	91	7288	29.2	31.3	102	2207	31.6	9.5	110	1071	29.3	4.6	102
MAGAZINES-TELEVISION: DUAL		15459	2392	20.3	15.5	106	4948	19.9	32.0	104	1420	20.3	9.2	106	690	18.9	4.5	99
MAGAZINE IMPERATIVE		25829	4029	34.1	15.6	107	7851	31.5	30.4	99	2021	28.9	7.8	91	1213	33.2	4.7	104
TELEVISION IMPERATIVE		26039	3528	29.9	13.5	93	8185	32.8	31.4	102	2230	31.9	8.6	99	1184	32.4	4.5	101
NEWSPAPERS-OUTDOOR: DUAL		16605	2507	21.2	15.1	104	5027	20.2	30.3	98	1330	19.0	8.0	93	647	17.7	3.9	86
NEWSPAPER IMPERATIVE		26834	3993	33.8	14.9	102	8750	35.1	32.6	106	2078	29.7	7.7	90	1084	29.6	4.0	89
OUTDOOR IMPERATIVE		23346	3582	30.3	15.3	105	7168	28.8	30.7	100	2227	31.9	9.5	111	1121	30.6	4.8	106
NEWSPAPERS-RADIO: DUAL		17133	2597	22.0	15.2	104	5670	22.8	33.1	108	1359	19.5	7.9	92	694	19.0	4.1	90
NEWSPAPER IMPERATIVE		25892	3970	33.6	15.3	105	7930	31.8	30.6	100	1979	28.3	7.6	89	907	24.8	3.5	78
RADIO IMPERATIVE		23167	3411	28.9	14.7	101	7070	28.4	30.5	99	2291	32.8	9.9	115	1402	38.3	6.1	134
NEWSPAPERS-TELEVISION: DUAL		17159	2500	21.2	14.6	100	5628	22.6	32.8	107	1286	18.4	7.5	87	722	19.7	4.2	93
NEWSPAPER IMPERATIVE		26214	4017	34.0	15.3	105	8057	32.3	30.7	100	2017	28.9	7.7	89	898	24.5	3.4	76
TELEVISION IMPERATIVE		23412	3312	28.1	14.1	97	7308	29.3	31.2	101	2296	32.9	9.8	114	1153	31.5	4.9	109
OUTDOOR-RADIO: DUAL		15303	2456	20.8	16.0	110	4893	19.6	32.0	104	1440	20.6	9.4	109	835	22.8	5.5	121
OUTDOOR IMPERATIVE		24901	3981	33.7	16.0	110	7410	29.7	29.8	97	2215	31.7	8.9	103	866	23.7	3.5	77
RADIO IMPERATIVE		26492	3602</															

	TOTAL U.S. '000	IRISH SPRING				IVORY				JERGENS				LAVA			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	11806	100.0	14.6	100	24922	100.0	30.8	100	6986	100.0	8.6	100	3659	100.0	4.5	100
ATLANTIC MONTHLY	415	**46	0.4	11.1	76	**111	0.4	26.7	87	**20	0.3	4.8	56	**51	1.4	12.3	272
BARRON'S	453	**52	0.4	11.5	79	**149	0.6	32.9	107	**57	0.8	12.6	146	**70	1.9	15.5	342
BETTER HOMES & GARDENS	16256	2774	23.5	17.1	117	4933	19.8	30.3	99	1431	20.5	8.8	102	777	21.2	4.8	106
BON APPETIT	2535	357	3.0	14.1	97	713	2.9	28.1	91	**186	2.7	7.3	85	**60	1.6	2.4	52
BUSINESS WEEK	1278	*181	1.5	14.2	97	393	1.6	30.8	100	**83	1.2	6.5	75	**68	1.9	5.3	118
CAR AND DRIVER	378	**18	0.2	4.8	33	**90	0.4	23.8	77	**17	0.2	4.5	52	**8	0.2	2.1	47
CBS MAGAZINE NETWORK (GROSS)	1498	**226	1.9	15.1	103	505	2.0	33.7	110	**112	1.6	7.5	87	**56	1.5	3.7	83
CHANGING TIMES	1505	*286	2.4	19.0	130	523	2.1	34.8	113	*215	3.1	14.3	166	**51	1.4	3.4	75
COLONIAL HOMES	1231	*226	1.9	18.4	126	473	1.9	38.4	125	*158	2.3	12.8	149	**96	2.6	7.8	173
CONDE NAST MAG. PKG. (GROSS)	14146	1997	16.9	14.1	97	4848	19.5	34.3	111	1376	19.7	9.7	113	497	13.6	3.5	78
CONSUMERS DIGEST	1323	*207	1.8	15.6	107	408	1.6	30.8	100	**71	1.0	5.4	62	**51	1.4	3.9	85
COSMOPOLITAN	7102	1021	8.6	14.4	99	2359	9.5	33.2	108	578	8.3	8.1	94	*214	5.8	3.0	67
COUNTRY LIVING	2481	366	3.1	14.8	101	751	3.0	30.3	98	*207	3.0	8.3	97	**179	4.9	7.2	160
CUISINE	1472	*262	2.2	17.8	120	394	1.6	26.8	87	**106	1.5	7.2	83	**30	0.8	2.0	45
CYCLE WORLD	425	**56	0.5	13.2	92	**157	0.6	36.9	120	**36	0.5	8.5	98	**28	0.8	6.6	146
DCI:CREATIVE IDEAS FOR LIV	2510	478	4.0	19.0	131	695	2.8	27.7	90	*232	3.3	9.2	107	**176	4.8	7.0	155
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1170	9.9	17.5	120	2171	8.7	32.4	105	527	7.5	7.9	91	*346	9.5	5.2	114
DISCOVER	894	*152	1.3	17.0	117	239	1.0	26.7	87	*142	2.0	15.9	184	**31	0.8	3.5	77
EBONY	3507	539	4.6	15.4	105	1172	4.7	33.4	109	398	5.7	11.3	132	**100	2.7	2.9	63
ESQUIRE	1083	*134	1.1	12.4	85	281	1.1	25.9	84	**99	1.4	9.1	106	**35	1.0	3.2	72
ESSENCE	1830	209	1.8	11.4	78	654	2.6	35.7	116	261	3.7	14.3	165	**53	1.4	2.9	64
FAMILY CIRCLE	15930	2714	23.0	17.0	117	4826	19.4	30.3	98	1338	19.2	8.4	97	748	20.4	4.7	104
THE FAMILY HANDYMAN	1126	*222	1.9	19.7	135	371	1.5	32.9	107	*154	2.2	13.7	159	**117	3.2	10.4	230
FAMILY WEEKLY	11468	1891	16.0	16.5	113	3908	15.7	34.1	111	894	12.8	7.8	90	603	16.5	5.3	116
FIELD & STREAM	2234	385	3.3	17.2	118	704	2.8	31.5	102	*268	3.8	12.0	139	**134	3.7	6.0	133
FOOD & WINE	579	**115	1.0	19.9	136	*181	0.7	31.3	102	**63	0.9	10.9	126	**31	0.8	5.4	119
FORBES	728	**154	1.3	21.2	145	*248	1.0	34.1	111	**85	1.2	11.7	135	**72	2.0	9.9	219
FORTUNE	906	**204	1.7	22.5	154	*303	1.2	33.4	109	**100	1.4	11.0	128	**63	1.7	7.0	154
GENTLEMEN'S QUARTERLY	791	**141	1.2	17.8	122	317	1.3	40.1	130	**137	2.0	17.3	201	**8	0.2	1.0	22
GLAMOUR	5265	801	6.8	15.2	104	1828	7.3	34.7	113	502	7.2	9.5	111	*239	6.5	4.5	100
GOLF DIGEST	636	**114	1.0	17.9	123	*205	0.8	32.2	105	**69	1.0	10.8	126	**28	0.8	4.4	97
GOLF DIGEST/TENNIS (GROSS)	1186	*215	1.8	18.1	124	451	1.8	38.0	124	**122	1.7	10.3	119	**52	1.4	4.4	97
GOLF MAGAZINE	441	**54	0.5	12.2	84	**142	0.6	32.2	105	**29	0.4	6.6	76	**9	0.2	2.0	45
GOLF MAGAZINE/SKI (GROSS)	922	*169	1.4	18.3	126	*272	1.1	29.5	96	**60	0.9	6.5	75	**9	0.2	1.0	22
GOOD HOUSEKEEPING	16487	2600	22.0	15.8	108	5124	20.6	31.1	101	1355	19.4	8.2	95	823	22.5	5.0	110
HARPER'S BAZAAR	2423	397	3.4	16.4	112	825	3.3	34.0	111	*287	4.1	11.8	137	**124	3.4	5.1	113
HEALTH	1994	314	2.7	15.7	108	633	2.5	31.7	103	*261	3.7	13.1	152	**103	2.8	5.2	114
HEARST MAG CORP. BUY (GROSS)	44101	6951	58.9	15.8	108	13772	55.3	31.2	101	3828	54.8	8.7	101	2150	58.8	4.9	108
HEARST MAN POWER (GROSS)	1993	348	2.9	17.5	120	603	2.4	30.3	98	*214	3.1	10.7	124	*192	5.2	9.6	213
HEARST WOMAN POWER (GROSS)	31274	4922	41.7	15.7	108	9683	38.9	31.0	101	2516	36.0	8.0	93	1354	37.0	4.3	96
HOUSE BEAUTIFUL	3623	609	5.2	16.8	115	1116	4.5	30.8	100	359	5.1	9.9	115	**172	4.7	4.7	105
INC.	283	**42	0.4	14.8	102	**87	0.3	30.7	100	**33	0.5	11.7	135	**28	0.8	9.9	219
JET	2928	455	3.9	15.5	107	955	3.8	32.6	106	337	4.8	11.5	133	**87	2.4	3.0	66
LADIES' HOME JOURNAL	11918	1891	16.0	15.9	109	3731	15.0	31.3	102	965	13.8	8.1	94	553	15.1	4.6	103
LHJ FAMILY GRP COMBO(GROSS)	16764	2781	23.6	16.6	114	5254	21.1	31.3	102	1487	21.3	8.9	103	792	21.6	4.7	105
LIFE	4254	684	5.8	16.1	110	1344	5.4	31.6	103	342	4.9	8.0	93	**113	3.1	2.7	59
L.A. TIMES HOME MAGAZINE	1145	*157	1.3	13.7	94	318	1.3	27.8	90	*146	2.1	12.8	148	**55	1.5	4.8	106
MADEMOISELLE	2884	404	3.4	14.0	96	1034	4.1	35.9	117	326	4.7	11.3	131	**87	2.4	3.0	67
MC CALL'S	13460	2161	18.3	16.1	110	4302	17.3	32.0	104	937	13.4	7.0	81	634	17.3	4.7	104
MC CALL'S/MRK MOTHER (GROSS)	14606	2415	20.5	16.5	113	4798	19.3	32.8	107	1020	14.6	7.0	81	676	18.5	4.6	102
MECHANIX ILLUSTRATED	772	**111	0.9	14.4	99	*309	1.2	40.0	130	**96	1.4	12.4	144	**45	1.2	5.8	129
METROPOLITAN HOME	967	*179	1.5	18.5	127	387	1.6	40.0	130	*114	1.6	11.8	137	**5	0.1	0.5	11
MONEY	1588	271	2.3	17.1	117	440	1.8	27.7	90	*225	3.2	14.2	164	**102	2.8	6.4	142
MOTHER EARTH NEWS	1002	*158	1.3	15.8	108	280	1.1	27.9	91	**64	0.9	6.4	74	**58	1.6	5.8	128
MS.	825	*137	1.2	16.6	114	328	1.3	39.8	129	**109	1.6	13.2	153	**31	0.8	3.8	83
NATIONAL ENQUIRER	10336	1662	14.1	16.1	110	3056	12.3	29.6	96	898	12.9	8.7	101	500	13.7	4.8	107
NATIONAL GEOGRAPHIC	9597	1470	12.5	15.3	105	3036	12.2	31.6	103	831	11.9	8.7	100	521	14.2	5.4	120
NATIONAL SUNDAY MAGAZINE PKG	49558	7328	62.1	14.8	101	15512	62.2	31.3	102	4001	57.3	8.1	94	2083	56.9	4.2	93
NATURAL HISTORY	573	**89	0.8	15.5	107	*267	1.1	46.6	151	*32	0.5	5.6	65	**19	0.5	3.3	73
NEW WOMAN	1699	214	1.8	12.6	86	520	2.1	30.6	99	*126	1.8	7.4	86	**53	1.4	3.1	69
NEW YORK INCLUDING CUE	443	**56	0.5	12.6	87	*107	0.4	24.2	78	**45	0.6	10.2	118	**6	0.2	1.4	30
THE NEW YORKER	1270	*202	1.7	15.9	109	506	2.0	39.8	129	*126	1.8	9.9	115	**38	1.0	3.0	66
NEWSWEEK	6277	976	8.3	15.5	107	2046	8.2	32.6	106	424	6.1	6.8	78	*166	4.5	2.6	59
THE N.Y. TIMES DAILY EDITION	1205	*172	1.5	14.3	98	500	2.0	41.5	135	**50	0.7	4.1	48	**15	0.4	1.2	28
THE N.Y. TIMES MAGAZINE	2081	312	2.6	15.0	103	876	3.5	42.1	137	*148	2.1	7.1	82	**31	0.8	1.5	33
OMNI	788	*188	1.6	23.9	164	*210	0.8	26.6	87	**82	1.2	10.4	121	**11	0.3	1.4	31
ON CABLE	1158	*191	1.6	16.5	113	300	1.2	25.9	84	**107	1.5	9.2	107	**14	0.4	1.2	27
100 HOME IDEAS	2852	577	4.9	20.2	139	890	3.6	31.2	101	*261	3.7	9.2	106	*136	3.7	4.8	106
ORGANIC GARDENING	1658	298	2.5	18.0	123	611	2.5	36.9	120	*184	2.6	11.1	129	*164	4.5	9.9	219
OUTDOOR LIFE	896	*198	1.7	22.1	152	*215	0.9	24.0	78	**86	1.2	9.6	111	**39	1.1	4.4	96
PARADE MAGAZINE	24275	3470	29.4	14.3	98	8002	32.1	33.0	107	1723	24.7	7.1	82	978	26.7	4.0	89

	TOTAL U.S. '000	IRISH SPRING				IVORY				JERGENS				LAVA			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	11806	100.0	14.6	100	24922	100.0	30.8	100	6986	100.0	8.6	100	3659	100.0	4.5	100
PARENTS	3845	843	7.1	21.9	150	1462	5.9	38.0	124	390	5.6	10.1	118	**69	1.9	1.8	40
PENTHOUSE	831	**129	1.1	15.5	106	*243	1.0	29.2	95	**112	1.6	13.5	156	**43	1.2	5.2	115
PEOPLE	11645	1766	15.0	15.2	104	3379	13.6	29.0	94	938	13.4	8.1	93	384	10.5	3.3	73
PLAYBOY	2006	332	2.8	16.6	114	602	2.4	30.0	98	*156	2.2	7.8	90	**90	2.5	4.5	99
POPULAR HOT RODDING	297	**100	0.8	33.7	231	**109	0.4	36.7	119	**44	0.6	14.8	172	**9	0.2	3.0	67
POPULAR MECHANICS	1018	*187	1.6	18.4	126	*295	1.2	29.0	94	**92	1.3	9.0	105	**148	4.0	14.5	322
POPULAR SCIENCE	878	*173	1.5	19.7	135	287	1.2	32.7	106	**65	0.9	7.4	86	**71	1.9	8.1	179
PREVENTION	3913	674	5.7	17.2	118	1126	4.5	28.8	94	347	5.0	8.9	103	*157	4.3	4.0	89
PSYCHOLOGY TODAY	1710	394	3.3	23.0	158	586	2.4	34.3	111	*135	1.9	7.9	92	**38	1.0	2.2	49
READER'S DIGEST	22204	3772	31.9	17.0	117	6961	27.9	31.4	102	1978	28.3	8.9	103	1306	35.7	5.9	130
REDBOOK	7684	1300	11.0	16.9	116	2199	8.8	28.6	93	583	8.3	7.6	88	318	8.7	4.1	92
ROAD & TRACK	410	**65	0.6	15.9	109	**129	0.5	31.5	102	*117	0.2	4.1	48	**11	0.3	2.7	59
ROLLING STONE	969	*217	1.8	22.4	154	380	1.5	39.2	127	**114	1.6	11.8	136	**55	1.5	5.7	126
RUNNER'S WORLD	298	**41	0.3	13.8	94	**93	0.4	31.2	101	*37	0.5	12.4	144	**12	0.3	4.0	89
SATURDAY EVENING POST	1169	*172	1.5	14.7	101	338	1.4	28.9	94	**66	0.9	5.6	65	**36	1.0	3.1	68
SCIENCE 84	587	**19	0.2	3.2	22	*156	0.6	26.6	86	**6	0.1	1.0	12	**66	1.8	11.2	249
SCIENCE DIGEST	482	**62	0.5	12.9	88	*186	0.7	38.6	125	**65	0.9	13.5	156	**27	0.7	5.6	124
SCIENTIFIC AMERICAN	594	*71	0.6	12.0	82	*174	0.7	29.3	95	**53	0.8	8.9	103	**29	0.8	4.9	108
SELF	2089	*229	1.9	11.0	75	749	3.0	35.9	117	*218	3.1	10.4	121	**51	1.4	2.4	54
SEVENTEEN	2411	373	3.2	15.5	106	662	2.7	27.5	89	*270	3.9	11.2	130	**69	1.9	2.9	63
SKI	480	**115	1.0	24.0	164	**130	0.5	27.1	88	**31	0.4	6.5	75	**0	0.0	0.0	0
SMITHSONIAN	2760	376	3.2	13.6	93	904	3.6	32.8	106	*173	2.5	6.3	73	**62	1.7	2.2	50
SOAP OPERA DIGEST	3013	430	3.6	14.3	98	990	4.0	32.9	107	297	4.3	9.9	114	**154	4.2	5.1	113
SOUTHERN LIVING	4184	692	5.9	16.5	113	1476	5.9	35.3	115	296	4.2	7.1	82	**171	4.7	4.1	90
SPORT	559	**138	1.2	24.7	169	*162	0.7	29.0	94	**44	0.6	7.9	91	**14	0.4	2.5	55
THE SPORTING NEWS	436	**89	0.8	20.4	140	**99	0.4	22.7	74	**34	0.5	7.8	90	**8	0.2	1.8	41
SPORTS AFIELD	493	**99	0.8	20.1	138	**122	0.5	24.7	80	**58	0.8	11.8	136	**16	0.4	3.2	72
SPORTS ILLUSTRATED	2758	585	5.0	21.2	146	1012	4.1	36.7	119	210	3.0	7.6	88	**55	1.5	2.0	44
STAR	7456	1278	10.8	17.1	118	2216	8.9	29.7	97	681	9.7	9.1	106	*309	8.4	4.1	92
SUNDAY	24936	3642	30.8	14.6	100	7251	29.1	29.1	94	2131	30.5	8.5	99	936	25.6	3.8	83
SUNSET	2124	417	3.5	19.6	135	737	3.0	34.7	113	*110	1.6	5.2	60	**81	2.2	3.8	84
TV GUIDE	21661	3328	28.2	15.4	105	6604	26.5	30.5	99	1822	26.1	8.4	98	828	22.6	3.8	85
TENNIS	550	**102	0.9	18.5	127	*246	1.0	44.7	145	**53	0.8	9.6	112	**24	0.7	4.4	97
TIME	8880	1318	11.2	14.8	102	2952	11.8	33.2	108	648	9.3	7.3	85	231	6.3	2.6	58
TOWN & COUNTRY	917	**78	0.7	8.5	58	265	1.1	28.9	94	**74	1.1	8.1	94	**34	0.9	3.7	82
TRAVEL & LEISURE	972	*160	1.4	16.5	113	248	1.0	25.5	83	**69	1.0	7.1	82	**23	0.6	2.4	52
TRUE STORY	3356	487	4.1	14.5	100	1091	4.4	32.5	106	289	4.1	8.6	100	*247	6.8	7.4	163
U.S. NEWS & WORLD REPORT	3410	586	5.0	17.2	118	1176	4.7	34.5	112	323	4.6	9.5	110	**104	2.8	3.0	68
USA TODAY	1759	306	2.6	17.4	119	483	1.9	27.5	89	*131	1.9	7.4	86	**84	2.3	4.8	106
US	1873	352	3.0	18.8	129	665	2.7	35.5	115	*167	2.4	8.9	103	**38	1.0	2.0	45
VOGUE	3909	564	4.8	14.4	99	1237	5.0	31.6	103	330	4.7	8.4	98	**120	3.3	3.1	68
MALL STREET JOURNAL	1886	283	2.4	15.0	103	607	2.4	32.2	105	*174	2.5	9.2	107	**84	2.3	4.5	99
WEIGHT WATCHERS	2120	340	2.9	16.0	110	739	3.0	34.9	113	261	3.7	12.3	143	**114	3.1	5.4	119
WOMAN'S DAY	14172	2468	20.9	17.4	119	4443	17.8	31.4	102	1163	16.6	8.2	95	*65	17.8	4.6	102
WORKING MOTHER	1146	*254	2.2	22.2	152	496	2.0	43.3	141	**83	1.2	7.2	84	**41	1.1	3.6	79
WORKING WOMAN	1322	*275	2.3	20.8	143	427	1.7	32.3	105	**111	1.6	8.4	97	**51	1.4	3.9	85
WORLD TENNIS	*163	**53	0.4	32.5	223	**68	0.3	41.7	136	**18	0.3	11.0	128	**15	0.4	9.2	204
ZIFF-DAVIS MAG NETWK (GROSS)	2532	322	2.7	12.7	87	664	2.7	26.2	85	*168	2.4	6.6	77	**93	2.5	3.7	81
BLAIR INSERTS	43657	6187	52.4	14.2	97	13613	54.6	31.2	101	3561	51.0	8.2	95	1723	47.1	3.9	87
DAILY NEWSPAPERS																	
READ ANY	51633	7714	65.3	14.9	102	16237	65.2	31.4	102	4094	58.6	7.9	92	2140	58.5	4.1	92
READ ONE	43463	6563	55.6	15.1	104	13623	54.7	31.3	102	3642	52.1	8.4	97	1839	50.3	4.2	94
READ TWO OR MORE	8170	1151	9.7	14.1	97	2614	10.5	32.0	104	453	6.5	5.5	64	*301	8.2	3.7	82
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	7846	66.5	14.9	102	16335	65.5	31.0	101	4335	62.1	8.2	95	2157	59.0	4.1	91
READ ONE	46126	6838	57.9	14.8	102	14145	56.8	30.7	100	3947	56.5	8.6	99	1887	51.6	4.1	91
READ TWO OR MORE	6552	1007	8.5	15.4	105	2190	8.8	33.4	109	387	5.5	5.9	68	*270	7.4	4.1	91
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.01				28.04				27.44				25.76			
30 DAY REACH	71455	10679	90.5	14.9	103	21983	88.2	30.8	100	6142	87.9	8.6	100	3121	85.3	4.4	97
50 SHWG - 30 DAY AV FREQ	14.56	14.70				14.81				14.33				13.56			
30 DAY REACH	67742	10206	86.4	15.1	103	20837	83.6	30.8	100	5896	84.4	8.7	101	2989	81.7	4.4	98
25 SHWG - 30 DAY AV FREQ	7.94	8.03				8.00				7.79				7.48			
30 DAY REACH	62117	9335	79.1	15.0	103	19269	77.3	31.0	101	5403	77.3	8.7	101	2676	73.1	4.3	95
CABLE TV: HOME WIRED	32077	5244	44.4	16.3	112	9756	39.1	30.4	99	2859	40.9	8.9	103	1146	31.3	3.6	79
HOME NOT WIRED	48909	6563	55.6	13.4	92	15166	60.9	31.0	101	4127	59.1	8.4	98	2512	68.7	5.1	114
HAVE PAY CABLE	15935	2545	21.6	16.0	110	4760	19.1	29.9	97	1470	21.0	9.2	107	*576	15.7	3.6	80

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	11806	100.0	14.6	100	24922	100.0	30.8	100	6986	100.0	8.6	100	3659	100.0	4.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	6519	55.2	14.8	102	13448	54.0	30.6	99	3569	51.1	8.1	94	1921	52.5	4.4	97
10:00 AM - 3:00 PM	30659	4686	39.7	15.3	105	9954	39.9	32.5	106	2590	37.1	8.4	98	1601	43.8	5.2	116
3:00 PM - 7:00 PM	31045	4517	38.3	14.5	100	9538	38.3	30.7	100	2566	36.7	8.3	96	1417	38.7	4.6	101
7:00 PM - MIDNIGHT	15767	2254	19.1	14.3	98	5167	20.7	32.8	106	1389	19.9	8.8	102	699	19.1	4.4	98
MIDNIGHT - 6:00 AM	9120	1341	11.4	14.7	101	2749	11.0	30.1	98	676	9.7	7.4	86	304	8.3	3.3	74
6:00 AM - MIDNIGHT	58527	8654	73.3	14.8	101	18265	73.3	31.2	101	4913	70.3	8.4	97	2629	71.9	4.5	99
ENTIRE DAY	59311	8776	74.3	14.8	102	18433	74.0	31.1	101	4959	71.0	8.4	97	2687	73.4	4.5	100
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2480	21.0	15.3	105	5061	20.3	31.3	102	1453	20.8	9.0	104	865	23.6	5.3	118
ALL NEWS	2256	290	2.5	12.9	88	789	3.2	35.0	114	**128	1.8	5.7	66	**67	1.8	3.0	66
AOR/PROGRESSIVE	3874	579	4.9	14.9	103	1288	5.2	33.2	108	323	4.6	8.3	97	**159	4.3	4.1	91
BEAUTIFUL MUSIC	5660	834	7.1	14.7	101	1811	7.3	32.0	104	392	5.6	6.9	80	**233	6.4	4.1	91
BLACK	2204	329	2.8	14.9	102	818	3.3	37.1	121	*196	2.8	8.9	103	**117	3.2	5.3	117
CLASSICAL	1418	*191	1.6	13.5	92	393	1.6	27.7	90	**109	1.6	7.7	89	**115	3.1	8.1	180
CHR/ROCK	9538	1414	12.0	14.8	102	3113	12.5	32.6	106	792	11.3	8.3	96	369	10.1	3.9	86
COUNTRY	12648	1865	15.8	14.7	101	3720	14.9	29.4	96	1054	15.1	8.3	97	642	17.5	5.1	112
GOLDEN OLDIES	1191	**128	1.1	10.7	74	334	1.3	28.0	91	**124	1.8	10.4	121	**4	0.1	0.3	7
MOR/ROMANTALGIA	4757	725	6.1	15.2	105	1561	6.3	32.8	107	434	6.2	9.1	106	**130	3.6	2.7	60
NEWS/TALK	3863	585	5.0	15.1	104	1203	4.8	31.1	101	273	3.9	7.1	82	**130	3.6	3.4	74
RELIGIOUS	3084	534	4.5	17.3	119	887	3.6	28.8	93	*271	3.9	8.8	102	**56	1.5	1.8	40
SOFT ROCK	521	**101	0.9	19.4	133	*183	0.7	35.1	114	**20	0.3	3.8	45	**72	2.0	13.8	306
URBAN CONTEMPORARY	1585	*173	1.5	10.9	75	563	2.3	35.5	115	*177	2.5	11.2	129	**19	0.5	1.2	27
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	415	3.5	12.7	87	1126	4.5	34.5	112	325	4.7	10.0	116	**203	5.5	6.2	138
ABC DIRECTION	2316	353	3.0	15.2	105	913	3.7	39.4	128	*191	2.7	8.2	96	**149	4.1	6.4	142
ABC ENTERTAINMENT	4834	775	6.6	16.0	110	1679	6.7	34.7	113	403	5.8	8.3	97	**160	4.4	3.3	73
ABC FM	2202	270	2.3	12.3	84	749	3.0	34.0	111	243	3.5	11.0	128	**74	2.0	3.4	74
ABC INFORMATION	5425	788	6.7	14.5	100	1762	7.1	32.5	106	443	6.3	8.2	95	*314	8.6	5.8	128
ABC ROCK	1677	*292	2.5	17.4	119	593	2.4	35.4	115	*211	3.0	12.6	146	**49	1.3	2.9	65
CBS	4430	616	5.2	13.9	95	1354	5.4	30.6	99	370	5.3	8.4	97	*175	4.8	4.0	87
MUTUAL	4992	725	6.1	14.5	100	1701	6.8	34.1	111	483	6.9	9.7	112	*241	6.6	4.8	107
NBC	4679	575	4.9	12.3	84	1405	5.6	30.0	98	314	4.5	6.7	78	*280	7.7	6.0	132
RADIORADIO	1994	310	2.6	15.5	107	567	2.3	28.4	92	*161	2.3	8.1	94	*51	1.4	2.6	57
RKO ONE	2298	334	2.8	14.5	100	710	2.8	30.9	100	*203	2.9	8.8	102	*86	2.4	3.7	83
RKO TWO	3311	521	4.4	15.7	108	1123	4.5	33.9	110	269	3.9	8.1	94	*67	1.8	2.0	45
THE SOURCE	2114	328	2.8	15.5	106	693	2.8	32.8	107	*162	2.3	7.7	89	*51	1.4	2.4	53
NON-HIRED : BLAIR	8654	1338	11.3	15.5	106	2903	11.6	33.5	109	718	10.3	8.3	96	549	15.0	6.3	140
INTERNET	12025	1778	15.1	14.8	101	4007	16.1	33.3	108	1087	15.6	9.0	105	551	15.1	4.6	101
KATZ RADIO GROUP	15359	2174	18.4	14.2	97	4644	18.6	30.2	98	1351	19.3	8.8	102	671	18.3	4.4	97
SUPERNET	10628	1669	14.1	15.7	108	3269	13.1	30.8	100	782	11.2	7.4	85	493	13.5	4.6	103
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1309	11.1	15.1	104	2621	10.5	30.3	98	758	10.9	8.8	101	384	10.5	4.4	98
WKDAY 9:00 AM - 1:00 PM	12163	1775	15.0	14.6	100	3989	16.0	32.8	107	1085	15.5	8.9	103	579	15.8	4.8	105
WKDAY 1:00 PM - 4:30 PM	16150	2334	19.8	14.5	99	5188	20.8	32.1	104	1473	21.1	9.1	106	785	21.5	4.9	108
WKDAY 4:30 PM - 7:30 PM	22463	3137	26.6	14.0	96	6971	28.0	31.0	101	1911	27.4	8.5	99	940	25.7	4.2	93
WKDAY 7:30 PM - 8:00 PM	31795	4559	38.6	14.3	98	9887	39.7	31.1	101	2679	38.3	8.4	98	1449	39.6	4.6	101
WKDAY 11:00 PM - 11:30 PM	23977	3808	32.3	15.9	109	7814	31.4	32.6	106	2074	29.7	8.6	100	1179	32.2	4.9	109
WKDAY 11:30 PM - 1:00 AM	7703	1227	10.4	15.9	109	2578	10.3	33.5	109	747	10.7	9.7	112	413	11.3	5.4	119
M-SAT 8-11 PM+SUN 7-11 PM	33800	4966	42.1	14.7	101	10835	43.5	32.1	104	2945	42.2	8.7	101	1531	41.8	4.5	100
WKDAY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	873	7.4	13.4	92	2029	8.1	31.0	101	692	9.9	10.6	123	247	6.8	3.8	84
ANOTHER WORLD	N 4620	548	4.6	11.9	81	1660	6.7	35.9	117	400	5.7	8.7	100	229	6.3	5.0	110
AS THE WORLD TURNS	C 5614	824	7.0	14.7	101	1660	6.7	29.6	96	479	6.9	8.5	99	272	7.4	4.8	107
CAPITOL	C 3396	461	3.9	13.6	93	1123	4.5	33.1	107	336	4.8	9.9	115	147	4.0	4.3	96
CBS MORN. NEWS 1	C 1446	219	1.9	15.1	104	403	1.6	27.9	91	90	1.3	6.2	72	*82	2.2	5.7	126
CBS MORN. NEWS 2	C 1207	133	1.1	11.0	76	312	1.3	25.8	84	*83	1.2	6.9	80	*69	1.9	5.7	127
DAYS OF OUR LIVES	N 5877	816	6.9	13.9	95	2012	8.1	34.2	111	518	7.4	8.8	102	286	7.8	4.9	108
FACTS OF LIFE - DAYTIME	N 2290	306	2.6	13.4	92	773	3.1	33.8	110	181	2.6	7.9	92	*92	2.5	4.0	89
FAMILY FEUD	A 3023	416	3.5	13.8	94	820	3.3	27.1	88	188	2.7	6.2	72	*160	4.4	5.3	117
GENERAL HOSPITAL	A 6097	918	7.8	15.1	103	2073	8.3	34.0	110	571	8.2	9.4	109	305	8.3	5.0	111
GOOD MORNING, AMERICA-730A	A 3515	509	4.3	14.5	99	1049	4.2	29.8	97	378	5.4	10.8	125	147	4.0	4.2	93
GOOD MORNING, AMERICA-830A	A 2818	491	4.2	17.4	120	918	3.7	32.6	106	327	4.7	11.6	135	150	4.1	5.3	118
GUIDING LIGHT	C 5339	765	6.5	14.3	98	1600	6.4	30.0	97	523	7.5	9.8	114	257	7.0	4.8	107
ONE LIFE TO LIVE	A 4478	688	5.8	15.4	105	1400	5.6	31.3	102	399	5.7	8.9	103	265	7.2	5.9	131
PRESS YOUR LUCK	C 2244	401	3.4	17.9	123	730	2.9	32.5	106	130	1.9	5.8	67	*158	4.3	7.0	156
PRICE IS RIGHT 1	C 4348	727	6.2	16.7	115	1409	5										

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	11806	100.0	14.6	100	24922	100.0	30.8	100	6986	100.0	8.6	100	3659	100.0	4.5	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	3742	31.7	14.4	98	7942	31.9	30.5	99	2130	30.5	8.2	95	1155	31.6	4.4	98
NETWORK AFFILIATES - LATE	20261	3242	27.5	16.0	110	6603	26.5	32.6	106	1712	24.5	8.4	98	1034	28.3	5.1	113
INDEPENDENTS - LATE	2076	249	2.1	12.0	82	661	2.7	31.8	103	157	2.2	7.6	88	*78	2.1	3.8	83
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	M 10453	1690	14.3	16.2	111	3473	13.9	33.2	108	968	13.9	9.3	107	583	15.9	5.6	123
ABC MONDAY NIGHT MOVIE	A 6412	1091	9.2	17.0	117	2010	8.1	31.3	102	569	8.1	8.9	103	375	10.2	5.8	129
ABC SUNDAY NIGHT MOVIE	A 12407	1828	15.5	14.7	101	4047	16.2	32.6	106	1014	14.5	8.2	95	536	14.6	4.3	96
ABC WORLD NEWS TONIGHT	A 6176	959	8.1	15.5	107	1913	7.7	31.0	101	448	6.4	7.3	84	254	6.9	4.1	91
AFTERMASH	C 5863	945	8.0	16.1	111	1953	7.8	33.3	108	596	8.5	10.2	118	*227	6.2	3.9	86
ALICE	C 9594	1484	12.6	15.5	106	3208	12.9	33.4	109	847	12.1	8.8	102	448	12.2	4.7	103
AMERICAN PARADE	C 6622	941	8.0	14.2	97	2117	8.5	32.0	104	567	8.1	8.6	99	277	7.6	4.2	93
BENSON	A 10886	1547	13.1	14.2	97	3398	13.6	31.2	101	1118	16.0	10.3	119	537	14.7	4.9	109
BLUE THUNDER	A 5036	742	6.3	14.7	101	1654	6.6	32.8	107	463	6.6	9.2	107	*245	6.7	4.9	108
CAGNEY & LACEY	C 9965	1581	13.4	15.9	109	3248	13.0	32.6	106	859	12.3	8.6	100	391	10.7	3.9	87
CBS EVENING NEWS-DEAN	C 3491	483	4.1	13.8	95	1087	4.4	31.1	101	*200	2.9	5.7	66	*169	4.6	4.8	107
CBS EVENING NEWS-RATHER	C 7123	975	8.3	13.7	94	2224	8.9	31.2	101	541	7.7	7.6	88	350	9.6	4.9	109
CBS SAT. NEWS-SCHIEFFER	C 3621	511	4.3	14.1	97	1106	4.4	30.5	99	234	3.3	6.5	75	128	3.5	3.5	78
CBS SATURDAY NIGHT MOVIE	C 5436	805	6.8	14.8	102	1673	6.7	30.8	100	418	6.0	7.7	89	264	7.2	4.9	107
CBS WEDNESDAY NIGHT MOVIE	C 6100	1050	8.9	17.2	118	1922	7.7	31.5	102	483	6.9	7.9	92	309	8.4	5.1	112
CHEERS	N 8889	1133	9.6	12.7	87	2883	11.6	32.4	105	850	12.2	9.6	111	399	10.9	4.5	99
DALLAS	C 22109	3333	28.2	15.1	103	6951	27.9	31.4	102	2107	30.2	9.5	110	1073	29.3	4.9	107
DIFF'RENT STROKES	N 6940	985	8.3	14.2	97	2344	9.4	33.8	110	577	8.3	8.3	96	306	8.4	4.4	98
DOUBLE TROUBLE	N 7223	1038	8.8	14.4	99	2212	8.9	30.6	100	711	10.2	9.8	114	457	12.5	6.3	140
DUCK FACTORY	N 5595	669	5.7	12.0	82	1954	7.8	34.9	113	563	8.1	10.1	117	*279	7.6	5.0	110
DUKES OF HAZZARD	C 5768	792	6.7	13.7	94	1839	7.4	31.9	104	491	7.0	8.5	99	312	8.5	5.4	120
DYNASTY	A 20053	2786	23.6	13.9	95	6567	26.4	32.7	106	1628	23.3	8.1	94	786	21.5	3.9	87
FACTS OF LIFE	N 8087	1029	8.7	12.7	87	2477	9.9	30.6	100	668	9.6	8.3	96	491	13.4	6.1	134
FALCON CREST	C 20046	3051	25.8	15.2	104	6143	24.6	30.6	100	1942	27.8	9.7	112	895	24.5	4.5	99
FALL GUY	A 9084	1301	11.0	14.3	98	2797	11.2	30.8	100	825	11.8	9.1	105	550	15.0	6.1	134
FAMILY TIES	N 7964	1153	9.8	14.5	99	2575	10.3	32.3	105	798	11.4	10.0	116	494	13.5	6.2	137
FANTASY ISLAND	A 7687	1107	9.4	14.4	99	2510	10.1	32.7	106	671	9.6	8.7	101	348	9.5	4.5	100
FOULUPS, BLEEPES & BLUNDERS	A 8861	1087	9.2	12.3	84	2664	10.7	30.1	98	657	9.4	7.4	86	*364	9.9	4.1	91
FOUR SEASONS	C 5095	826	7.0	16.2	111	1901	7.6	37.3	121	461	6.6	9.0	105	*192	5.2	3.8	83
GIMME A BREAK	N 8838	1205	10.2	13.6	94	2863	11.5	32.4	105	902	12.9	10.2	118	542	14.8	6.1	136
HART TO HART	A 8978	1412	12.0	15.7	108	2662	10.7	29.7	96	686	9.8	7.6	89	405	11.1	4.5	100
HILL STREET BLUES	N 8590	1279	10.8	14.9	102	2647	10.6	30.8	100	835	12.0	9.7	113	333	9.1	3.9	86
MOTEL	A 14085	2101	17.8	14.9	102	4529	18.2	32.2	104	1150	16.5	8.2	95	701	19.2	5.0	110
JEFFERSONS	C 9360	1484	12.6	15.9	109	3202	12.8	34.2	111	756	10.8	8.1	94	434	11.9	4.6	103
JENNIFER SLEPT HERE	N 5841	855	7.2	14.6	100	1960	7.9	33.6	109	436	6.2	7.5	87	297	8.1	5.1	113
KATE & ALLIE	C 9206	1459	12.4	15.8	109	2906	11.7	31.6	103	706	10.1	7.7	89	417	11.4	4.5	100
KNIGHT RIDER	N 7076	1019	8.6	14.4	99	2505	10.1	35.4	115	652	9.3	9.2	107	337	9.2	4.8	105
LOVE BOAT	A 12219	1931	16.4	15.8	108	3832	15.4	31.4	102	1040	14.9	8.5	99	450	12.3	3.7	82
MAGNUM PI	C 11199	1877	15.9	16.8	115	3369	13.5	30.1	98	1161	16.6	10.4	120	612	16.7	5.5	121
MAMA'S FAMILY	N 6057	820	6.9	13.5	93	1964	7.9	32.4	105	557	8.0	9.2	107	*333	9.1	5.5	122
MASTER, THE	N 3598	631	5.3	17.5	120	1312	5.3	36.5	118	287	4.1	8.0	92	*151	4.1	4.2	93
MATT HOUSTON	A 6344	1013	8.6	16.0	110	2191	8.8	34.5	112	551	7.9	8.7	101	365	10.0	5.8	127
NBC MONDAY NIGHT MOVIE	N 11994	1712	14.5	14.3	98	3702	14.9	30.9	100	985	14.1	8.2	95	530	14.5	4.4	98
NBC NIGHTLY NEWS	N 5132	652	5.5	12.7	87	1597	6.4	31.1	101	414	5.9	8.1	94	206	5.6	4.0	89
NBC NIGHTLY NEWS-SAT	N 3375	493	4.2	14.6	100	1008	4.0	29.9	97	*235	3.4	7.0	81	*144	3.9	4.3	94
NBC NIGHTLY NEWS-SUN	N 3130	347	2.9	11.1	76	1014	4.1	32.4	105	*227	3.2	7.3	84	*183	5.0	5.8	129
NBC SUNDAY NIGHT MOVIE	N 8284	1132	9.6	13.7	94	2811	11.3	33.9	110	866	12.4	10.5	121	546	14.9	6.6	146
NEWMART	C 9240	1526	12.9	16.5	113	2942	11.8	31.8	103	808	11.6	8.7	101	456	12.5	4.9	109
ONE DAY AT A TIME	C 7288	1054	8.9	14.5	99	2230	8.9	30.6	99	552	7.9	7.6	88	366	10.0	5.0	111
PEOPLE ARE FUNNY	N 4855	717	6.1	14.8	101	1620	6.5	33.4	108	411	5.9	8.5	98	*293	8.0	6.0	134
REAL PEOPLE	N 8869	1186	10.0	13.4	92	2988	12.0	33.7	109	664	9.5	7.5	87	387	10.6	4.4	97
REMINGTON STEELE	N 7743	1099	9.3	14.2	97	2476	9.9	32.0	104	651	9.3	8.4	97	322	8.8	4.2	92
RIPLY'S BELIEVE IT - NOT	A 5345	821	7.0	15.4	105	1763	7.1	33.0	107	470	6.7	8.8	102	*273	7.5	5.1	113
RIPTIDE	N 6988	1120	9.5	16.0	110	2382	9.6	34.1	111	634	9.1	9.1	105	362	9.9	5.2	115
SCARECROW & MRS. KING	C 10002	1515	12.8	15.1	104	3035	12.2	30.3	99	964	13.8	9.6	112	430	11.8	4.3	95
SIMON & SIMON	C 10638	1787	15.1	16.8	115	3224	12.9	30.3	98	1076	15.4	10.1	117	589	16.1	5.5	123
60 MINUTES	C 13293	1926	16.3	14.5	99	4136	16.6	31.1	101	1024	14.7	7.7	89	550	15.0	4.1	92
ST. ELSEWHERE	N 7017	1092	9.2	15.6	107	2217	8.9	31.6	103	630	9.0	9.0	104	322	8.8	4.6	102
THREE'S COMPANY	A 10917	1494	12.7	13.7	94	3359	13.5	30.8	100	939	13.4	8.6	100	586	16.0	5.4	119
T.J. HOOKER	A 9204	1457	12.3	15.8	109	2824	11.3	30.7	100	844	12.1	9.2	106	403	11.0	4.4	97
TONIGHT SHOW	N 2372	31															

TOILET SOAP BARS (FOR FACE, HANDS, BATH & SHOWER): BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	LIFEBUOY				LUX				NEUTROGENA				PALMOLIVE GOLD PLUS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	7151	100.0	8.8	100	5150	100.0	6.4	100	3556	100.0	4.4	100	4424	100.0	5.5	100
18 - 24	9282	680	9.5	7.3	83	*628	12.2	6.8	106	*328	9.2	3.5	80	*348	7.9	3.7	69
25 - 34	19072	1603	22.4	8.4	95	985	19.1	5.2	81	805	22.6	4.2	96	1000	22.6	5.2	96
35 - 44	14591	1364	19.1	9.3	106	761	14.8	5.2	82	721	20.3	4.9	113	896	20.3	6.1	112
45 - 54	11345	1025	14.3	9.0	102	685	13.3	6.0	95	*509	14.3	4.5	102	726	16.4	6.4	117
55 - 64	11635	953	13.3	8.2	93	834	16.2	7.2	113	569	16.0	4.9	111	534	12.1	4.6	84
65 OR OLDER	15061	1526	21.3	10.1	115	1256	24.4	8.3	131	624	17.5	4.1	94	920	20.8	6.1	112
18 - 34	28354	2283	31.9	8.1	91	1613	31.3	5.7	89	1133	31.9	4.0	91	1348	30.5	4.8	87
18 - 49	48339	4166	58.3	8.6	98	2677	52.0	5.5	87	2072	58.3	4.3	98	2561	57.9	5.3	97
25 - 54	45008	3992	55.8	8.9	100	2431	47.2	5.4	85	2035	57.2	4.5	103	2622	59.3	5.8	107
35 - 49	19985	1883	26.3	9.4	107	1064	20.7	5.3	84	938	26.4	4.7	107	1213	27.4	6.1	111
50 OR OLDER	32647	2986	41.8	9.1	104	2472	48.0	7.6	119	1485	41.8	4.5	104	1863	42.1	5.7	104
GRADUATED COLLEGE	11155	669	9.4	6.0	68	531	10.3	4.8	75	724	20.4	4.5	148	585	13.2	5.2	96
ATTENDED COLLEGE	13682	1030	14.4	7.5	85	837	16.3	6.1	96	1175	33.0	4.6	196	561	12.7	4.1	75
GRADUATED HIGH SCHOOL	33880	3420	47.8	10.1	114	2228	43.3	6.6	103	1120	31.5	3.3	75	2005	45.3	5.9	108
DID NOT GRADUATE HIGH SCHOOL	22270	2032	28.4	9.1	103	1555	30.2	7.0	110	*538	15.1	2.4	55	1274	28.8	5.7	105
EMPLOYED	40304	3304	46.2	8.2	93	2064	40.1	5.1	81	2081	58.5	5.2	118	2198	49.7	5.5	100
EMPLOYED FULL-TIME	32850	2755	38.5	8.4	95	1663	32.3	5.1	80	1731	48.7	5.3	120	1903	43.0	5.8	106
EMPLOYED PART-TIME	7456	*550	7.7	7.4	84	*402	7.8	5.4	85	*349	9.8	4.7	107	**295	6.7	4.0	72
NOT EMPLOYED	40680	3847	53.8	9.5	107	3085	59.9	7.6	119	1476	41.5	3.6	83	2227	50.3	5.5	100
PROFESSIONAL/MANAGER	10392	*572	8.0	5.5	62	*594	11.5	5.7	90	905	25.4	8.7	198	*504	11.4	4.8	89
TECH/CLERICAL/SALES	17574	1446	20.2	8.2	93	865	16.8	4.9	77	804	22.6	4.6	104	956	21.6	5.4	100
PRECISION/CRAFT	985	**124	1.7	12.6	143	**61	1.2	6.2	97	**45	1.3	4.6	104	**28	0.6	2.8	52
OTHER EMPLOYED	11254	1163	16.3	10.2	116	*545	10.6	4.8	75	*327	9.2	2.9	66	710	16.0	6.3	114
SINGLE	9863	911	12.7	9.2	105	724	14.1	7.3	115	701	19.7	7.1	162	568	12.8	5.8	105
MARRIED	51375	4582	64.1	8.9	101	3011	58.5	5.9	92	2208	62.1	4.3	98	2808	63.5	5.5	100
DIVORCED/SEPARATED/WIDOWED	19748	1658	23.2	8.4	95	1415	27.5	7.2	113	648	18.2	3.3	75	1049	23.7	5.3	97
PARENTS	32590	3035	42.4	9.3	105	1916	37.2	5.9	92	1202	33.8	3.7	84	2077	46.9	6.4	117
WHITE	70416	5804	81.2	8.2	93	4100	79.6	5.8	92	3062	86.1	4.3	99	3378	76.4	4.8	88
BLACK	8770	1185	16.6	13.5	153	886	17.2	10.1	159	*433	12.2	4.9	112	830	18.8	9.5	173
OTHER	1791	**162	2.3	9.0	102	**163	3.2	9.1	143	**61	1.7	3.4	78	**216	4.9	12.1	221
NORTHEAST-CENSUS	17706	1294	18.1	7.3	82	860	16.7	4.8	76	683	19.2	3.8	87	739	16.7	4.2	76
NORTH CENTRAL	20741	1796	25.1	8.7	98	1414	27.5	6.8	107	705	19.8	3.4	77	1075	24.3	5.2	95
SOUTH	27775	3145	44.0	11.3	128	2111	41.0	7.6	120	909	25.6	3.3	75	1947	44.0	7.0	128
WEST	14683	916	12.8	6.2	71	765	14.9	5.2	82	1260	35.4	8.6	195	664	15.0	4.5	83
NORTHEAST-NMTC	17961	1268	17.7	7.1	80	953	18.5	5.3	83	701	19.7	3.9	89	846	19.1	4.7	86
EAST CENTRAL	11885	1097	15.3	9.2	105	786	15.3	6.6	104	*339	9.5	2.9	65	588	13.3	4.9	91
WEST CENTRAL	14090	1179	16.5	8.4	95	983	19.1	7.0	110	563	15.8	4.0	91	733	16.6	5.2	95
SOUTH	24081	2818	39.4	11.7	133	1754	34.1	7.3	115	818	23.0	3.4	77	1682	38.0	7.0	128
PACIFIC	12969	789	11.0	6.1	69	*673	13.1	5.2	82	1134	31.9	8.7	199	*575	13.0	4.4	81
COUNTY SIZE A	32439	2638	36.9	8.1	92	2304	44.7	7.1	112	1732	48.7	5.3	122	2472	55.9	7.6	140
COUNTY SIZE B	24915	2365	33.1	9.5	108	1370	26.6	5.5	86	1017	28.6	4.1	93	990	22.4	4.0	73
COUNTY SIZE C	12930	1124	15.7	8.7	98	747	14.5	5.8	91	574	16.1	4.4	101	*458	10.4	3.5	65
COUNTY SIZE D	10703	1024	14.3	9.6	108	729	14.2	6.8	107	**233	6.6	2.2	50	*504	11.4	4.7	86
METRO CENTRAL CITY	24518	2094	29.3	8.5	97	1502	29.2	6.1	96	1344	37.8	5.5	125	1614	36.5	6.6	121
METRO SUBURBAN	35919	2925	40.9	8.1	92	2298	44.6	6.4	101	1811	50.9	5.0	115	2009	45.4	5.6	102
NON METRO	20549	2133	29.8	10.4	118	1349	26.2	6.6	103	*402	11.3	2.0	45	802	18.1	3.9	71
TOP 5 ADI'S	18341	1410	19.7	7.7	87	1083	21.0	5.9	93	936	26.3	5.1	116	975	22.0	5.3	97
TOP 10 ADI'S	25378	1993	27.9	7.9	89	1714	33.3	6.8	106	1251	35.2	4.9	112	1786	40.4	7.0	129
TOP 20 ADI'S	36488	2923	40.9	8.0	91	2414	46.9	8.6	104	1883	53.0	5.2	118	2400	54.2	6.6	120
HSOLD INC. \$50,000 OR MORE	6612	*548	7.7	8.3	94	*371	7.2	5.6	88	*462	13.0	7.0	159	*414	9.4	6.3	115
\$40,000 OR MORE	12659	1040	14.5	8.2	93	761	14.8	6.0	95	952	26.8	7.5	171	877	19.8	6.9	127
\$30,000 OR MORE	24698	1979	27.7	8.0	91	1511	29.3	6.1	96	1675	47.1	6.8	154	1520	34.4	6.2	113
\$25,000 OR MORE	32077	2570	35.9	8.0	91	1835	35.6	5.7	90	1934	54.4	6.0	137	1841	41.6	5.7	105
\$20,000 - \$24,999	9144	792	11.1	8.7	98	*495	9.6	5.4	85	*459	12.9	5.0	114	*368	8.3	4.0	74
\$15,000 - \$19,999	8728	672	9.4	7.7	87	695	13.5	8.0	125	*326	9.2	3.7	85	*456	10.3	5.2	96
\$10,000 - \$14,999	12562	1272	17.8	10.1	115	763	14.8	6.1	96	469	13.2	3.7	85	637	14.4	5.1	93
UNDER \$10,000	18475	1846	25.8	10.0	113	1362	26.4	7.4	116	369	10.4	2.0	45	1123	25.4	6.1	111
HOUSEHOLD OF 1 PERSON	11987	807	11.3	6.7	76	852	16.5	7.1	112	582	16.4	4.9	111	408	9.2	3.4	62
2 PEOPLE	26577	2336	32.7	8.8	100	1783	34.6	6.7	105	1110	31.2	4.2	95	1309	29.6	4.9	90
3 OR 4 PEOPLE	30617	2522	35.3	8.2	93	1573	30.5	5.1	81	1293	36.4	4.2	96	1555	35.1	5.1	93
5 OR MORE PEOPLE	11804	1486	20.8	12.6	143	942	18.3	8.0	125	*571	16.1	4.8	110	1152	26.0	9.8	179
NO CHILD IN HSHLD	46165	3982	55.7	8.6	98	3173	61.6	6.9	108	2323	65.3	5.0	115	2190	49.5	4.7	87
CHILD(REN) UNDER 2 YRS	5325	*605	8.5	11.4	129	**397	7.7	7.5	117	**121	3.4	2.3	52	**298	6.7	5.6	102
2 - 5 YEARS	14221	1485	20.8	10.4	118	1048	20.3	7.4	116	*426	12.0	3.0	68	857	19.4	6.0	110
6 - 11 YEARS	15117	1382	19.3	9.1	104	868	16.9	5.7	90	*474	13.3	3.1	71	1030	23.3	6.8	125
12 - 17 YEARS	16611	1732	24.2	10.4	118	993	19.3	6.0	94	720	20.2	4.3	99	1328	30.0	8.0	146
RESIDENCE OWNED	55884	5214	72.9	9.3	106	3825	74.3	6.8	108	2441	68.6	4.4	99	3101	70.1	5.5	102
VALUE: \$50,000 OR MORE	31744	2583	36.1	8.1	92	2056	39.9	6.5	102	1817	51.1	5.7	130	1663	37.6	5.2	96
VALUE: UNDER \$50,000	24140	2631	36.8	10.9	123	1769	34.3	7.3	115	624	17.5	2.6	59	1439	32.5	6.0	109

		TOTAL U.S. '000	LIFEBUOY				LUX				NEUTROGENA				PALMOLIVE GOLD PLUS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	7151	100.0	8.8	100	5150	100.0	6.4	100	3556	100.0	4.4	100	4424	100.0	5.5	100
MAGAZINES	QUINTILE 1	15799	1491	20.9	9.4	107	1041	20.2	6.6	104	1070	30.1	6.8	154	905	20.5	5.7	105
	QUINTILE 2	17259	1536	21.5	8.9	101	1026	19.9	5.9	93	823	23.1	4.8	109	1012	22.9	5.9	107
	QUINTILE 3	13545	1154	16.1	8.5	96	811	15.7	6.0	94	569	16.0	4.2	96	623	14.1	4.6	84
	QUINTILE 4	15133	1154	16.2	7.6	87	1043	20.3	6.9	108	*518	14.6	3.4	78	853	19.3	5.6	103
	QUINTILE 5	19250	1814	25.4	9.4	107	1229	23.9	6.4	100	577	16.2	3.0	68	1032	23.3	5.4	98
NEWSPAPERS	QUINTILE 1	12413	978	13.7	7.9	89	796	15.5	6.4	101	893	25.1	7.2	164	583	13.2	4.7	86
	QUINTILE 2	24116	1847	25.8	7.7	87	1442	28.0	6.0	94	1029	28.9	4.3	97	1297	29.3	5.4	99
	QUINTILE 3	11261	1186	16.6	10.5	119	708	13.7	6.3	99	*509	14.3	4.5	103	631	14.3	5.6	100
	QUINTILE 4	20255	1960	27.4	9.7	110	1370	26.6	6.8	106	771	21.7	3.8	87	1082	24.5	5.3	98
	QUINTILE 5	12940	1181	16.5	9.1	103	834	16.2	6.4	101	*355	10.0	2.7	62	831	18.8	6.4	118
OUTDOOR	QUINTILE 1	14852	1319	18.4	8.9	101	995	19.3	6.7	105	757	21.3	5.1	116	820	18.5	5.5	101
	QUINTILE 2	15725	1326	18.5	8.4	95	968	18.8	6.2	97	684	19.2	4.3	99	1070	24.2	6.8	125
	QUINTILE 3	16330	1559	21.8	9.5	108	1137	22.1	7.0	109	755	21.2	4.6	105	744	16.8	4.6	83
	QUINTILE 4	16744	1388	19.4	8.3	94	1025	19.9	6.1	96	679	19.1	4.1	92	823	18.6	4.9	90
	QUINTILE 5	17334	1559	21.8	9.0	102	1025	19.9	5.9	93	682	19.2	3.9	90	968	21.9	5.6	102
RADIO-DRIVE TIME	QUINTILE 1	15911	1455	20.3	9.1	104	906	17.6	5.7	90	779	21.9	4.9	112	850	19.2	5.3	98
	QUINTILE 2	14837	1323	18.5	8.9	101	1026	19.9	6.9	109	619	17.4	4.2	95	663	15.0	4.5	82
	QUINTILE 3	15339	1270	17.8	8.3	94	844	16.4	5.5	87	651	18.3	4.2	97	907	20.5	5.9	108
	QUINTILE 4	16723	1253	17.5	7.5	85	928	18.0	5.5	87	788	22.2	4.7	107	982	22.2	5.9	107
	QUINTILE 5	18176	1851	25.9	10.2	115	1447	28.1	8.0	125	719	20.2	4.0	90	1022	23.1	5.6	103
RADIO-MID- DAY	TERCILE 1	21020	1925	26.9	9.2	104	1169	22.7	5.6	87	999	28.1	4.8	108	1247	28.2	5.9	109
	TERCILE 2	21610	1879	26.3	8.7	98	1435	27.9	6.6	104	971	27.3	4.5	102	1205	27.2	5.6	102
	TERCILE 3	38355	3347	46.8	8.7	99	2546	49.4	6.6	104	1586	44.6	4.1	94	1972	44.6	5.1	94
RADIO-TOTAL	QUINTILE 1	15988	1343	18.8	8.4	95	869	16.9	5.4	85	863	24.3	5.4	123	892	20.2	5.6	102
	QUINTILE 2	15626	1634	22.8	10.5	118	885	17.2	5.7	89	609	17.1	3.9	89	761	17.2	4.9	89
	QUINTILE 3	16723	1414	19.8	8.5	96	1296	25.2	7.7	122	740	20.8	4.4	101	852	19.3	5.1	93
	QUINTILE 4	16342	1248	17.5	7.6	86	798	15.5	4.9	77	709	19.9	4.3	99	1007	22.8	6.2	113
	QUINTILE 5	16306	1513	21.2	9.3	105	1301	25.3	8.0	125	635	17.9	3.9	89	912	20.6	5.6	102
TV-PRIME TIME	QUINTILE 1	15953	1722	24.1	10.8	122	1153	22.4	7.2	114	587	16.5	3.7	84	953	21.5	6.0	109
	QUINTILE 2	16137	1425	19.9	8.8	100	952	18.5	5.9	93	756	21.3	4.7	107	968	21.9	6.0	110
	QUINTILE 3	16420	1277	17.9	7.8	88	936	18.2	5.7	90	623	17.5	3.8	86	618	14.0	3.8	69
	QUINTILE 4	16687	1329	18.6	8.0	90	1226	23.8	7.3	116	741	20.8	4.4	101	1073	24.3	6.4	118
	QUINTILE 5	15789	1400	19.6	8.9	100	884	17.2	5.6	88	850	23.9	5.4	123	812	18.4	5.1	94
TV-DAYTIME	TERCILE 1	27736	2712	37.9	9.8	111	2010	39.0	7.2	114	941	26.5	3.4	77	1622	36.7	5.8	107
	TERCILE 2	26489	2171	30.4	8.2	93	1482	28.8	5.6	88	1198	33.7	4.5	103	1455	32.9	5.5	101
	TERCILE 3	26761	2268	31.7	8.5	96	1658	32.2	6.2	97	1418	39.9	5.3	121	1347	30.4	5.0	92
TV-TOTAL	QUINTILE 1	16345	1779	24.9	10.9	123	1136	22.1	7.0	109	536	15.1	3.3	75	877	19.8	5.4	98
	QUINTILE 2	16447	1558	21.8	9.5	107	1187	23.0	7.2	113	651	18.3	4.0	90	1116	25.2	6.8	124
	QUINTILE 3	15980	1261	17.6	7.9	89	899	17.5	5.6	88	618	17.4	3.9	88	801	18.1	5.0	92
	QUINTILE 4	15887	1137	15.9	7.2	81	978	19.0	6.2	97	954	26.8	6.0	137	726	16.4	4.6	84
	QUINTILE 5	16326	1415	19.8	8.7	98	950	18.4	5.8	92	798	22.4	4.9	111	904	20.4	5.5	101
MAGAZINES-NEWSPAPERS: DUAL		20721	1813	25.4	8.7	99	1326	25.7	6.4	101	1195	33.6	5.8	131	1211	27.4	5.8	107
MAGAZINE IMPERATIVE		19186	1915	26.8	10.0	113	1141	22.2	5.9	94	970	27.3	5.1	115	1047	23.7	5.5	100
NEWSPAPER IMPERATIVE		21899	1689	23.6	7.7	87	1302	25.3	5.9	93	888	25.0	4.1	92	1073	24.3	4.9	90
MAGAZINES-OUTDOOR: DUAL		15451	1373	19.2	8.9	101	913	17.7	5.9	93	905	25.4	5.9	133	789	17.8	5.1	93
MAGAZINE IMPERATIVE		25953	2327	32.5	9.0	102	1618	31.4	6.2	98	1278	35.9	4.9	112	1369	30.9	5.3	97
OUTDOOR IMPERATIVE		24400	2123	29.7	8.7	99	1721	33.4	7.1	111	887	24.9	3.6	83	1511	34.2	6.2	113
MAGAZINES-RADIO: DUAL		18049	1941	27.1	10.8	122	1046	20.3	5.8	91	875	24.6	4.8	110	895	20.2	5.0	91
MAGAZINE IMPERATIVE		23571	1747	24.4	7.4	84	1590	30.9	6.7	106	1362	38.3	5.8	132	1321	29.9	5.6	103
RADIO IMPERATIVE		23278	1943	27.2	8.3	95	1507	29.3	6.5	102	850	23.9	3.7	83	1309	29.6	5.6	103
MAGAZINES-TELEVISION: DUAL		15459	1418	19.8	9.2	104	1057	20.5	6.8	108	655	18.4	4.2	96	993	22.4	6.4	118
MAGAZINE IMPERATIVE		25829	2178	30.5	8.4	95	1488	28.9	5.8	91	1562	43.9	6.0	138	1273	28.8	4.9	90
TELEVISION IMPERATIVE		26039	2528	35.4	9.7	110	1793	34.8	6.9	108	771	21.7	3.0	67	1427	32.3	5.5	100
NEWSPAPERS-OUTDOOR: DUAL		16605	1429	20.0	8.6	97	960	18.6	5.8	91	940	26.4	5.7	129	946	21.4	5.7	104
NEWSPAPER IMPERATIVE		26834	2216	31.0	8.3	94	1735	33.7	6.5	102	1315	37.0	4.9	112	1363	30.8	5.1	93
OUTDOOR IMPERATIVE		23346	2298	32.1	9.8	111	1719	33.4	7.4	116	991	27.9	4.2	97	1440	32.5	6.2	113
NEWSPAPERS-RADIO: DUAL		17133	1576	22.0	9.2	104	1153	22.4	6.7	106	943	26.5	5.5	125	893	20.2	5.2	95
NEWSPAPER IMPERATIVE		25892	1913	26.8	7.4	84	1578	30.6	6.1	96	1291	36.3	5.0	114	1356	30.7	5.2	96
RADIO IMPERATIVE		23167	2287	32.0	9.9	112	1370	26.6	5.9	93	876	24.6	3.8	86	1371	31.0	5.9	108
NEWSPAPERS-TELEVISION: DUAL		17159	1432	20.0	8.3	95	1075	20.9	6.3	99	799	22.5	4.7	106	1076	24.3	6.3	115
NEWSPAPER IMPERATIVE		26214	1922	26.9	7.3	83	1522	29.6	5.8	91	1429	40.2	5.5	124	1153	26.1	4.4	81
TELEVISION IMPERATIVE		23412	2527	35.3	10.8	122	1632	31.7	7.0	110	651	18.3	2.8	63	1348	30.5	5.8	105
OUTDOOR-RADIO: DUAL		15303	1531	21.4	10.0	113	924	17.9	6.0	95	803	22.6	5.2	120	758	17.1	5.0	91
OUTDOOR IMPERATIVE		24901	2125	29.7	8.5	97	1815	35.2	7.3	115	1075	30.2	4.3	98	1602	36.2	6.4	118
RADIO IMPERATIVE		26492	2377	33.2	9.0	102	1570	30.5	5.9	93	1111	31.2	4.2	96	1326	30.0	5.0	92
OUTDOOR-TELEVISION: DUAL		14794	1406	19.7	9.5	108	1											

	TOTAL U.S. '000	LIFEBUOY				LUX				NEUTROGENA				PALMOLIVE GOLD PLUS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	7151	100.0	8.8	100	5150	100.0	6.4	100	3556	100.0	4.4	100	4424	100.0	5.5	100
ATLANTIC MONTHLY	415	**62	0.9	14.9	169	**19	0.4	4.6	72	**17	0.5	4.1	93	**2	0.0	0.5	9
BARRON'S	453	**51	0.7	11.3	128	**4	0.1	0.9	14	**50	1.4	11.0	251	**72	1.6	15.9	291
BETTER HOMES & GARDENS	16256	1558	21.8	9.6	109	1015	19.7	6.2	98	645	18.1	4.0	90	892	20.2	5.5	100
BON APPETIT	2535	**190	2.7	7.5	85	**137	2.7	5.4	85	**199	5.6	7.9	179	**158	3.6	6.2	114
BUSINESS WEEK	1278	**91	1.3	7.1	81	**75	1.5	5.9	92	**120	3.4	9.4	214	**87	2.0	6.8	125
CAR AND DRIVER	378	**22	0.3	5.8	66	**23	0.4	6.1	96	**7	0.2	1.9	42	**20	0.5	5.3	97
CBS MAGAZINE NETWORK (GROSS)	1498	**133	1.9	8.9	101	**68	1.3	4.5	71	**258	7.3	17.2	392	**54	1.2	3.6	66
CHANGING TIMES	1505	**134	1.9	8.9	101	**141	2.7	9.4	147	**66	1.9	4.4	100	**122	2.8	8.1	148
COLONIAL HOMES	1231	**173	2.4	14.1	159	**62	1.2	5.0	79	**31	0.9	2.5	57	**82	1.9	6.7	122
CONDE NAST MAG. PKG. (GROSS)	14146	1142	16.0	8.1	91	965	18.7	6.8	107	910	25.6	6.4	147	775	17.5	5.5	100
CONSUMERS DIGEST	1323	**113	1.6	8.5	97	**71	1.4	5.4	84	**129	3.6	9.8	222	**98	2.2	7.4	136
COSMOPOLITAN	7102	465	6.5	6.5	74	355	6.9	5.0	79	365	10.3	5.1	117	256	5.8	3.6	66
COUNTRY LIVING	2481	**270	3.8	10.9	123	**98	1.9	4.0	62	**105	3.0	4.2	96	**87	2.0	3.5	64
CUISINE	1472	**102	1.4	6.9	78	**64	1.2	4.3	68	**82	2.3	5.6	127	**100	2.3	6.8	124
CYCLE WORLD	425	**46	0.6	10.8	123	**2	0.0	0.5	7	**71	2.0	16.7	380	**14	0.3	3.3	60
DCI:CREATIVE IDEAS FOR LIV	2510	**318	4.4	12.7	143	**77	1.5	3.1	48	**106	3.0	4.2	96	**91	2.1	3.6	66
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	673	9.4	10.1	114	347	6.7	5.2	82	316	8.9	4.7	108	294	6.6	4.4	80
DISCOVER	894	**74	1.0	8.3	94	**71	1.4	7.9	125	**31	0.9	3.5	79	**68	1.5	7.6	139
EBONY	3507	461	6.4	13.1	149	431	8.4	12.3	193	**215	6.0	6.1	140	294	6.6	8.4	153
ESQUIRE	1083	**137	1.9	12.7	143	**17	0.3	1.6	25	**37	1.0	3.4	78	**70	1.6	6.5	118
ESSENCE	1830	272	3.8	14.9	168	**22	4.3	12.1	191	**57	1.6	3.1	71	**154	3.5	8.4	154
FAMILY CIRCLE	15930	1502	21.0	9.4	107	1149	22.3	7.2	113	891	25.1	5.6	127	1007	22.8	6.3	116
THE FAMILY HANDYMAN	1126	**160	2.2	14.2	161	**90	1.7	8.0	126	**28	0.8	2.5	57	**88	2.0	7.8	143
FAMILY WEEKLY	11468	1096	15.3	9.6	108	662	12.9	5.8	91	587	16.5	5.1	117	436	9.9	3.8	70
FIELD & STREAM	2234	**330	4.6	14.8	167	**146	2.8	6.5	103	**72	2.0	3.2	73	**132	3.0	5.9	108
FOOD & WINE	579	**65	0.9	11.2	127	**26	0.5	4.5	71	**13	0.4	2.2	51	**40	0.9	6.9	126
FORBES	728	**54	0.8	7.4	84	**25	0.5	3.4	54	**74	2.1	10.2	231	**75	1.7	10.3	189
FORTUNE	906	**97	1.4	10.7	121	**14	0.3	1.5	24	**126	3.5	13.9	317	**76	1.7	8.4	154
GENTLEMEN'S QUARTERLY	791	**91	1.3	11.5	130	**100	1.9	12.6	199	**63	1.8	8.0	181	**57	1.3	7.2	132
GLAMOUR	5265	462	6.5	8.8	99	377	7.3	7.2	113	310	8.7	5.9	134	326	7.4	6.2	113
GOLF DIGEST	636	**79	1.1	12.4	141	**12	0.2	1.9	30	**41	1.2	6.4	147	**0	0.0	0.0	0
GOLF DIGEST/TENNIS (GROSS)	1186	**110	1.5	9.3	105	**44	0.9	3.7	58	**68	1.9	5.7	131	**18	0.4	1.5	28
GOLF MAGAZINE	441	**36	0.5	8.2	92	**8	0.2	1.8	29	**12	0.3	2.7	62	**16	0.4	3.6	66
GOLF MAGAZINE/SKI (GROSS)	922	**69	1.0	7.5	85	**33	0.6	3.6	56	**23	0.6	2.5	57	**33	0.7	3.6	66
GOOD HOUSEKEEPING	16487	1542	21.6	9.4	106	1111	21.6	6.7	106	778	21.9	4.7	107	898	20.3	5.4	100
HARPER'S BAZAAR	2423	**255	3.6	10.5	119	**146	2.8	6.0	95	**201	5.7	8.3	189	**144	3.3	5.9	109
HEALTH	1994	**167	2.3	8.4	95	**158	3.1	7.9	125	**79	2.2	4.0	90	**159	3.6	8.0	146
HEARST MAG CORP. BUY (GROSS)	44101	4182	58.5	9.5	107	2627	51.0	6.0	94	2224	62.5	5.0	115	2294	51.9	5.2	95
HEARST MAN POWER (GROSS)	1993	**265	3.7	13.3	151	**108	2.1	5.4	85	**106	3.0	5.3	121	**137	3.1	6.9	126
HEARST WOMAN POWER (GROSS)	31274	2699	37.7	8.6	98	1940	37.7	6.2	98	1512	42.5	4.8	110	1558	35.2	5.0	91
HOUSE BEAUTIFUL	3623	387	5.4	10.7	121	**180	3.5	5.0	78	**181	5.1	5.0	114	**218	4.9	6.0	110
INC.	283	**13	0.2	4.6	52	**11	0.2	3.9	61	**29	0.8	10.2	233	**43	1.0	15.2	278
JET	2928	392	5.5	13.4	152	311	6.0	10.6	167	**86	2.4	2.9	67	231	5.2	7.9	144
LADIES' HOME JOURNAL	11918	1117	15.6	9.4	106	768	14.9	6.4	101	632	17.8	5.3	121	674	15.2	5.7	104
LHJ FAMILY GRP COMBO(GROSS)	16764	1596	22.3	9.5	108	1118	21.7	6.7	105	823	23.1	4.9	112	1004	22.7	6.0	110
LIFE	4254	328	4.6	7.7	87	258	5.0	6.1	95	286	8.0	6.7	153	326	7.4	7.7	140
L.A. TIMES HOME MAGAZINE	1145	**56	0.8	4.9	55	**38	0.7	3.3	52	**134	3.8	11.7	267	**86	1.9	7.5	137
MADEMOISELLE	2884	**208	2.9	7.2	82	**174	3.4	6.0	95	**170	4.8	5.9	134	**191	4.3	6.6	121
MC CALL'S	13460	1284	18.0	9.5	108	863	16.8	6.4	101	590	16.6	4.4	100	719	16.3	5.3	98
MC CALL'S/WRK MOTHER (GROSS)	14606	1379	19.3	9.4	107	917	17.8	6.3	99	751	21.1	5.1	117	779	17.6	5.3	98
MECHANIX ILLUSTRATED	772	**93	1.3	12.0	136	**81	1.6	10.5	165	**43	1.2	5.6	127	**67	1.5	8.7	159
METROPOLITAN HOME	967	**63	0.9	6.5	74	**42	0.8	4.3	68	**72	2.0	7.4	170	**86	1.9	8.9	163
MONEY	1588	**68	1.0	4.3	48	**88	1.7	5.5	87	**157	4.4	9.9	225	**134	3.0	8.4	154
MOTHER EARTH NEWS	1002	**99	1.4	9.9	112	**70	1.4	7.0	110	**43	1.2	4.3	98	**79	1.8	7.9	144
MS.	825	**108	1.5	13.1	148	**53	1.0	6.4	101	**55	1.5	6.7	152	**56	1.3	6.8	124
NATIONAL ENQUIRER	10336	1033	14.4	10.0	113	621	12.1	6.0	94	474	13.3	4.6	104	579	13.1	5.6	103
NATIONAL GEOGRAPHIC	9597	869	12.2	9.1	103	559	10.9	5.8	92	635	17.9	6.6	151	591	13.4	6.2	113
NATIONAL SUNDAY MAGAZINE PKG	49558	4221	59.0	8.5	96	2979	57.8	6.0	95	2526	71.0	5.1	116	2488	56.2	5.0	92
NATURAL HISTORY	573	**60	0.8	10.5	119	**9	0.2	1.6	25	**97	2.7	16.9	386	**49	1.1	8.6	157
NEW WOMAN	1699	**101	1.4	5.9	67	**134	2.6	7.9	124	**72	2.0	4.2	97	**76	1.7	4.5	82
NEW YORK INCLUDING CUE	443	**49	0.7	11.1	125	**12	0.2	2.7	43	**37	1.0	8.4	190	**16	0.4	3.6	66
THE NEW YORKER	1270	**117	1.6	9.2	104	**69	1.3	5.4	85	**113	3.2	8.9	203	**26	0.6	2.0	37
NEWSWEEK	6277	461	6.4	7.3	83	258	5.0	4.1	65	498	14.0	7.9	181	371	8.4	5.9	108
THE N.Y. TIMES DAILY EDITION	1205	**109	1.5	9.0	102	**45	0.9	3.7	59	**87	2.4	7.2	164	**55	1.2	4.6	84
THE N.Y. TIMES MAGAZINE	2081	**168	2.3	8.1	91	**118	2.3	5.7	89	**185	5.2	8.9	202	**139	3.1	6.7	122
OMNI	788	**53	0.7	6.7	76	**13	0.3	1.6	26	**58	1.6	7.4	168	**31	0.7	3.9	72
ON CABLE	1158	**108	1.5	9.3	106	**13	0.3	1.1	18	**43	1.2	3.7	85	**35	0.8	3.0	55
1001 HOME IDEAS	2852	**312	4.4	10.9	124	**192	3.7	6.7	106	**112	3.1	3.9	89	**171	3.9	6.0	110
ORGANIC GARDENING	1658	**178	2.5	10.7	122	**59	1.1	3.6	56	**67	1.9	4.0	92	**87	2.0	5.2	96
OUTDOOR LIFE	896	**125	1.7	14.0	158	**12	0.2	1.3	21	**22	0.6	2.5	56	**90	2.0	10.0	184
PARADE MAGAZINE	24275	1906	26.7	7.9	89	1448	28.1	6.0	94	1322	37.2	5.4	124	1375	31.1	5.7	104

	TOTAL U.S. '000	LIFEBUOY				LUX				NEUTROGENA				PALMOLIVE GOLD PLUS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	7151	100.0	8.8	100	5150	100.0	6.4	100	3556	100.0	4.4	100	4474	100.0	5.5	100
PARENTS	3845	329	4.6	8.6	97	237	4.6	6.2	97	176	4.9	4.6	104	212	4.8	5.5	101
PENTHOUSE	831	**92	1.3	11.1	125	**120	2.3	14.4	227	**50	1.4	6.0	137	**94	2.1	11.3	207
PEOPLE	11645	966	13.5	8.3	94	758	14.7	6.5	102	637	17.9	5.5	125	611	13.8	5.2	96
PLAYBOY	2006	*205	2.9	10.2	116	**123	2.4	6.1	96	**110	3.1	5.5	125	**109	2.5	5.4	99
POPULAR HOT RODDING	297	**14	0.2	4.7	53	**31	0.6	10.4	164	**15	0.4	5.1	115	**26	0.6	8.8	160
POPULAR MECHANICS	1018	**139	1.9	13.7	155	**76	1.5	7.5	117	**35	1.0	3.4	78	**72	1.6	7.1	129
POPULAR SCIENCE	878	**50	0.7	5.7	64	**33	0.6	3.8	59	**36	1.0	4.1	93	**43	1.0	4.9	90
PREVENTION	3913	331	4.6	8.5	96	*246	4.8	6.3	99	*198	5.6	5.1	115	*215	4.9	5.5	101
PSYCHOLOGY TODAY	1710	*217	3.0	12.7	144	**127	2.5	7.4	117	*159	4.5	9.3	212	**85	1.9	5.0	91
READER'S DIGEST	22204	2028	28.4	9.1	103	1536	29.8	6.9	109	1071	30.1	4.8	110	1336	30.2	6.0	110
REDBOOK	7684	693	9.7	9.0	102	474	9.2	6.2	97	369	10.4	4.8	109	404	9.1	5.3	96
ROAD & TRACK	410	**22	0.3	5.4	61	**41	0.8	10.0	157	**9	0.3	2.2	50	**28	0.6	6.8	125
ROLLING STONE	969	**113	1.6	11.7	132	**40	0.8	4.1	65	**72	2.0	7.4	169	**90	2.0	9.3	170
RUNNER'S WORLD	298	**9	0.1	3.0	34	**36	0.7	12.1	79	**8	0.2	2.7	61	**33	0.7	11.1	203
SATURDAY EVENING POST	1169	*127	1.8	10.9	123	**59	1.1	5.0	190	**83	2.3	7.1	162	**86	1.9	7.4	135
SCIENCE 84	587	**79	1.1	13.5	152	**16	0.3	2.7	43	**38	1.1	6.5	147	**17	0.4	2.9	53
SCIENCE DIGEST	482	**46	0.6	9.5	108	**14	0.3	2.9	46	**43	1.2	8.9	203	**24	0.5	5.0	91
SCIENTIFIC AMERICAN	594	**38	0.5	6.4	72	**3	0.1	0.5	8	**78	2.2	13.1	299	**27	0.6	4.5	83
SELF	2089	*130	1.8	6.2	70	*160	3.1	7.7	120	*144	4.0	6.9	157	*157	1.3	2.7	50
SEVENTEEN	2411	*194	2.7	8.0	91	**130	2.5	5.4	85	*149	4.2	6.2	141	**157	3.5	6.5	119
SKI	480	**34	0.5	7.1	80	**25	0.5	5.2	82	**11	0.3	2.3	52	**18	0.4	3.8	69
SMITHSONIAN	2760	*187	2.6	6.8	77	*111	2.2	4.0	63	306	8.6	11.1	252	*268	6.1	9.7	178
SOAP OPERA DIGEST	3013	270	3.8	9.0	101	*213	4.1	7.1	111	**82	2.3	2.7	62	*193	4.4	6.4	117
SOUTHERN LIVING	4184	355	5.0	8.5	96	270	5.2	6.5	101	*210	5.9	5.0	114	*203	4.6	4.9	89
SPORT	559	**74	1.0	13.2	150	**46	0.9	8.2	129	**21	0.6	3.8	86	**50	1.1	8.9	164
THE SPORTING NEWS	436	**15	0.2	3.4	39	**16	0.3	3.7	58	**9	0.3	2.1	47	**62	1.4	14.2	260
SPORTS AFIELD	493	**81	1.1	16.4	186	**19	0.4	3.9	61	**28	0.8	5.7	129	**40	0.9	8.1	149
SPORTS ILLUSTRATED	2758	289	4.0	10.5	119	*168	3.3	6.1	96	**112	3.1	4.1	92	*212	4.8	7.7	141
STAR	7456	782	10.9	10.5	119	662	12.9	8.9	140	315	8.9	4.2	96	528	11.9	7.1	130
SUNDAY	24936	2016	28.2	8.1	92	1640	31.8	6.6	103	1212	34.1	4.9	111	1426	32.2	5.7	105
SUNSET	2124	*159	2.2	7.5	85	**96	1.9	4.5	71	*329	9.3	15.5	353	**164	3.7	7.7	141
TV GUIDE	21661	1940	27.1	9.0	101	1221	23.7	5.6	89	1040	29.2	4.8	109	1117	25.2	5.2	94
TENNIS	550	**31	0.4	5.6	64	**32	0.6	5.8	91	*27	0.8	4.9	112	*18	0.4	3.3	60
TIME	8880	562	7.9	6.3	72	501	9.7	5.6	89	642	18.1	7.2	165	574	13.0	6.5	118
TOWN & COUNTRY	917	**111	1.6	12.1	137	**88	1.7	9.6	151	**81	2.3	8.8	201	**55	1.2	6.0	110
TRAVEL & LEISURE	972	**104	1.5	10.7	121	**34	0.7	3.5	55	**86	2.4	8.8	202	**22	0.5	2.3	41
TRUE STORY	3356	428	6.0	12.8	144	*219	4.3	6.5	103	**51	1.4	1.5	35	255	5.8	7.6	139
U.S. NEWS & WORLD REPORT	3410	*281	3.9	8.2	93	*187	3.6	5.5	86	351	9.9	10.3	234	*190	4.3	5.6	102
USA TODAY	1759	*163	2.3	9.3	105	*165	3.2	9.4	148	*129	3.6	7.3	167	**120	2.7	6.8	125
US	1873	*185	2.6	9.9	112	*130	2.5	6.9	109	**83	2.3	4.4	101	**82	1.9	4.4	80
VOGUE	3909	342	4.8	8.7	99	*255	5.0	6.5	103	285	8.0	7.3	166	*200	4.5	5.1	94
HALL STREET JOURNAL	1886	*131	1.8	6.9	79	*140	2.7	7.4	117	*207	5.8	11.0	250	*155	3.5	8.2	150
WEIGHT WATCHERS	2120	*150	2.1	7.1	80	*183	3.6	8.6	136	**84	2.4	4.0	90	*203	4.6	9.6	175
WOMAN'S DAY	14172	1227	17.2	8.7	98	917	17.8	6.5	102	557	15.7	3.9	90	836	18.9	5.9	108
WORKING WOMAN	1146	**95	1.3	8.3	94	**53	1.0	4.6	73	**162	4.6	14.1	322	**60	1.4	5.2	96
WORKING WOMAN	1322	**143	2.0	10.8	123	**63	1.2	4.8	75	**75	2.1	5.7	129	**77	1.7	5.8	107
WORLD TENNIS	*163	**24	0.3	14.7	167	**15	0.3	9.2	145	**22	0.6	13.5	307	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETHK (GROSS)	2532	*237	3.3	9.4	106	**106	2.1	4.2	66	*103	2.9	4.1	93	**109	2.5	4.3	79
BLAIR INSERTS	43657	3560	49.8	8.2	92	2654	51.5	6.1	96	2298	54.6	5.3	120	2336	52.8	5.4	98
DAILY NEWSPAPERS																	
READ ANY	51633	4533	63.4	8.8	99	3355	65.1	6.5	102	2522	70.9	4.9	111	2632	59.5	5.1	93
READ ONE	43463	3883	54.3	8.9	101	2810	54.6	6.5	102	1957	55.0	4.5	103	2199	49.7	5.1	93
READ TWO OR MORE	8170	650	9.1	8.0	90	546	10.6	6.7	105	565	15.9	6.9	157	433	9.8	5.3	97
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4410	61.7	8.4	95	3195	62.0	6.1	95	2600	73.1	4.9	112	2803	63.4	5.3	97
READ ONE	46126	3895	54.5	8.4	96	2752	53.4	6.0	94	2099	59.0	4.6	104	2424	54.8	5.3	96
READ TWO OR MORE	6552	515	7.2	7.9	89	443	8.6	6.8	106	501	14.1	7.6	174	379	8.6	5.8	106
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.63				25.92				29.70				26.65			
30 DAY REACH	71455	6208	86.8	8.7	98	4603	89.4	6.4	101	3179	89.4	4.4	101	3960	89.5	5.5	101
50 SHWG - 30 DAY AV FREQ	14.56	14.78				13.74				15.54				14.31			
30 DAY REACH	67742	6045	84.5	8.9	101	4360	84.7	6.4	101	3042	85.5	4.5	102	3702	83.7	5.5	100
25 SHWG - 30 DAY AV FREQ	7.94	8.12				7.42				8.33				7.77			
30 DAY REACH	62117	5462	76.4	8.8	100	4010	77.9	6.5	102	2831	79.6	4.6	104	3413	77.1	5.5	101
CABLE TV: HOME WIRED	32077	2721	38.1	8.5	96	1894	36.8	5.9	93	1626	45.7	5.1	115	1593	36.0	5.0	91
HOMES NOT WIRED	48909	4430	61.9	9.1	103	3256	63.2	6.7	105	1931	54.3	3.9	90	2831	64.0	5.8	106
HAVE PAY CABLE	15935	1257	17.6	7.9	89	846	16.4	5.3	83	890	25.0	5.6	127	747	16.9	4.7	86

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	7151	100.0	8.8	100	5150	100.0	6.4	100	3556	100.0	4.4	100	4424	100.0	5.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3623	50.7	8.2	93	2483	48.2	5.7	89	2039	57.3	4.6	106	2230	50.4	5.1	93
10:00 AM - 3:00 PM	30659	2726	38.1	8.9	101	1794	34.8	5.9	92	1448	40.7	4.7	108	1706	38.6	5.6	102
3:00 PM - 7:00 PM	31045	2570	35.9	8.3	94	1667	32.4	5.4	84	1504	42.3	4.8	110	1571	35.5	5.1	93
7:00 PM - MIDNIGHT	15767	1484	20.8	9.4	107	917	17.8	5.8	91	817	23.0	5.2	118	752	17.0	4.8	87
MIDNIGHT - 6:00 AM	9120	844	11.8	9.3	105	578	11.2	6.3	100	427	12.0	4.7	107	463	10.5	5.1	93
6:00 AM - MIDNIGHT	58527	5040	70.5	8.6	98	3482	67.6	5.9	94	2670	75.1	4.6	104	3068	69.3	5.2	96
ENTIRE DAY	59311	5150	72.0	8.7	98	3575	69.4	6.0	95	2717	76.4	4.6	104	3121	70.5	5.3	96
AVG DAILY M-F CUME: 6AM-MDNT FORMATS:																	
ADULT CONTEMPORARY	16172	1280	17.9	7.9	90	912	17.7	5.6	89	805	22.6	5.0	113	786	17.8	4.9	89
ALL NEWS	2256	**129	1.8	5.7	65	*145	2.8	6.4	101	*137	3.9	6.1	138	**144	3.3	6.4	117
AOR/PROGRESSIVE	3874	285	4.0	7.4	83	*230	4.5	5.9	93	*222	6.2	5.7	131	**135	3.1	3.5	64
BEAUTIFUL MUSIC	5660	478	6.7	8.4	96	244	4.7	4.3	68	356	10.0	6.3	143	311	7.0	5.5	101
BLACK	2204	*238	3.3	10.8	122	*174	3.4	7.9	124	**68	1.9	3.1	70	*183	4.1	8.3	152
CLASSICAL	1418	**114	1.6	8.0	91	**97	1.9	6.8	108	**134	3.8	5.4	215	**106	2.4	7.5	137
CHR/ROCK	9538	816	11.4	8.6	97	604	11.7	6.3	100	490	13.8	5.1	117	462	10.4	4.8	89
COUNTRY	12648	1130	15.8	8.9	101	606	11.8	4.8	75	465	13.1	3.7	84	638	14.4	5.0	92
GOLDEN OLDIES	1191	**85	1.2	7.1	81	**49	1.0	4.1	65	**42	1.2	3.5	80	**70	1.6	5.9	108
MOR/NOSTALGIA	4757	437	6.1	9.2	104	*225	4.4	4.7	74	*208	5.8	4.4	100	*278	6.3	5.8	107
NEWS/TALK	3863	387	5.4	10.0	113	*226	4.4	5.9	92	*183	5.1	4.7	108	249	5.6	6.4	118
RELIGIOUS	3084	313	4.4	10.1	115	*258	5.0	8.4	132	**129	3.6	4.2	95	*225	5.1	7.3	134
SOFT ROCK	521	**49	0.7	9.4	107	**12	0.2	2.3	36	**7	0.2	1.3	31	**31	0.7	6.0	109
URBAN CONTEMPORARY	1585	*208	2.9	13.1	149	*171	3.3	10.8	170	**55	1.5	3.5	79	**112	2.5	7.1	129
WIREN NETWORKS:																	
ABC CONTEMPORARY	3261	*263	3.7	8.1	91	*176	3.4	5.4	85	**101	2.8	3.1	71	**137	3.1	4.2	77
ABC DIRECTION	2316	*239	3.3	10.3	117	**95	1.8	4.1	65	**87	2.4	3.8	86	**93	2.1	4.0	74
ABC ENTERTAINMENT	4834	411	5.7	8.5	96	*272	5.3	5.6	88	*225	6.3	4.7	106	*248	5.6	5.1	94
ABC FM	2202	*199	2.8	9.0	102	*142	2.8	6.4	101	**64	1.8	2.9	66	**139	3.1	6.3	116
ABC INFORMATION	5425	530	7.4	9.8	111	410	8.0	7.6	119	313	8.8	5.8	131	344	7.8	6.3	116
ABC ROCK	1677	*195	2.7	11.6	132	**152	3.0	9.1	143	*132	3.7	7.9	179	**163	3.7	9.7	178
CBS	4430	344	4.8	7.8	88	288	5.6	6.5	102	224	6.3	5.1	115	*246	5.6	5.6	102
MUTUAL	4992	375	5.2	7.5	85	355	6.9	7.1	112	*159	4.5	3.2	73	287	6.5	5.7	105
NBC	4679	428	6.0	9.1	104	*183	3.6	3.9	62	**131	3.7	2.8	64	*276	6.2	5.9	108
RADIO/AD	1994	*214	3.0	10.7	122	**152	3.0	7.6	120	**101	2.8	5.1	115	**79	1.8	4.0	73
RKO ONE	2298	258	3.6	11.2	127	*193	3.7	8.4	132	**125	3.5	5.4	124	*119	2.7	5.2	95
RKO TWO	3311	325	4.5	9.8	111	*188	3.7	5.7	89	*115	3.2	3.5	79	*130	2.9	3.9	72
THE SOURCE	2114	*223	3.1	10.5	119	**160	3.1	7.6	119	**76	2.1	3.6	82	**98	2.2	4.6	85
NON-WIREN : BLAIR	8654	843	11.8	9.7	110	538	10.4	6.2	98	420	11.8	4.9	111	525	11.9	6.1	111
INTERNET	12025	1072	15.0	8.9	101	604	11.7	5.0	79	618	17.4	5.1	117	649	14.7	5.4	99
KATZ RADIO GROUP	15359	1295	18.1	8.4	95	984	19.1	6.4	101	759	21.3	4.9	113	884	20.0	5.8	105
SUPERNET	10628	913	12.8	8.6	97	664	12.9	6.2	98	572	16.1	5.4	123	564	12.7	5.3	97
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	886	12.4	10.2	116	563	10.9	6.5	102	347	9.8	4.0	91	503	11.4	5.8	106
WKDAY 9:00 AM - 1:00 PM	12163	1178	16.5	9.7	110	889	17.3	7.3	115	370	10.4	3.0	69	701	15.8	5.8	106
WKDAY 1:00 PM - 4:30 PM	16150	1593	22.3	9.9	112	1120	21.7	6.9	109	569	16.0	3.5	80	949	21.5	5.9	108
WKDAY 4:30 PM - 7:30 PM	22463	2024	28.3	9.0	102	1538	29.9	6.8	108	941	26.5	4.2	95	1305	29.5	5.8	106
WKDAY 7:30 PM - 8:00 PM	31795	2945	41.2	9.3	105	2157	41.9	6.8	107	1266	35.6	4.0	91	1830	41.4	5.8	105
WKDAY 11:00 PM - 11:30 PM	23977	2370	33.1	9.9	112	1666	32.3	6.9	109	972	27.3	4.1	92	1318	29.8	5.5	101
WKDAY 11:30 PM - 1:00 AM	7703	756	10.6	9.8	111	518	10.1	6.7	106	280	7.9	3.6	83	431	9.7	5.6	102
M-SAT 8-11 PM-SUN 7-11 PM	33800	3115	43.6	9.2	104	2213	43.0	6.5	103	1422	40.0	4.2	96	1891	42.7	5.6	102
WKDAY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	587	8.2	9.0	102	439	8.5	6.7	106	181	5.1	2.8	63	432	9.8	6.6	121
ANOTHER WORLD	N 4620	408	5.7	8.8	100	309	6.0	6.7	105	*163	4.6	3.5	80	322	7.3	7.0	128
AS THE WORLD TURNS	C 5614	483	6.8	8.6	97	314	6.1	5.6	88	196	5.5	3.5	80	273	6.2	4.9	89
CAPITOL	C 3396	338	4.7	10.0	113	200	3.9	5.9	93	*112	3.1	3.3	75	176	4.0	5.2	95
CBS MORN. NEWS 1	C 1446	131	1.8	9.1	103	*38	0.7	2.6	41	*73	2.1	5.0	115	*75	1.7	5.2	95
CBS MORN. NEWS 2	C 1207	92	1.3	7.6	86	**30	0.6	2.5	39	**44	1.2	3.6	83	*66	1.5	5.5	100
DAYS OF OUR LIVES	N 5877	433	6.1	7.4	83	392	7.6	6.7	105	193	5.4	3.3	75	405	9.2	6.9	126
FACTS OF LIFE - DAYTIME	N 2290	239	3.3	10.4	118	219	3.3	9.6	150	*58	1.6	2.5	58	135	3.1	5.9	108
FAMILY FEUD	A 3023	284	4.0	9.4	106	198	3.8	6.5	103	*79	2.2	2.6	60	180	4.1	6.0	109
GENERAL HOSPITAL	A 6097	742	10.4	12.2	138	461	9.0	7.6	119	179	5.0	2.9	67	339	7.7	5.6	102
GOOD MORNING, AMERICA-730 A	3515	375	5.2	10.7	121	210	4.1	6.0	94	116	3.3	3.3	75	233	5.3	6.6	121
GOOD MORNING, AMERICA-830 A	2818	326	4.6	11.6	131	205	4.0	7.3	114	136	3.8	4.8	110	206	4.7	7.3	134
GUIDING LIGHT	C 5339	461	6.4	8.6	98	379	7.4	7.1	112	255	7.2	4.8	109	306	6.9	5.7	105
ONE LIFE TO LIVE	A 4478	483	6.8	10.8	122	386	7.5	8.6	136	131	3.7	2.9	67	239	5.4	5.3	98
PRESS YOUR LUCK	C 2244	238	3.3	10.6	120	*173	3.4	7.7	121	*65	1.8	2.9	66	*152	3.4	6.8	124
PRICE IS RIGHT 1	C 4348	573	8.0	13.2	149	364	7.1	8.4	132	122	3.4	2.8	64	304	6.9	7.0	128
PRICE IS RIGHT 2	C 5014	600	8.4	12.0	136	383	7.4	7.6	120	132	3.7	2.6	60	332	7.5	6.6	121
RYAN'S HOPE	A 3150	306	4.3	9.7	110	202	3.9	6.4	101	*90	2.5	2.9	65	188	4.2	6.0	109
SALE OF THE CENTURY	N 2695	255	3.6	9.5	107	209	4.1	7.8	122	*89	2.5	3.3	75	206	4.7	7.6	140
SEARCH FOR TOMORROW	N 2319	*140	2.0	6.0	68	*133	2.6	5.7	90	**56	1.6	2.4	55	*114	2.6	4.9	90
TODAY SHOW 1	N 2693	280	3.9	10.4	118	221	4.3	8.2	129	122	3.4	4.5	103	187	4.2	6.9	127
TODAY SHOW 2	N 2498	237	3.3	9.5	107	186	3.6	7.4	117	*92	2.6	3.7	84	*95	2.1	3.8	70
\$25,000 PYRAMID	C 2753	239	3.3	8.7	98	208	4.0	7.6	119	*104	2.9	3.8	86	181	4.1	6.6	120
WHEEL OF FORTUNE	N 4388	465	6.5	10.6	120	316	6.1	7.2	113	*128	3.6	2.9	66	225	5.1	5.1	94
YOUNG AND THE RESTLESS	C 5695	641	9.0	11.3	127	383	7.4	6.7	106	142	4.0	2.5	57	292	6.6	5.1	94
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	177	2.5	10.1	114	*69	1.3	3.9	62	**66	1.9	3.8	85	*87	2.0	4.9	90
NBA PLAYOFF GAME -1 C	1136	*141	2.0	12.4	141	*61	1.2	5.4	84	*35	1.0	3.1	70	*70	1.6	6.2	113
NBC																	

		TOTAL	LIFEBUOY				LUX				NEUTROGENA				PALMOLIVE GOLD PLUS			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS																		
		80986	7151	100.0	8.8	100	5150	100.0	6.4	100	3556	100.0	4.4	100	4424	100.0	5.5	100
WKDAY LOCAL EVENING TV NEWS																		
		26063	2362	33.0	9.1	103	1695	32.9	6.5	102	1083	30.5	4.2	95	1463	33.1	5.6	103
NETWORK AFFILIATES - EARLY		20261	1778	27.7	9.8	111	1400	27.2	6.9	109	810	22.8	4.0	91	1136	25.7	5.6	103
INDEPENDENTS - LATE		2076	149	2.1	7.2	81	151	2.9	7.3	114	110	3.1	5.3	121	101	2.3	4.9	89
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	834	11.7	8.0	90	546	10.6	5.2	82	410	11.5	3.9	89	505	11.4	4.8	88
ABC MONDAY NIGHT MOVIE		A 6412	632	8.8	9.9	112	294	5.7	4.6	72	286	8.0	4.5	102	361	8.2	5.6	103
ABC SUNDAY NIGHT MOVIE		A 12407	1010	14.1	8.1	92	717	13.9	5.8	91	594	16.7	4.8	109	634	14.3	5.1	94
ABC WORLD NEWS TONIGHT		A 6176	645	9.0	10.4	118	355	6.9	5.7	90	220	6.2	3.6	81	334	7.5	5.4	99
AFTERMASH		C 5863	583	8.2	9.9	113	476	9.2	8.1	128	*251	7.1	4.3	97	*348	7.9	5.9	109
ALICE		C 9594	942	13.2	9.8	111	657	12.8	6.8	108	366	10.3	3.8	87	458	10.4	4.8	87
AMERICAN PARADE		C 6622	647	9.0	9.8	111	423	8.2	6.4	100	316	8.9	4.8	109	411	9.3	6.2	114
BENSON		A 10886	1046	14.6	9.6	109	780	15.1	7.2	113	439	12.3	4.0	92	697	15.8	6.4	117
BLUE THUNDER		A 5036	484	6.8	9.6	109	*257	5.0	5.1	80	*210	5.9	4.2	95	362	8.2	7.2	132
CAGNEY & LACEY		C 9965	934	13.1	9.4	106	664	12.9	6.7	105	411	11.6	4.1	94	563	12.7	5.6	103
CBS EVENING NEWS-DEAN		C 3491	*305	4.3	8.7	99	*210	4.1	6.0	95	*196	5.5	5.6	128	*172	3.9	4.9	90
CBS EVENING NEWS-RATHER		C 7123	556	7.8	7.8	88	429	8.3	6.0	95	340	9.6	4.8	109	266	6.0	3.7	68
CBS SAT. NEWS-SCHIEFFER		C 3621	339	4.7	9.4	106	277	5.4	7.6	120	171	4.8	4.7	108	192	4.3	5.3	97
CBS SATURDAY NIGHT MOVIE		C 5436	499	7.0	9.2	104	328	6.4	6.0	95	245	6.9	4.5	103	316	7.1	5.8	106
CBS WEDNESDAY NIGHT MOVIE		C 6100	670	9.4	11.0	124	379	7.4	6.2	98	321	9.0	5.3	120	376	8.5	6.2	113
CHEERS		N 8889	773	10.8	8.7	98	634	12.3	7.1	112	392	11.0	4.4	100	622	14.1	7.0	128
DALLAS		C 22109	2103	29.4	9.5	108	1695	32.9	7.7	121	725	20.4	3.3	75	1419	32.1	6.4	117
DIFF'RENT STROKES		N 6940	755	10.6	10.9	123	457	8.9	6.6	104	296	8.3	4.3	97	406	9.2	5.9	107
DOUBLE TROUBLE		N 7223	635	8.9	8.8	100	437	8.5	6.1	95	256	7.2	3.5	81	449	10.1	6.2	114
DUCK FACTORY		N 5595	553	7.7	9.9	112	427	8.3	7.6	120	*239	6.7	4.3	97	328	7.4	5.9	107
DUKES OF HAZZARD		C 5768	477	6.7	8.3	94	395	7.7	6.8	108	*146	4.1	2.5	58	374	8.5	6.5	119
DYNASTY		A 20053	1800	25.2	9.0	102	1259	24.4	6.3	99	791	22.2	3.9	90	1275	28.8	6.4	116
FACTS OF LIFE		N 8087	758	10.6	9.4	106	539	10.5	6.7	105	359	10.1	4.4	101	501	11.3	6.2	113
FALCON CREST		C 20046	1983	27.7	9.9	112	1512	29.4	7.5	119	621	17.5	3.1	71	1306	29.5	6.5	119
FALL GUY		A 9084	850	11.9	9.4	106	581	11.3	6.4	101	373	10.5	4.1	94	514	11.6	5.7	104
FAMILY TIES		N 7964	707	9.9	8.9	101	678	13.2	8.5	134	291	8.2	3.7	83	524	11.8	6.6	120
FANTASY ISLAND		A 7687	592	8.3	7.7	87	508	9.9	6.6	104	229	6.4	3.0	68	359	8.1	4.7	85
FOULUPS, BLEEPES & BLUNDERS		A 8861	668	9.3	7.5	85	643	12.5	7.3	114	368	10.3	4.2	95	462	10.4	5.2	95
FOUR SEASONS		C 5095	514	7.2	10.1	114	*350	6.8	6.9	108	*225	6.3	4.4	101	*290	6.6	5.7	104
GIMME A BREAK		N 8838	807	11.3	9.1	103	786	15.3	8.9	140	296	8.3	3.3	76	703	15.9	8.0	146
HART TO HART		A 8978	847	11.8	9.4	107	593	11.5	6.6	104	476	13.4	5.3	121	408	9.2	4.5	83
HILL STREET BLUES		N 8590	805	11.3	9.4	106	457	8.9	5.3	84	353	9.9	4.1	94	606	13.7	7.1	129
HOTEL		A 14085	1329	18.6	9.4	107	930	18.1	6.6	104	533	15.0	3.8	86	852	19.3	6.0	111
JEFFERSONS		C 9360	1134	15.9	12.1	137	719	14.0	7.7	121	384	10.8	4.1	93	534	12.1	5.7	104
JENNIFER SLEPT HERE		N 5841	623	8.7	10.7	121	363	7.0	6.2	98	*268	7.5	4.6	104	362	8.2	6.2	113
KATE & ALLIE		C 9206	1010	14.1	11.0	124	606	11.8	6.6	104	486	13.7	5.3	120	545	12.3	5.9	108
KNIGHT RIDER		N 7076	633	8.9	8.9	101	482	9.4	6.8	107	338	9.5	4.8	109	470	10.6	6.6	122
LOVE BOAT		A 12219	1046	14.6	8.6	97	867	16.8	7.1	112	442	13.0	3.8	86	617	13.9	5.0	92
MAGNUM PI		C 11199	1111	15.5	9.9	112	739	14.3	6.6	104	462	12.4	3.9	90	648	14.6	5.8	106
MAMA'S FAMILY		N 6057	568	7.9	9.4	106	463	9.0	7.6	120	331	9.3	5.5	124	364	8.2	6.0	110
MASTER, THE		N 3598	363	5.1	10.1	114	*274	5.3	7.6	120	*131	3.7	3.6	83	*222	5.0	6.2	113
MATT HOUSTON		A 6344	591	8.3	9.3	106	395	7.7	6.2	98	290	8.2	4.6	104	367	8.3	5.8	106
NBC MONDAY NIGHT MOVIE		N 11994	1074	15.0	9.0	101	739	14.3	6.2	97	478	13.4	4.0	91	628	14.2	5.2	96
NBC NIGHTLY NEWS		N 5132	439	6.1	8.6	97	422	8.2	6.2	129	234	6.6	4.6	104	345	7.8	6.7	123
NBC NIGHTLY NEWS-SAT		N 3375	377	5.3	11.2	127	*192	3.7	5.7	89	*156	4.4	4.6	105	*167	3.8	4.9	91
NBC NIGHTLY NEWS-SUN		N 3130	*196	2.7	6.3	71	*199	3.9	6.4	100	*121	3.4	3.9	88	*183	4.1	5.8	107
NBC SUNDAY NIGHT MOVIE		N 8284	959	13.4	11.6	131	612	11.9	7.4	116	*325	9.1	3.9	89	542	12.3	6.5	120
NEWHART		C 9240	919	12.9	9.9	113	534	10.4	5.8	91	378	10.6	4.1	93	486	11.0	5.3	96
ONE DAY AT A TIME		C 7288	618	8.6	8.5	96	563	10.9	7.7	121	339	9.5	4.7	106	475	10.7	6.5	119
PEOPLE ARE FUNNY		N 4855	467	6.5	9.6	109	368	7.1	7.6	119	*260	7.3	5.4	122	252	5.7	5.2	95
REAL PEOPLE		N 8869	929	13.0	10.5	119	559	10.9	6.3	99	359	10.1	4.0	92	623	14.1	7.0	129
REMINGTON STEELE		N 7743	616	8.6	8.0	90	499	9.7	6.4	101	250	7.0	3.2	74	425	9.6	5.5	100
RIPLEY'S BELIEVE IT - NOT		A 5345	494	6.9	9.2	105	362	7.0	6.8	107	279	7.8	5.2	119	303	6.8	5.7	104
RIP TIDE		N 6988	627	8.8	9.0	102	343	6.7	4.9	77	*263	7.4	3.8	86	397	9.0	5.7	104
SCARECROW & MRS. KING		C 10002	832	11.6	8.3	94	726	14.1	7.3	114	441	12.4	4.4	100	410	9.3	4.1	75
SIMON & SIMON		C 10638	980	13.7	9.2	104	722	14.0	6.8	107	323	9.1	3.0	69	518	11.7	4.9	89
60 MINUTES		C 13293	1199	16.8	9.0	102	872	16.9	6.6	103	659	18.5	5.0	113	764	17.3	5.7	105
ST. ELSEWHERE		N 7017	638	8.9	9.1	103	589	11.4	8.4	132	295	8.3	4.2	96	382	8.6	5.4	100
THREE'S COMPANY		A 10917	1091	15.3	10.0	113	688	13.4	6.3	99	493	13.9	4.5	103	710	16.0	6.5	119
T.J. HOOKER		A 9204	744	10.4	8.1	92	602	11.7	6.5	103	375	10.5	4.1	93	471	10.6	5.1	94
TONIGHT SHOW		N																

	TOTAL U.S. '000	OTHER PALMOLIVE				SAFEGUARD				SHIELD				SWEETHEART			
		A	B % DOWN	C ACROSS %	D INDX	A	B % DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX	A	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	3092	100.0	3.8	100	16847	100.0	20.8	100	7700	100.0	9.5	100	2615	100.0	3.2	100
18 - 24	9282	**252	8.2	2.7	71	1871	11.1	20.2	97	849	11.0	9.1	96	**224	8.6	2.4	75
25 - 34	19072	742	24.0	3.9	102	4466	26.5	23.4	113	2237	29.1	11.7	123	*415	15.9	2.2	67
35 - 44	14591	*489	15.8	3.4	88	3598	21.4	24.7	119	1851	24.0	12.7	133	*408	15.6	2.8	87
45 - 54	11345	*416	13.5	3.7	96	2853	16.9	25.1	121	1109	14.4	9.8	103	*375	14.3	3.3	102
55 - 64	11635	*505	16.3	4.3	114	2167	12.9	18.6	90	991	12.9	8.5	90	*595	22.8	5.1	158
65 OR OLDER	15061	689	22.3	4.6	120	1893	11.2	12.6	60	664	8.6	4.4	46	597	22.8	4.0	123
18 - 34	28354	994	32.1	3.5	92	6337	37.6	22.3	107	3086	40.1	10.9	114	639	24.4	2.3	70
18 - 49	48339	1675	54.2	3.5	91	11423	67.8	23.6	114	5618	73.0	11.6	122	1217	46.5	2.5	78
25 - 54	45008	1647	53.3	3.7	96	10917	64.8	24.3	117	5197	67.5	11.5	121	1198	45.8	2.7	82
35 - 49	19985	681	22.0	3.4	89	5086	30.2	25.4	122	2532	32.9	12.7	133	578	22.1	2.9	90
50 OR OLDER	32647	1418	45.9	4.3	114	5424	32.2	16.6	80	2082	27.0	6.4	67	1398	53.5	4.3	133
GRADUATED COLLEGE	11155	*390	12.6	3.5	92	1982	11.8	17.8	85	843	10.9	7.6	79	*237	9.1	2.1	66
ATTENDED COLLEGE	13682	*396	12.8	2.9	76	3166	18.8	23.1	111	1282	16.6	9.4	99	*254	9.7	1.9	57
GRADUATED HIGH SCHOOL	33880	1390	45.0	4.1	107	7612	45.2	22.5	108	3713	48.2	11.0	115	1168	44.7	3.4	107
DID NOT GRADUATE HIGH SCHOOL	22270	917	29.7	4.1	108	4087	24.3	18.4	88	1862	24.2	8.4	88	955	36.5	4.3	133
EMPLOYED	40306	1398	45.2	3.5	91	8911	52.9	22.1	106	4251	55.2	10.5	111	1323	50.6	3.3	102
EMPLOYED FULL-TIME	32850	1242	40.2	3.8	99	7228	42.9	22.0	106	3500	45.5	10.7	112	1126	43.1	3.4	106
EMPLOYED PART-TIME	7456	**156	5.0	2.1	55	1683	10.0	22.6	109	751	9.8	10.1	106	**197	7.5	2.6	82
NOT EMPLOYED	40680	1695	54.8	4.2	109	7936	47.1	19.5	94	3449	44.8	8.5	89	1291	49.4	3.2	98
PROFESSIONAL/MANAGER	10392	**309	10.0	3.0	78	1988	11.8	19.1	92	911	11.8	8.8	92	**208	8.0	2.0	62
TECH/CLERICAL/SALES	17574	621	20.1	3.5	93	3900	23.1	22.2	107	1873	24.3	10.7	112	*605	23.1	3.4	107
PRECISION/CRAFT	985	**3	0.1	0.3	8	**104	0.6	10.6	51	**112	1.5	11.4	120	**22	0.8	2.2	69
OTHER EMPLOYED	11354	*465	15.0	4.1	107	2920	17.3	25.7	124	1355	17.6	11.9	126	*488	18.7	4.3	133
SINGLE	9863	*445	14.4	4.5	118	1851	11.0	18.8	90	789	10.2	8.0	84	*244	9.3	2.5	77
MARRIED	51375	1799	58.2	3.5	92	11624	69.0	22.6	109	5688	73.9	11.1	116	1615	61.8	3.1	97
DIVORCED/SEPARATED/WIDOWED	19748	849	27.5	4.3	113	3372	20.0	17.1	82	1224	15.9	6.2	65	755	28.9	3.8	118
PARENTS	32590	1219	39.4	3.7	98	8312	49.3	25.5	123	4437	57.6	13.6	143	923	35.3	2.8	88
WHITE	70416	2418	78.2	3.4	90	14305	84.9	20.3	98	6486	84.2	9.2	97	2160	82.6	3.1	95
BLACK	8778	587	19.0	6.7	175	2222	13.2	25.3	122	998	13.0	11.4	120	*354	13.5	4.0	125
OTHER	1791	**88	2.8	4.9	129	**321	1.9	17.9	86	**217	2.8	12.1	127	**101	3.9	5.6	175
NORTHEAST-CENSUS	17786	579	18.7	3.3	85	3248	19.3	18.3	88	1482	19.2	8.3	88	850	32.5	4.8	148
NORTH CENTRAL	20741	749	24.2	3.6	95	4644	27.6	22.4	108	2164	28.1	10.4	110	925	35.4	4.5	138
SOUTH	27775	1468	47.5	5.3	138	6636	39.4	23.9	115	2960	38.4	10.7	112	*614	23.5	2.2	68
WEST	14683	*297	9.6	2.0	53	2320	13.8	15.8	76	1094	14.2	7.5	78	*225	8.6	1.5	47
NORTHEAST-MKTG.	17961	536	17.3	3.0	78	3122	18.5	17.4	84	1401	18.2	7.8	82	730	27.9	4.1	126
EAST CENTRAL	11885	*458	14.8	3.9	101	2355	14.0	19.8	95	1242	16.1	10.5	110	467	17.9	3.9	122
WEST CENTRAL	14090	527	17.0	3.7	98	3330	19.8	23.6	114	1428	18.5	10.1	107	654	25.0	4.6	144
SOUTH	24081	1328	42.9	5.5	144	6040	35.9	25.1	121	2674	34.7	11.1	117	*557	21.3	2.3	72
PACIFIC	12969	**243	7.9	1.9	49	1999	11.9	15.4	74	956	12.4	7.4	78	**207	7.9	1.6	49
COUNTY SIZE A	32439	1414	45.7	4.4	114	5966	35.4	18.4	88	3141	40.8	9.7	102	1240	47.4	3.8	118
COUNTY SIZE B	24915	866	28.0	3.5	91	5507	32.7	22.1	106	2396	31.1	9.6	101	612	23.4	2.5	76
COUNTY SIZE C	12930	*401	13.0	3.1	81	2961	17.6	22.9	110	1131	14.7	8.7	92	*320	12.2	2.5	77
COUNTY SIZE D	10703	*411	12.3	3.8	101	2414	14.3	22.6	108	1033	13.4	9.7	102	*443	16.9	4.1	128
METRO CENTRAL CITY	24518	1030	33.3	4.2	110	5079	30.1	20.7	100	1954	25.4	8.0	84	771	29.5	3.1	97
METRO SUBURBAN	35919	1220	39.5	3.4	89	7142	42.4	19.9	96	3707	48.1	10.3	109	1082	41.4	3.0	93
NON METRO	20549	842	27.2	4.1	107	4626	27.5	22.5	108	2039	26.5	9.9	104	763	29.2	3.7	115
TOP 5 ADI'S	18341	536	17.3	2.9	77	3295	19.6	18.0	86	1373	17.8	7.5	79	641	24.5	3.5	108
TOP 10 ADI'S	25378	1080	34.9	4.3	111	4564	27.1	18.0	86	2209	28.7	8.7	92	912	34.9	3.6	111
TOP 20 ADI'S	36488	1557	50.4	4.3	112	6615	39.3	18.1	87	3354	43.6	9.2	97	1294	49.5	3.5	110
HSGLD INC. \$50,000 OR MORE	6612	**117	3.8	1.8	46	1468	8.7	22.2	107	*603	7.8	9.1	96	**154	5.9	2.3	72
\$40,000 OR MORE	12659	*431	13.9	3.4	89	2725	16.2	21.5	103	1305	16.9	10.3	108	*414	15.8	3.3	101
\$30,000 OR MORE	24698	851	27.5	3.4	90	5206	30.9	21.1	101	2558	33.2	10.4	109	754	28.8	3.1	95
\$25,000 OR MORE	32077	1123	36.3	3.5	92	6943	41.2	21.6	104	3370	43.8	10.5	110	933	35.7	2.9	90
\$20,000 - \$24,999	9144	*280	9.1	3.1	80	2141	12.7	23.4	113	1087	14.1	11.9	125	*269	10.3	2.9	91
\$15,000 - \$19,999	8728	*380	12.3	4.4	114	1709	10.1	19.6	94	781	10.1	8.9	94	*348	13.3	4.0	123
\$10,000 - \$14,999	12562	577	18.7	4.6	120	2636	15.6	21.0	101	1209	15.7	9.6	101	*466	17.8	3.7	115
UNDER \$10,000	18475	733	23.7	4.0	104	3418	20.3	18.5	89	1254	16.3	6.8	71	599	22.9	3.2	100
HOUSEHOLD OF 1 PERSON	11987	415	13.4	3.5	91	1569	9.3	13.1	63	422	5.5	3.5	37	408	15.6	3.4	105
2 PEOPLE	26577	1071	34.6	4.0	106	4897	29.1	18.4	89	2051	26.6	7.7	81	947	36.2	3.6	110
3 OR 4 PEOPLE	30617	953	30.8	3.1	82	6966	41.3	22.8	109	3502	45.5	11.4	120	755	28.9	2.5	76
5 OR MORE PEOPLE	11804	*654	21.2	5.5	145	3416	20.3	28.9	139	1725	22.4	14.6	154	*504	19.3	4.3	132
NO CHILD IN HSHLD	46165	1809	58.5	3.9	103	8123	48.2	17.6	85	3085	40.1	6.7	70	1655	63.3	3.6	111
CHILD(REN) UNDER 2 YRS	5325	**220	7.1	4.1	108	1371	8.1	25.7	124	697	9.1	13.1	138	**162	6.2	3.0	94
2 - 5 YEARS	14221	*635	20.5	4.5	117	3784	22.5	26.6	128	1850	24.0	13.0	137	*377	14.4	2.7	82
6 - 11 YEARS	15117	*640	20.7	4.2	111	3786	22.5	25.0	120	1911	24.8	12.6	133	*455	17.4	3.0	93
12 - 17 YEARS	16611	620	20.1	3.7	98	4355	25.9	26.2	126	2317	30.1	13.9	147	*549	21.0	3.3	102
RESIDENCE OWNED	55884	2251	72.8	4.0	106	11901	70.6	21.3	102	5288	68.7	9.5	100	1848	70.7	3.3	102
VALUE: \$50,000 OR MORE	31744	1112	36.0	3.5	92	6413	38.1	20.2	97	2979	38.7	9.4	99	982	37.6	3.1	96
VALUE: UNDER \$50,000	24140	1139	36.8	4.7	124	5488	32.6	22.7	109	2309	30.0	9.6	101	865	33.1	3.6	111

		TOTAL U.S. '000	OTHER PALMOLIVE				SAFEGUARD				SHIELD				SHEETHEART			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	3092	100.0	3.8	100	16847	100.0	20.8	100	7700	100.0	9.5	100	2615	100.0	3.2	100
MAGAZINES	QUINTILE 1	15799	*564	18.2	3.6	94	3999	23.7	25.3	122	1837	23.9	11.6	122	*436	16.7	2.8	85
	QUINTILE 2	17259	579	18.7	3.4	88	3682	21.9	21.3	103	1700	22.1	9.8	104	467	17.9	2.7	84
	QUINTILE 3	13545	*451	14.6	3.3	87	2713	16.1	20.0	96	1220	15.8	9.0	95	*441	16.9	3.3	101
	QUINTILE 4	15133	636	20.6	4.2	110	3258	19.3	21.5	103	1446	18.8	9.6	100	*537	20.5	3.5	110
	QUINTILE 5	19250	862	27.9	4.5	117	3195	19.0	16.6	80	1497	19.4	7.8	82	735	28.1	3.8	118
NEWSPAPERS	QUINTILE 1	12413	*382	12.4	3.1	81	2432	14.4	19.6	94	1053	13.7	8.5	89	*413	15.8	3.3	103
	QUINTILE 2	24116	1137	36.8	4.7	123	5111	30.3	21.2	102	2176	28.3	9.0	95	757	28.9	3.1	99
	QUINTILE 3	11261	*365	11.8	3.2	85	2513	14.9	22.3	107	1330	17.3	11.8	124	*349	13.3	3.1	99
	QUINTILE 4	20255	755	24.4	3.7	98	4267	25.3	21.1	101	1778	23.1	10.8	92	647	24.7	3.2	99
	QUINTILE 5	12940	*454	14.7	3.5	92	2525	15.0	19.5	94	1363	17.7	10.5	111	*449	17.2	3.5	107
OUTDOOR	QUINTILE 1	14852	680	22.0	4.6	120	3208	19.0	21.6	104	1447	18.8	9.7	102	*474	18.1	3.2	99
	QUINTILE 2	15725	674	21.8	4.3	112	3171	18.8	20.2	97	1562	20.3	9.9	104	576	22.0	3.7	113
	QUINTILE 3	16330	523	16.9	3.2	84	3486	20.7	21.3	103	1528	19.8	9.4	98	*376	14.4	2.3	71
	QUINTILE 4	16744	570	18.4	3.4	89	3610	21.4	21.6	104	1794	23.3	10.7	113	*521	19.9	3.1	96
	QUINTILE 5	17334	646	20.9	3.7	98	3373	20.0	19.5	94	1369	17.8	7.9	83	669	25.6	3.9	120
RADIO-DRIVE TIME	QUINTILE 1	15911	*581	18.8	3.7	96	3574	21.2	22.5	108	1606	20.9	10.1	106	*510	19.5	3.2	99
	QUINTILE 2	14837	485	15.7	3.3	86	3222	19.1	21.7	104	1543	20.0	10.4	109	*552	21.1	3.7	115
	QUINTILE 3	15339	576	18.6	3.8	98	3094	18.4	20.2	97	1623	21.1	10.6	111	*413	15.8	2.7	83
	QUINTILE 4	16723	612	19.8	3.7	96	3453	20.5	20.6	99	1517	19.7	9.1	95	560	21.4	3.3	104
	QUINTILE 5	18176	837	27.1	4.6	121	3504	20.8	19.3	93	1411	18.3	7.8	82	579	22.1	3.2	99
RADIO-MID- DAY	QUINTILE 1	21020	700	22.6	3.3	87	4778	28.4	22.7	109	2243	29.1	10.7	112	775	29.6	3.7	114
	QUINTILE 2	21610	863	27.9	4.0	105	4673	27.7	21.6	104	2082	27.0	9.6	101	751	28.7	3.5	108
	QUINTILE 3	38355	1530	49.5	4.0	104	7397	43.9	19.3	93	3375	43.8	8.8	93	1088	41.6	2.8	88
	QUINTILE 4	15988	*515	16.7	3.2	84	3598	21.4	22.5	108	1577	20.5	9.9	104	*465	17.8	2.9	90
	QUINTILE 5	15626	570	18.4	3.6	96	3279	19.5	21.0	101	1559	20.2	10.0	105	*590	22.6	3.8	117
RADIO-TOTAL	QUINTILE 1	16723	656	21.2	3.9	103	3454	20.5	20.7	99	1906	24.8	11.4	120	652	24.9	3.9	121
	QUINTILE 2	16342	649	21.0	4.0	104	3543	21.0	21.7	104	1350	17.5	8.3	87	*436	16.7	2.7	83
	QUINTILE 3	16306	702	22.7	4.3	113	2973	17.6	18.2	88	1308	17.0	8.0	84	472	18.0	2.9	90
	QUINTILE 4																	
	QUINTILE 5																	
TV-PRIME TIME	QUINTILE 1	15953	739	23.9	4.6	121	3547	21.1	22.2	107	1516	19.7	9.5	100	661	25.3	4.1	128
	QUINTILE 2	16137	636	20.6	3.9	103	3301	19.6	20.5	98	1612	20.9	10.0	105	*417	15.9	2.6	80
	QUINTILE 3	16420	*498	16.1	3.0	79	3067	18.2	18.7	90	1460	19.0	8.9	94	*474	18.1	2.9	89
	QUINTILE 4	16687	648	21.0	3.9	102	3701	22.0	22.2	107	1743	22.6	10.4	110	*432	16.5	2.6	80
	QUINTILE 5	15789	571	18.5	3.6	95	3231	19.2	20.5	98	1369	17.8	8.7	91	631	24.1	4.0	124
TV-DAYTIME	QUINTILE 1	27736	1366	44.2	4.9	129	5957	35.4	21.5	103	2833	36.8	10.2	107	966	36.9	3.5	108
	QUINTILE 2	26489	980	31.7	3.7	97	5538	32.9	20.9	101	2661	34.6	10.0	106	873	33.4	3.3	102
	QUINTILE 3	26761	747	24.2	2.8	73	5353	31.8	20.0	96	2205	28.6	8.2	87	777	29.7	2.9	90
	QUINTILE 4	16345	704	22.8	4.3	113	3605	21.4	22.1	106	1824	23.7	11.2	117	594	22.7	3.6	113
	QUINTILE 5	16447	860	27.8	5.2	137	3183	18.9	19.4	93	1409	18.3	8.6	90	581	22.2	3.5	109
TV-TOTAL	QUINTILE 1	15980	568	18.4	3.6	93	3460	20.5	21.7	104	1504	19.5	9.4	99	*298	11.4	1.9	58
	QUINTILE 2	15887	*451	14.6	2.8	74	3238	19.2	20.4	98	1448	18.8	9.1	96	549	21.0	3.5	107
	QUINTILE 3	16326	510	16.5	3.1	82	3361	20.0	20.6	99	1515	19.7	9.3	98	*592	22.6	3.6	112
	QUINTILE 4																	
	QUINTILE 5																	
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	687	22.2	3.3	87	4633	27.5	22.4	107	2174	28.2	10.5	110	585	22.4	2.8	87
		19186	671	21.7	3.5	92	4609	27.4	24.0	115	2164	28.1	11.3	119	*479	18.3	2.5	77
		21899	1009	32.6	4.6	121	4211	25.0	19.2	92	1755	22.8	8.0	84	782	29.9	3.6	111
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	512	16.6	3.3	87	3294	19.6	21.3	102	1630	21.2	10.5	111	*376	14.4	2.4	75
		25953	843	27.3	3.2	85	5978	35.5	23.0	111	2530	32.9	9.7	103	751	28.7	2.9	90
		24400	1138	36.8	4.7	122	4869	28.9	20.0	96	2163	28.1	8.9	93	913	34.9	3.7	116
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	611	19.8	3.4	89	3844	22.8	21.3	102	2037	26.5	11.3	119	*523	20.0	2.9	90
		23571	838	27.1	3.6	93	5483	32.5	23.3	112	2266	29.4	9.6	101	664	25.4	2.8	87
		23278	946	30.6	4.1	106	4871	28.9	20.9	101	2178	28.3	9.4	98	937	35.8	4.0	125
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	808	26.1	5.2	137	3527	20.9	22.8	110	1617	21.0	10.5	110	445	17.0	2.9	89
		25829	597	19.3	2.3	61	5782	34.3	22.4	108	2519	32.7	9.8	103	726	27.8	2.8	87
		26039	1126	36.4	4.3	113	5000	29.7	19.2	92	2409	31.3	9.3	97	899	34.4	3.5	107
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	708	22.9	4.3	112	3458	20.5	20.8	100	1640	21.3	9.9	104	573	21.9	3.5	107
		26834	1037	33.5	3.9	101	5766	34.2	21.5	103	2385	31.0	8.9	93	896	34.3	3.3	103
		23346	941	30.4	4.0	106	5007	29.7	21.4	103	2309	30.0	9.9	104	703	26.9	3.0	93
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	659	21.3	3.8	101	3413	20.3	19.9	96	1610	20.9	9.4	99	617	23.6	3.6	112
		25892	1107	35.8	4.3	112	5460	32.4	21.1	101	2296	29.8	8.9	93	782	29.9	3.0	94
		23167	758	24.5	3.3	86	5341	31.7	23.1	111	2671	34.7	11.5	121	797	30.5	3.4	107
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	818	26.5	4.8	125	3353	19.9	19.5	94	1644	21.4	9.6	101	659	25.2	3.8	119
		26214	836	27.0	3.2	84	5546	32.9	21.2	102	2270	29.5	8.7	91	731	28.0	2.8	86
		23412	958	31.0	4.1	107	5066	30.1	21.6	104	2452	31.8	10.5	110	691	26.4	3.0	91
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	548	17.7	3.6	94	3357	19.9	21.9	105	1461	19.0	9.5	100	*523	20.0	3.4</	

	TOTAL U.S. '000	OTHER PALMOLIVE				SAFEGUARD				SHIELD				SHEETHEART			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	3092	100.0	3.8	100	16847	100.0	20.8	100	7700	100.0	9.5	100	2615	100.0	3.2	100
ATLANTIC MONTHLY	415	**9	0.3	2.2	57	**54	0.3	13.0	63	**16	0.2	3.9	41	**7	0.3	1.7	52
BARRON'S	453	**20	0.6	4.4	116	**111	0.7	24.5	118	**48	0.6	10.6	111	**9	0.3	2.0	62
BETTER HOMES & GARDENS	16256	551	17.8	3.4	89	3692	21.9	22.7	109	1674	21.7	10.3	108	589	22.5	3.6	112
BON APPETIT	2535	**89	2.9	3.5	92	500	3.0	19.7	95	**117	1.5	4.6	49	**74	2.8	2.9	90
BUSINESS WEEK	1278	**60	1.9	4.7	123	272	1.6	21.3	102	**112	1.5	8.8	92	**19	0.7	1.5	46
CAR AND DRIVER	378	**3	0.1	0.8	21	**39	0.2	10.3	50	**36	0.5	9.5	100	**6	0.2	1.6	49
CBS MAGAZINE NETWORK (GROSS)	1498	**43	1.4	2.9	75	505	3.0	33.7	162	**116	1.5	7.7	81	**40	1.5	2.7	83
CHANGING TIMES	1505	**124	4.0	8.2	216	394	2.3	26.2	126	**181	2.4	12.0	126	**93	3.6	6.2	191
COLONIAL HOMES	1231	**64	2.1	5.2	136	296	1.8	24.0	116	**155	2.0	12.6	132	**53	2.0	4.3	133
CONDE NAST MAG. PKG. (GROSS)	14146	423	13.7	3.0	78	3068	18.2	21.7	104	1496	19.4	10.6	111	507	19.4	3.6	111
CONSUMERS DIGEST	1323	**72	2.3	5.4	143	368	2.2	27.8	134	**89	1.2	6.7	71	**40	1.5	3.0	94
COSMOPOLITAN	7102	**183	5.9	2.6	67	1515	9.0	21.3	103	763	9.9	10.7	113	233	8.9	3.3	102
COUNTRY LIVING	2481	**37	1.2	1.5	39	614	3.6	24.7	119	371	4.8	15.0	157	**60	2.3	2.4	75
CUISINE	1472	**35	1.1	2.4	62	264	1.6	17.9	86	**103	1.3	7.0	74	**52	2.0	3.5	109
CYCLE WORLD	425	**9	0.3	2.1	55	**94	0.6	22.1	106	**34	0.4	8.0	84	**4	0.2	0.9	29
DCI:CREATIVE IDEAS FOR LIV	2510	**24	0.8	1.0	25	572	3.4	22.8	110	306	4.0	12.2	128	**40	1.5	1.6	49
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	**192	6.2	2.9	75	1696	10.1	25.3	122	736	9.6	11.0	116	**93	3.6	1.4	43
DISCOVER	894	**42	1.4	4.7	123	**189	1.1	21.1	102	**105	1.4	11.7	124	**29	1.1	3.2	100
EBONY	3507	**236	7.6	6.7	176	942	5.6	26.9	129	459	6.0	13.1	138	**144	5.5	4.1	127
ESQUIRE	1083	**75	2.4	6.9	181	**268	1.6	24.7	119	**96	1.2	8.9	93	**35	1.3	3.2	100
ESSENCE	1830	**163	5.3	8.9	233	406	2.4	22.2	107	242	3.1	13.2	139	**62	2.4	3.4	105
FAMILY CIRCLE	15930	692	22.4	4.3	114	3611	21.4	22.7	109	1766	22.9	11.1	117	531	20.3	3.3	103
THE FAMILY HANDYMAN	1126	**55	1.8	4.9	128	**309	1.8	27.4	132	**175	2.3	15.5	163	**93	3.6	8.3	256
FAMILY WEEKLY	11468	398	12.9	3.5	91	2670	15.8	23.3	112	1110	14.4	9.7	102	359	13.7	3.1	97
FIELD & STREAM	2234	**71	2.3	3.2	83	697	4.1	31.2	150	**229	3.0	10.3	108	**63	2.4	2.8	87
FOOD & WINE	579	**7	0.2	1.2	32	**126	0.7	21.8	105	**46	0.6	7.9	84	**26	1.0	4.5	139
FORBES	728	**17	0.5	2.3	61	**120	0.7	16.5	79	**79	1.0	10.9	114	**8	0.3	1.1	34
FORTUNE	906	**32	1.0	3.5	93	**146	0.9	16.1	77	**175	2.3	19.3	203	**29	1.1	3.2	99
GENTLEMEN'S QUARTERLY	791	**13	0.4	1.6	43	**166	1.0	21.0	101	**110	1.4	13.9	146	**64	2.4	8.1	251
GLAMOUR	5265	**164	5.3	3.1	82	1200	7.1	22.8	110	568	7.4	10.8	113	**233	8.9	4.4	137
GOLF DIGEST	636	**29	0.9	4.6	119	**204	1.2	32.1	154	**66	0.9	10.4	109	**24	0.9	3.8	117
GOLF DIGEST/TENNIS (GROSS)	1186	**43	1.4	3.6	95	337	2.0	28.4	137	**137	1.8	11.6	121	**46	1.8	3.9	120
GOLF MAGAZINE	441	**16	0.5	3.6	95	**114	0.7	25.9	124	**48	0.6	10.9	114	**4	0.2	0.9	28
GOLF MAGAZINE/SKI (GROSS)	922	**19	0.6	2.1	54	**210	1.2	22.8	109	**96	1.2	10.4	110	**15	0.6	1.6	50
GOOD HOUSEKEEPING	16487	545	17.6	3.3	87	3879	23.0	23.5	113	1773	23.0	10.8	113	405	15.5	2.5	76
HARPER'S BAZAAR	2423	**39	1.3	1.6	42	524	3.1	21.6	104	**222	2.9	9.2	96	**70	2.7	2.9	89
HEALTH	1994	**87	2.8	4.4	114	471	2.8	23.6	114	**215	2.8	10.8	113	**90	3.4	4.5	140
HEARST MAG CORP. BUY (GROSS)	44101	1290	41.7	2.9	77	10298	61.1	23.4	112	4924	63.9	11.2	117	1200	45.9	2.7	84
HEARST MAN POWER (GROSS)	1993	**65	2.1	3.3	85	349	2.1	17.5	84	**249	3.2	12.5	131	**52	2.0	2.6	81
HEARST WOMAN POWER (GROSS)	31274	945	30.6	3.0	79	7433	44.1	23.8	114	3385	44.0	10.8	114	833	31.9	2.7	82
HOUSE BEAUTIFUL	3623	**82	2.7	2.3	59	837	5.0	23.1	111	435	5.6	12.0	126	**114	4.4	3.1	97
INC.	283	**6	0.2	2.1	56	**80	0.5	28.3	136	**52	0.7	18.4	193	**6	0.2	2.1	66
JET	2928	**184	5.0	6.3	165	708	4.2	24.2	116	432	5.6	14.8	155	**87	3.3	3.0	92
LADIES' HOME JOURNAL	11918	392	12.7	3.3	86	2949	17.5	24.7	119	1332	17.3	11.2	118	266	10.2	2.2	69
LHJ FAMILY GRP COMBO(GROSS)	16764	559	18.1	3.3	87	4140	24.6	24.7	119	1876	24.4	11.2	118	402	15.4	2.4	74
LIFE	4254	**170	5.5	4.0	105	880	5.2	20.7	99	480	6.2	11.3	119	**109	4.2	2.6	79
L.A. TIMES HOME MAGAZINE	1145	**27	0.9	2.4	62	**119	0.7	10.4	50	**87	1.1	7.6	80	**16	0.6	1.4	43
MADEMOISELLE	2884	**99	3.2	3.4	90	655	3.9	22.7	109	315	4.1	10.9	115	**108	4.1	3.7	116
MC CALL'S	13460	337	10.9	2.5	66	2974	17.7	22.1	106	1502	19.5	11.2	117	440	16.8	3.3	101
MC CALL'S/MRK MOTHER (GROSS)	14606	341	11.0	2.3	61	3325	19.7	22.8	109	1670	21.7	11.4	120	472	18.0	3.2	100
MECHANIX ILLUSTRATED	772	**40	1.3	5.2	136	**195	1.2	25.3	121	**129	1.7	16.7	176	**44	1.7	5.7	177
METROPOLITAN HOME	967	**29	0.9	3.0	79	285	1.7	29.5	142	**90	1.2	9.3	98	**36	1.4	3.7	115
MONEY	1588	**67	2.2	4.2	111	304	1.8	19.1	92	**186	2.4	11.7	123	**40	1.5	2.5	78
MOTHER EARTH NEWS	1002	**48	1.6	4.8	125	**223	1.3	22.3	107	**98	1.3	9.8	103	**35	1.3	3.5	108
MS.	825	**40	1.3	4.8	127	**223	1.3	27.0	130	**116	1.5	14.1	148	**31	1.2	3.8	116
NATIONAL ENQUIRER	10336	494	16.0	4.8	125	2498	14.8	24.2	116	999	13.0	9.7	102	328	12.5	3.2	98
NATIONAL GEOGRAPHIC	9597	308	10.0	3.2	84	1639	9.7	17.1	82	979	12.7	10.2	107	314	12.0	3.3	101
NATIONAL SUNDAY MAGAZINE PKG	49558	1942	62.8	3.9	103	10431	61.9	21.0	101	4536	58.9	9.2	96	1445	55.3	2.9	90
NATURAL HISTORY	573	**16	0.5	2.8	73	**56	0.3	9.8	47	**74	1.0	12.9	136	**19	0.7	3.3	103
NEW WOMAN	1699	**21	0.7	1.2	32	300	1.8	17.7	85	**149	1.9	8.8	92	**25	1.0	1.5	46
NEW YORK INCLUDING CUE	443	**20	0.6	4.5	118	**66	0.4	14.9	72	**61	0.5	9.3	97	**17	0.7	3.8	119
THE NEW YORKER	1270	**61	2.0	4.8	126	**207	1.2	16.3	78	**152	2.0	12.0	126	**64	2.4	5.0	156
NEWSWEEK	6277	**229	7.4	3.6	96	1351	8.0	21.5	103	630	8.2	10.0	106	**145	5.5	2.3	72
THE N.Y. TIMES DAILY EDITION	1205	**22	0.7	1.8	48	**145	0.9	12.0	58	**60	0.8	5.0	52	**34	1.3	2.8	87
THE N.Y. TIMES MAGAZINE	2081	**70	2.3	3.4	88	339	2.0	16.3	78	**140	1.8	6.7	71	**117	4.5	5.6	174
OMNI	788	**6	0.2	0.8	20	**168	1.0	21.3	102	**88	1.1	11.2	117	**16	0.6	2.0	63
ON CABLE	1158	**9	0.3	0.8	20	**303	1.8	26.2	126	**201	2.6	17.4	183	**26	1.0	2.2	70
1001 HOME IDEAS	2852	**80	2.6	2.8	73	720	4.3	25.2	121	329	4.3	11.5	121	**46	1.8	1.6	50
ORGANIC GARDENING	1658	**12	0.4	0.7	19	461	2.7	27.8	134	**227	2.9	13.7	144	**59	2.3	3.6	110
OUTDOOR LIFE	896	**28	0.9	3.1	82	294	1.7	32.8	158	**84	1.1	9.4	99	**8	0.3	0.9	28
PARADE MAGAZINE	24275	1030	33.3	4.2	111	4951	29.4	20.4	98	1981	25.7	8.2	86	689	26.3	2.8	88

	TOTAL U.S. '000	OTHER PALMOLIVE				SAFEGUARD				SHIELD				SHEETHEART			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	3092	100.0	3.8	100	16847	100.0	20.8	100	7700	100.0	9.5	100	2615	100.0	3.2	100
PARENTS	3845	**141	4.6	3.7	96	1100	6.5	28.6	138	533	6.9	13.9	146	**65	2.5	1.7	52
PENTHOUSE	831	**82	2.7	9.9	258	**267	1.6	32.1	154	**58	0.8	7.0	73	**8	0.3	1.0	30
PEOPLE	11645	330	10.7	2.8	74	2730	16.2	23.4	113	1197	15.5	10.3	108	235	9.0	2.0	62
PLAYBOY	2006	**93	3.0	4.6	121	354	2.1	17.6	85	**138	1.8	6.9	72	**36	1.4	1.8	56
POPULAR HOT RODDING	297	**9	0.3	3.0	79	**107	0.6	36.0	173	**47	0.6	15.8	166	**8	0.3	2.7	83
POPULAR MECHANICS	1018	**35	1.1	3.4	90	**153	0.9	15.0	72	**87	1.1	8.5	90	**23	0.9	2.3	70
POPULAR SCIENCE	878	**64	2.1	7.3	191	**190	1.1	21.6	104	**67	0.9	7.6	80	**5	0.2	0.6	18
PREVENTION	3913	**115	3.7	2.9	77	913	5.4	23.3	112	335	4.4	8.6	90	**98	3.7	2.5	78
PSYCHOLOGY TODAY	1710	**60	1.9	3.5	92	461	2.7	27.0	130	**271	3.5	15.8	167	**38	1.5	2.2	69
READER'S DIGEST	22204	837	27.1	3.8	99	4957	29.4	22.3	107	2259	29.3	10.2	107	723	27.6	3.3	101
REDBOOK	7684	**218	7.1	2.8	74	2040	12.1	26.5	128	848	11.0	11.0	116	**196	7.5	2.6	79
ROAD & TRACK	410	**32	1.0	7.8	204	**137	0.8	33.4	161	**27	0.4	6.6	69	**6	0.2	1.5	45
ROLLING STONE	969	**46	1.5	4.7	124	**258	1.5	26.6	128	**132	1.7	13.6	143	**32	1.2	3.3	102
RUNNER'S WORLD	298	**0	0.0	0.0	0	**59	0.4	19.8	95	**28	0.4	9.4	99	**0	0.0	0.0	0
SATURDAY EVENING POST	1169	**44	1.4	3.8	99	254	1.5	21.7	104	**95	1.2	8.1	85	**40	1.5	3.4	106
SCIENCE 84	587	**19	0.6	3.2	85	**86	0.5	14.7	70	**37	0.5	6.3	66	**17	0.7	2.9	90
SCIENCE DIGEST	482	**17	0.5	3.5	92	**81	0.5	16.8	81	**94	1.2	19.5	205	**10	0.4	2.1	64
SCIENTIFIC AMERICAN	594	**8	0.3	1.3	35	**71	0.4	12.0	57	**56	0.7	9.4	99	**39	1.5	6.6	203
SELF	2089	**28	0.9	1.3	35	459	2.7	22.0	106	**208	2.7	10.0	105	**46	1.8	2.2	68
SEVENTEEN	2411	**160	5.2	6.6	174	585	3.5	24.3	117	257	3.3	10.7	112	**121	4.6	5.0	155
SKI	480	**3	0.1	0.6	16	**96	0.6	20.0	96	**48	0.6	10.0	105	**11	0.4	2.3	71
SMITHSONIAN	2760	**133	4.3	4.8	126	550	3.3	19.9	96	259	3.4	9.4	99	**45	1.7	1.6	50
SOAP OPERA DIGEST	3013	**155	5.0	5.1	135	772	4.6	25.6	123	370	4.8	12.3	129	**62	2.4	2.1	64
SOUTHERN LIVING	4184	**168	5.4	4.0	105	1124	6.7	26.9	129	430	5.6	10.3	108	**54	2.1	1.3	40
SOUTH	559	**15	0.5	2.7	70	**146	0.9	26.1	126	**66	0.9	11.8	124	**4	0.2	0.7	22
THE SPORTING NEWS	436	**10	0.3	2.3	60	**129	0.8	29.6	142	**35	0.5	8.0	84	**10	0.4	2.3	71
SPORTS AFIELD	493	**13	0.4	2.6	69	**115	0.7	23.3	112	**67	0.9	13.6	143	**19	0.7	3.9	119
SPORTS ILLUSTRATED	2758	**110	3.6	4.0	104	671	4.0	24.3	117	332	4.3	12.0	127	**114	4.4	4.1	128
STAR	7456	**308	10.0	4.1	108	1848	11.0	24.8	119	818	10.6	11.0	115	335	12.8	4.5	139
SUNDAY	24936	958	31.0	3.8	101	4970	29.5	19.9	96	2401	31.2	9.6	101	867	33.2	3.5	108
SUNSET	2124	**70	2.3	3.3	86	315	1.9	14.8	71	**170	2.2	8.0	84	**46	1.8	2.2	67
TV GUIDE	21661	761	24.6	3.5	92	4785	28.4	22.1	106	2230	29.0	10.3	108	678	25.9	3.1	97
TENNIS	550	**14	0.5	2.5	67	**133	0.8	24.2	116	**71	0.9	12.9	136	**22	0.8	4.0	124
TIME	8880	293	9.5	3.3	86	1876	11.1	21.1	102	858	11.1	9.7	102	219	8.4	2.5	76
TOWN & COUNTRY	917	**59	1.9	6.4	169	**212	1.3	23.1	111	**82	1.1	8.9	94	**13	0.5	1.4	44
TRAVEL & LEISURE	972	**16	0.5	1.6	43	**150	0.9	15.4	74	**99	1.3	10.2	107	**32	1.2	3.3	102
TRUE STORY	3356	**216	7.0	6.4	169	914	5.4	27.2	131	362	4.7	10.8	113	**105	4.0	3.1	97
U.S. NEWS & WORLD REPORT	3410	**201	6.5	5.9	154	774	4.6	22.7	109	424	5.5	12.4	131	**96	3.7	2.8	87
USA TODAY	1759	**53	1.7	3.0	79	391	2.3	22.2	107	**203	2.6	11.5	121	**65	2.5	3.7	114
US	1873	**50	1.6	2.7	70	397	2.4	21.2	102	**159	2.1	8.5	89	**37	1.4	2.0	61
VOGUE	3909	**133	4.3	3.4	89	754	4.5	19.3	93	405	5.3	10.4	109	**121	4.6	3.1	96
MALL STREET JOURNAL	1886	**78	2.5	4.1	108	296	1.8	15.7	75	**129	1.7	6.8	72	**48	1.8	2.5	79
WEIGHT WATCHERS	2120	**77	2.5	3.6	95	559	3.3	26.4	127	**237	3.1	11.2	118	**84	3.2	4.0	123
WOMAN'S DAY	14172	523	16.9	3.7	97	3387	20.1	23.9	115	1569	20.4	11.1	116	513	19.6	3.6	112
WORKING MOTHER	1146	**5	0.2	0.4	11	351	2.1	30.6	147	**168	2.2	14.7	154	**32	1.2	2.8	86
WORKING WOMAN	1322	**45	1.5	3.4	89	398	2.4	30.1	145	**154	2.0	11.6	123	**51	2.0	3.9	119
WORLD TENNIS	**163	**0	0.0	0.0	0	**67	0.4	41.1	198	**14	0.2	8.6	90	**16	0.6	9.8	304
ZIFF-DAVIS MAG NETWK (GROSS)	2532	**62	2.0	2.4	64	532	3.2	21.0	101	302	3.9	11.9	125	**72	2.8	2.8	88
BLAIR INSERTS	43657	1731	56.0	4.0	104	8862	52.6	20.3	98	3895	50.6	8.9	94	1301	49.8	3.0	92
DAILY NEWSPAPERS																	
READ ANY	51633	2015	65.2	3.9	102	10952	65.0	21.2	102	4859	63.1	9.4	99	1586	60.7	3.1	95
READ ONE	43463	1687	54.6	3.9	102	9466	56.2	21.8	105	4082	53.0	9.4	99	1349	51.6	3.1	96
READ TWO OR MORE	8170	327	10.6	4.0	105	1486	8.8	18.2	87	777	10.1	9.5	100	238	9.1	2.9	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2040	66.0	3.9	101	11018	65.4	20.9	101	4930	64.0	9.4	98	1648	63.0	3.1	97
READ ONE	46126	1864	60.3	4.0	106	9786	58.1	21.2	102	4358	56.6	9.4	99	1415	54.1	3.1	95
READ TWO OR MORE	6552	*176	5.7	2.7	70	1232	7.3	18.8	90	572	7.4	8.7	92	*233	8.9	3.6	110
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.48				28.45				29.10				27.64			
30 DAY REACH	71455	2797	90.5	3.9	103	14941	88.7	20.9	101	6828	88.7	9.6	101	2201	84.2	3.1	95
50 SHWG - 30 DAY AV FREQ	14.56	15.43				14.92				15.30				15.04			
30 DAY REACH	67742	2685	86.8	4.0	104	14268	84.7	21.1	101	6521	84.7	9.6	101	2042	78.1	3.0	93
25 SHWG - 30 DAY AV FREQ	7.94	8.54				8.08				8.02				7.90			
30 DAY REACH	62117	2414	78.1	3.9	102	13154	78.1	21.2	102	6194	80.4	10.0	105	1929	73.8	3.1	96
CABLE TV: HOME WIRED	32077	1188	38.4	3.7	97	7376	43.8	23.0	111	3177	41.3	9.9	104	1003	38.4	3.1	97
HOME NOT WIRED	48909	1905	61.6	3.9	102	9472	56.2	19.4	93	4523	58.7	9.2	97	1611	61.6	3.3	102
HAVE PAY CABLE	15935	*488	15.8	3.1	80	3967	23.5	24.9	120	1806	23.5	11.3	119	*442	16.9	2.8	86

	TOTAL U.S. '000	OTHER PALMOLIVE				SAFEGUARD				SHIELD				SHEETHEART			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	3092	100.0	3.8	100	16847	100.0	20.8	100	7700	100.0	9.5	100	2615	100.0	3.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	1527	49.4	3.5	91	9564	56.8	21.8	105	4442	57.7	10.1	106	1411	54.0	3.2	99
10:00 AM - 3:00 PM	30659	1092	35.3	3.6	93	6762	40.1	22.1	106	3084	40.1	10.1	106	1114	42.6	3.6	113
3:00 PM - 7:00 PM	31045	984	31.8	3.2	83	6715	39.9	21.6	104	3272	42.5	10.5	111	942	36.0	3.0	94
7:00 PM - MIDNIGHT	15767	574	18.6	3.6	95	3274	19.4	20.8	100	1587	20.6	10.1	106	476	18.2	3.0	93
MIDNIGHT - 6:00 AM	9120	307	9.9	3.4	88	1914	11.4	21.0	101	1008	13.1	11.1	116	271	10.4	3.0	92
6:00 AM - MIDNIGHT	58527	2073	67.0	3.5	93	12661	75.2	21.6	104	5930	77.0	10.1	107	1946	74.4	3.3	103
ENTIRE DAY	59311	2148	69.5	3.6	95	12880	76.5	21.7	104	6015	78.1	10.1	107	1984	75.9	3.3	104
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	587	19.0	3.6	95	3501	20.8	21.6	104	1715	22.3	10.6	112	607	23.2	3.8	116
ALL NEWS	2256	**178	2.5	3.5	91	359	2.1	15.9	76	*168	2.2	7.4	78	**76	2.9	3.4	104
AOR/PROGRESSIVE	3874	**134	4.3	3.5	91	805	4.8	20.8	100	467	6.1	12.1	127	*217	8.3	5.6	173
BEAUTIFUL MUSIC	5660	*186	6.0	3.3	86	1214	7.2	21.4	103	568	7.4	10.0	106	*161	6.2	2.8	88
BLACK	2204	**125	4.0	5.7	149	615	3.7	27.9	134	259	3.4	11.8	124	**53	2.0	2.4	74
CLASSICAL	1418	**66	2.1	4.7	122	281	1.7	19.8	95	**97	1.3	6.8	72	**22	0.8	1.6	48
CHR/ROCK	9538	*265	8.6	2.8	73	2033	12.1	21.3	102	1055	13.7	11.1	116	*206	7.9	2.2	67
COUNTRY	12648	326	10.5	2.6	68	3004	17.8	23.8	114	1309	17.0	10.3	109	303	11.6	2.4	74
GOLDEN OLDIES	1191	**22	0.7	1.8	48	*213	1.3	17.9	86	**119	1.5	10.0	105	**25	1.0	2.1	65
MOR/NOSTALGIA	4757	*204	6.6	4.3	112	994	5.9	20.9	100	457	5.9	9.6	101	*167	6.4	3.5	109
NEWS/TALK	3863	*208	6.7	5.4	141	685	4.1	17.7	85	476	6.2	12.3	130	*190	7.3	4.9	152
RELIGIOUS	3084	**109	3.5	3.5	93	671	4.0	21.8	105	*249	3.2	8.1	85	**164	6.3	5.3	165
SOFT ROCK	521	**7	0.2	1.3	35	**105	0.6	20.2	97	**46	0.6	8.8	93	**20	0.8	3.8	119
URBAN CONTEMPORARY	1585	**94	3.0	5.9	155	425	2.5	26.8	129	*171	2.2	10.8	113	**35	1.3	2.2	68
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	**104	3.4	3.2	84	865	5.1	26.5	128	454	5.9	13.9	146	**106	4.1	3.3	101
ABC DIRECTION	2316	**89	2.9	3.8	101	540	3.2	23.3	112	*227	2.9	9.8	103	**57	2.2	2.5	76
ABC ENTERTAINMENT	4834	*193	6.2	4.0	105	1071	6.4	22.2	107	567	7.4	11.7	123	*194	7.4	4.0	124
ABC FM	2202	**72	2.3	3.3	86	523	3.1	23.8	114	*158	2.1	7.2	75	**67	2.6	3.0	94
ABC INFORMATION	5425	*201	6.5	3.7	97	1217	7.2	22.4	108	495	6.4	9.1	96	*184	7.0	3.4	105
ABC ROCK	1677	**36	1.2	2.1	56	336	2.0	20.0	96	*309	4.0	18.4	194	**126	4.8	7.5	233
CBS	4430	*174	5.6	3.9	103	854	5.1	19.3	93	460	6.0	10.4	109	*104	4.0	2.3	73
MUTUAL	4992	*215	7.0	4.3	113	1139	6.8	22.8	110	506	6.6	10.1	107	*218	8.3	4.4	135
NBC	4679	*162	5.2	3.5	91	1001	5.9	21.4	103	449	5.8	9.6	101	*198	7.6	4.2	131
RADIORADIO	1994	**44	1.4	2.2	58	449	2.7	22.5	108	*165	2.1	8.3	87	**34	1.3	1.7	53
RKO ONE	2298	*51	1.6	2.2	58	419	2.5	18.2	88	*250	3.2	10.9	114	*54	2.1	2.3	73
RKO TWO	3311	**127	4.1	3.8	100	773	4.6	23.3	112	374	4.9	11.3	119	**135	5.2	4.1	126
THE SOURCE	2114	**96	3.1	4.5	119	528	3.1	25.0	120	*271	3.5	12.8	135	**121	4.6	5.7	177
NON-HIRED : BLAIR	8654	*251	8.1	2.9	76	2112	12.5	24.4	117	1067	13.9	12.3	130	*278	10.6	3.2	99
INTERNET	12025	522	16.9	4.3	114	2521	15.0	21.0	101	1420	18.4	11.8	124	361	13.8	3.0	93
KATZ RADIO GROUP	15359	558	18.0	3.6	95	3180	18.9	20.7	100	1550	20.1	10.1	106	564	21.6	3.7	114
SUPERNET	10628	324	10.5	3.0	80	2400	14.2	22.6	109	1127	14.6	10.6	112	*250	9.6	2.4	73
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	427	13.8	4.9	129	1776	10.5	20.5	99	842	10.9	9.7	102	236	9.0	2.7	84
WKDAY 9:00 AM - 1:00 PM	12163	590	19.1	4.9	127	2532	15.0	20.8	100	1260	16.4	10.4	109	426	16.3	3.5	108
WKDAY 1:00 PM - 4:30 PM	16150	811	26.2	5.0	132	3565	21.2	22.1	106	1651	21.4	10.2	108	563	21.5	3.5	108
WKDAY 4:30 PM - 7:30 PM	22463	899	29.1	4.0	105	4559	27.1	20.3	98	2160	28.1	9.6	101	759	29.0	3.4	105
WKDAY 7:30 PM - 8:00 PM	31795	1337	43.2	4.2	110	6489	38.5	20.4	98	3043	39.5	9.6	101	1067	40.8	3.4	104
WKDAY 11:00 PM - 11:30 PM	23977	994	32.1	4.1	109	5257	31.2	21.9	105	2399	31.2	10.0	105	796	30.4	3.3	103
WKDAY 11:30 PM - 1:00 AM	7703	381	12.3	4.9	130	1702	10.1	22.1	106	773	10.0	10.0	106	244	9.3	3.2	98
M-SAT 8-11 PM-SUN 7-11 PM	33800	1358	43.9	4.0	105	7091	42.1	21.0	101	3286	42.7	9.7	102	1110	42.4	3.3	102
WHDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	290	9.4	4.4	116	1315	7.8	20.1	97	647	8.4	9.9	104	208	8.0	3.2	99
ANOTHER WORLD	N 4620	310	10.0	6.7	176	946	5.6	20.5	98	441	5.7	9.5	100	*157	6.0	3.4	105
AS THE WORLD TURNS	C 5614	243	7.9	4.3	113	1299	7.7	23.1	111	473	6.1	8.4	89	151	5.8	2.7	83
CAPITOL	C 3396	165	5.3	4.9	127	891	5.3	26.2	126	263	3.4	7.7	81	*101	3.9	3.0	92
CBS MORN. NEWS 1	C 1446	*70	2.3	4.8	127	259	1.5	17.9	86	111	1.4	7.7	81	*18	0.7	1.2	39
CBS MORN. NEWS 2	C 1207	*63	2.0	5.2	137	173	1.0	14.3	69	*85	1.1	7.0	74	*18	0.7	1.5	46
DAYS OF OUR LIVES	N 5877	325	10.5	5.5	145	1175	7.0	20.0	96	529	6.9	9.0	95	200	7.6	3.4	105
FACTS OF LIFE - DAYTIME	N 2290	*123	4.0	5.4	141	480	2.8	21.0	101	249	3.2	10.9	114	*106	4.1	4.6	143
FAMILY FEUD	A 3023	*128	4.1	4.2	111	636	3.8	21.0	101	306	4.0	10.1	106	*76	2.9	2.5	78
GENERAL HOSPITAL	A 6097	331	10.7	5.4	142	1306	7.8	21.4	103	746	9.7	12.2	129	239	9.1	3.9	121
GOOD MORNING, AMERICA-730A	A 3515	172	5.6	4.9	128	780	4.6	22.2	107	336	4.4	9.6	101	*117	4.5	3.3	103
GOOD MORNING, AMERICA-830A	A 2818	*147	4.8	5.2	137	646	3.8	22.9	110	297	3.9	10.5	111	*102	3.9	3.6	112
GUIDING LIGHT	C 5339	243	7.9	4.6	119	1289	7.7	24.1	116	486	6.3	9.1	96	189	7.2	3.5	110
ONE LIFE TO LIVE	A 4478	260	8.4	5.8	152	984	5.8	22.0	106	500	6.5	11.2	117	129	4.9	2.9	89
PRESS YOUR LUCK	C 2244	*127	4.1	5.7	148	477	2.8	21.3	102	249	3.2	11.1	117	*90	3.4	4.0	124
PRICE IS RIGHT 1	C 4348	214	6.9	4.9	129	1050	6.2	24.1	116	539	7.0	12.4	130	140	5.4	3.2	100
PRICE IS RIGHT 2	C 5014	236	7.6	4.7	123	1197	7.1	23.9	115	617	8.0	12.3	129				

	TOTAL U.S. '000	OTHER PALMOLIVE				SAFEGUARD				SHIELD				SWEETHEART			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	3092	100.0	3.8	100	16847	100.0	20.8	100	7700	100.0	9.5	100	2615	100.0	3.2	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1098	35.5	4.2	110	5252	31.2	20.2	97	2298	29.8	8.8	93	787	30.1	3.0	94
NETWORK AFFILIATES - LATE	20261	836	27.0	4.1	108	4455	26.4	22.0	106	1987	25.8	9.8	103	682	26.1	3.4	104
INDEPENDENTS - LATE	2076	*54	1.7	2.6	68	349	2.1	16.8	81	162	2.1	7.8	82	*66	2.5	3.2	98
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 10453	336	10.9	3.2	84	2379	14.1	22.8	109	1162	15.1	11.1	117	332	12.7	3.2	98
ABC MONDAY NIGHT MOVIE	A 6412	*232	7.5	3.6	95	1374	8.2	21.4	103	646	8.4	10.1	106	*182	7.0	2.8	88
ABC SUNDAY NIGHT MOVIE	A 12407	402	13.0	3.2	85	2660	15.8	21.4	103	1161	15.1	9.4	98	415	15.9	3.3	108
ABC WORLD NEWS TONIGHT	A 6176	233	7.5	3.8	99	1208	7.2	19.6	94	541	7.0	8.8	92	184	7.0	3.0	90
AFTERMASH	C 5863	*231	7.5	3.9	103	1164	6.9	19.9	95	646	8.4	11.0	116	*225	8.6	3.8	119
ALICE	C 9594	349	11.3	3.6	95	1915	11.4	20.0	96	886	11.5	9.2	97	330	12.6	3.4	107
AMERICAN PARADE	C 6622	274	8.9	4.1	108	1243	7.4	18.8	90	596	7.7	9.0	95	217	8.3	3.3	101
DEMSON	A 10886	445	14.4	4.1	107	2236	13.3	20.5	99	1055	13.7	9.7	102	474	18.1	4.4	135
BLUE THUNDER	A 5036	*228	7.4	4.5	119	1242	7.4	24.7	119	573	7.4	11.4	120	*170	6.5	3.4	105
CAGNEY & LACEY	C 9965	362	11.7	3.6	95	2123	12.6	21.3	102	1106	14.4	11.1	117	329	12.6	3.3	102
CBS EVENING NEWS-DEAN	C 3491	*131	4.2	3.8	98	551	3.3	15.8	76	*209	2.7	6.0	63	*119	4.6	3.4	106
CBS EVENING NEWS-RATHER	C 7123	250	8.1	3.5	92	1346	8.0	18.9	91	565	7.3	7.9	83	187	7.2	2.6	81
CBS SAT. NEWS-SCHIEFFER	C 3621	140	4.5	3.9	101	755	4.5	20.9	100	256	3.3	7.1	74	107	4.1	3.0	92
CBS SATURDAY NIGHT MOVIE	C 5436	238	7.7	4.4	115	1145	6.8	21.1	101	468	6.1	8.6	91	156	6.0	2.9	89
CBS WEDNESDAY NIGHT MOVIE	C 6100	313	10.1	5.1	134	1303	7.7	21.4	103	557	7.2	9.1	96	268	10.2	4.4	136
CHEERS	N 8889	296	9.6	3.3	87	1907	11.3	21.5	103	792	10.3	8.9	94	316	12.1	3.6	110
DALLAS	C 22109	850	27.5	3.8	101	4918	29.2	22.2	107	2060	26.8	9.3	98	771	29.5	3.5	108
DIFF'RENT STROKES	N 6940	*309	10.0	4.5	117	1450	8.6	20.9	100	636	8.3	9.2	96	267	10.2	3.8	119
DOUBLE TROUBLE	N 7223	380	12.3	5.3	138	1701	10.1	23.5	113	692	9.0	9.6	101	*171	6.5	2.4	73
DUCK FACTORY	N 5595	*180	5.8	3.2	84	1210	7.2	21.6	104	429	5.6	7.7	81	*193	7.4	3.4	107
DUKES OF HAZZARD	C 5768	330	10.7	5.7	150	1288	7.6	22.3	107	551	7.2	9.6	100	*158	6.0	2.7	85
DYNASTY	A 20053	852	27.6	4.2	111	4288	25.5	21.4	103	1662	21.6	8.3	87	488	18.7	2.4	75
FACTS OF LIFE	N 8087	352	11.4	4.4	114	1777	10.5	22.0	106	806	10.5	10.0	105	*242	9.3	3.0	93
FALCON CREST	C 20046	740	23.9	3.7	97	4490	26.7	22.4	108	2029	26.4	10.1	106	736	28.1	3.7	114
FALL GUY	A 9084	462	14.9	5.1	133	2207	13.1	24.3	117	862	11.2	9.5	100	250	9.6	2.8	85
FAMILY TIES	N 7964	353	11.4	4.4	116	1843	10.9	23.1	111	892	11.6	11.2	118	*246	9.4	3.1	96
FANTASY ISLAND	A 7687	213	6.9	2.8	73	1359	8.1	17.7	85	753	9.8	9.8	103	230	8.8	3.0	93
FOULUPS, BLEEP & BLUNDERS	A 8861	312	10.1	3.5	92	1666	9.9	18.8	90	759	9.9	8.6	90	*279	10.7	3.1	98
FOUR SEASONS	C 5095	*198	6.4	3.9	102	955	5.7	18.7	90	477	6.2	9.4	98	*192	7.3	3.8	117
GIMME A BREAK	N 8838	485	15.7	5.5	144	1920	11.4	21.7	104	939	12.2	10.6	112	312	11.9	3.5	109
HART TO HART	A 8978	247	8.0	2.8	72	1828	10.9	20.4	98	1066	13.8	11.9	125	279	10.7	3.1	96
HILL STREET BLUES	N 8590	313	10.1	3.6	95	1787	10.6	20.8	100	638	8.3	7.4	78	262	10.0	3.1	94
HOTEL	A 14085	635	20.5	4.5	118	2965	17.6	21.1	101	1226	15.9	8.7	92	488	18.7	3.5	107
JEFFERSONS	C 9360	410	13.3	4.4	115	1818	10.8	19.4	93	933	12.1	10.0	105	369	14.1	3.9	122
JENNIFER SLEPT HERE	N 5841	*237	7.7	4.1	106	1223	7.3	20.9	101	597	7.8	10.2	107	*228	8.7	3.9	121
KATE & ALLIE	C 9206	281	9.1	3.1	80	2091	12.4	22.7	109	1057	13.7	11.5	121	422	16.1	4.6	142
KNIGHT RIDER	N 7076	270	8.7	3.8	100	1447	8.6	20.4	98	735	9.5	10.4	109	*249	9.5	3.5	109
LOVE BOAT	A 12219	429	13.9	3.5	92	2437	14.5	19.9	96	1211	15.7	9.9	104	383	14.6	3.1	97
MAGNUM PI	C 11199	434	14.0	3.9	102	2662	15.8	23.8	114	1292	16.8	11.5	121	302	11.5	2.7	84
MAMA'S FAMILY	N 6057	*224	7.2	3.7	97	1273	7.6	21.0	101	535	6.9	8.8	93	*129	4.9	2.1	66
MASTER, THE	N 3598	*96	3.1	2.7	70	873	5.2	24.3	117	348	4.5	9.7	102	*153	5.9	4.3	132
MATT HOUSTON	A 6344	306	9.9	4.8	126	1362	8.1	21.5	103	643	8.4	10.1	107	*223	8.5	3.5	109
NBC MONDAY NIGHT MOVIE	N 11994	448	14.5	3.7	98	2616	15.5	21.8	105	1161	15.1	9.7	102	359	13.7	3.0	93
NBC NIGHTLY NEWS	N 5132	242	7.8	4.7	124	1134	6.7	22.1	106	477	6.2	9.3	98	157	6.0	3.1	95
NBC NIGHTLY NEWS-SAT	N 3375	*171	5.5	5.1	133	679	4.0	20.1	97	306	4.0	9.1	95	*990	3.4	2.7	83
NBC NIGHTLY NEWS-SUN	N 3130	*145	4.7	4.6	121	528	3.1	16.9	81	*256	3.3	8.2	86	*79	3.0	2.5	78
NBC SUNDAY NIGHT MOVIE	N 8284	*414	13.4	5.0	131	2030	12.0	24.5	118	911	11.8	11.0	116	*325	12.4	3.9	122
NEWHART	C 9240	348	11.3	3.8	99	1954	11.6	21.1	102	948	12.3	10.3	108	435	16.6	4.7	146
ONE DAY AT A TIME	C 7288	270	8.7	3.7	97	1510	9.0	20.7	100	693	9.0	9.5	100	*241	9.2	3.3	102
PEOPLE ARE FUNNY	N 4855	*155	5.0	3.2	84	943	5.6	19.4	93	373	4.8	7.7	81	*137	5.2	2.8	87
REAL PEOPLE	N 8869	372	12.0	4.2	110	1760	10.4	19.8	95	826	10.7	9.3	98	267	10.2	3.0	93
REHINGTON STEELE	N 7743	*229	7.4	3.0	77	1572	9.3	20.3	98	673	8.7	8.7	91	*207	7.9	2.7	83
RIPLEY'S BELIEVE IT - NOT A	5345	*231	7.5	4.3	113	1196	7.1	22.4	108	626	8.1	11.7	123	*210	8.0	3.9	122
RIPTIDE	N 6988	*247	8.0	3.5	93	1447	8.6	20.7	100	645	8.4	9.2	97	*236	9.0	3.4	105
SCARECROW & MRS. KING	C 10002	285	9.2	2.8	75	2204	13.1	22.0	106	1074	13.9	10.7	113	293	11.2	2.9	91
SIMON & SIMON	C 10638	581	18.8	5.5	143	2389	14.2	22.5	108	1121	14.6	10.5	111	371	14.2	3.5	108
60 MINUTES	C 13293	513	16.6	3.9	101	2323	13.8	17.5	84	1127	14.6	8.5	89	402	15.4	3.0	94
ST. ELSEWHERE	N 7017	281	9.1	4.0	105	1664	9.9	23.7	114	724	9.4	10.3	109	*187	7.2	2.7	83
THREE'S COMPANY	A 10917	462	14.9	4.2	111	2261	13.4	20.7	100	1193	15.5	10.9	115	299	11.4	2.7	85
T.J. HOOKER	A 9204	363	11.7	3.9	103	1960	11.6	21.3	102	830	10.8	9.0	95	263	10.1	2.9	88
TONIGHT SHOW	N 2372	110	3.6	4.6	121	480											

	TOTAL U.S. '000	A '000	TONES B DOWN	C ACROSS %	D INDX	A '000	ZEST B DOWN	C ACROSS %	D INDX	A '000	ALL AVON B DOWN	C ACROSS %	D INDX	A '000	ALL PALMOLIVE B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	7542	100.0	9.3	100	14094	100.0	17.4	100	4396	100.0	5.4	100	6421	100.0	7.9	100
18 - 24	9282	1054	14.0	11.4	122	1469	10.4	15.8	91	*361	8.2	3.9	72	*503	7.8	5.4	68
25 - 34	19072	1821	24.1	9.5	103	3610	25.6	18.9	109	947	21.5	5.0	91	1504	23.4	7.9	99
35 - 44	14591	1562	20.7	10.7	115	2804	19.9	19.2	110	869	19.8	6.0	110	1201	18.7	8.2	104
45 - 54	11345	1217	16.1	10.7	115	2191	15.5	19.3	111	*613	13.9	5.4	100	932	14.5	8.2	104
55 - 64	11635	1035	13.7	8.9	96	1985	14.1	17.1	98	778	17.7	6.7	123	912	14.2	7.8	99
65 OR OLDER	15061	854	11.3	5.7	61	2034	14.4	13.5	78	828	18.8	5.5	101	1369	21.3	9.1	115
18 - 34	28354	2875	38.1	10.1	109	5080	36.0	17.9	103	1308	29.8	4.6	85	2007	31.3	7.1	89
18 - 49	48339	5091	67.5	10.5	113	9132	64.8	18.9	109	2478	56.4	5.1	94	3608	56.2	7.5	94
25 - 54	45008	4599	61.0	10.2	110	8605	61.1	19.1	110	2428	55.2	5.4	99	3638	56.7	8.1	102
35 - 49	19985	2217	29.4	11.1	119	4052	28.7	20.3	117	1170	26.6	5.9	108	1600	24.9	8.0	101
50 OR OLDER	32647	2450	32.5	7.5	81	4962	35.2	15.2	87	1918	43.6	5.9	108	2814	43.8	8.6	109
GRADUATED COLLEGE	11155	802	10.6	7.2	77	1594	11.3	14.3	82	*515	11.7	4.6	85	833	13.0	7.5	94
ATTENDED COLLEGE	13682	1644	21.8	12.0	129	2265	16.1	16.6	95	724	16.5	5.3	97	831	12.9	6.1	77
GRADUATED HIGH SCHOOL	33880	2946	39.1	8.7	93	6302	44.7	18.6	107	1990	45.3	5.9	108	2912	45.4	8.6	108
DID NOT GRADUATE HIGH SCHOOL	22270	2149	28.5	9.6	104	3932	27.9	17.7	101	1167	26.5	5.2	97	1845	28.7	8.3	104
EMPLOYED	40306	4210	55.8	10.4	112	7326	52.0	18.2	104	1942	44.2	4.8	89	3086	48.1	7.7	97
EMPLOYED FULL-TIME	32850	3322	44.0	10.1	109	5766	40.9	17.6	101	1609	36.6	4.9	90	2681	41.8	8.2	103
EMPLOYED PART-TIME	7456	888	11.8	11.9	128	1560	11.1	20.9	120	*333	7.6	4.5	82	*405	6.3	5.4	69
NOT EMPLOYED	40680	3332	44.2	8.2	88	6768	48.0	16.6	96	2454	55.8	6.0	111	3335	51.9	8.2	103
PROFESSIONAL/MANAGER	10392	986	13.1	9.5	102	1748	12.4	16.8	97	*409	9.3	3.9	73	*650	10.1	6.3	79
TECH/CLERICAL/SALES	17574	1957	25.9	11.1	120	3120	22.1	17.8	102	792	18.0	4.5	83	1370	21.3	7.8	98
PRECISION/CRAFT	985	**84	1.1	8.5	92	**193	1.4	19.6	113	*669	1.6	7.0	129	*228	0.4	2.8	36
OTHER EMPLOYED	11354	1183	15.7	10.4	112	2265	16.1	19.9	115	671	15.3	5.9	109	1039	16.2	9.2	115
SINGLE	9863	1321	17.5	13.4	144	1511	10.7	15.3	88	449	10.2	4.6	84	850	13.2	8.6	109
MARRIED	51375	4627	61.3	9.0	97	9631	68.3	18.7	108	2622	59.6	5.1	94	3901	60.8	7.6	96
DIVORCED/SEPARATED/WIDOWED	19748	1594	21.1	8.1	87	2952	20.9	14.9	86	1324	30.1	6.7	124	1670	26.0	8.5	107
PARENTS	32590	3086	40.9	9.5	102	6469	45.9	19.8	114	1959	44.6	6.0	111	2868	44.7	8.8	111
WHITE	70416	6227	82.6	8.8	95	11912	84.5	16.9	97	3655	83.1	5.2	96	5019	78.2	7.1	90
BLACK	8778	1135	15.0	12.9	139	1992	14.1	22.7	130	688	15.7	7.8	144	1176	18.3	13.4	169
OTHER	1791	**179	2.4	10.0	107	**190	1.3	10.6	61	**53	1.2	3.0	55	**226	3.5	12.6	159
NORTHEAST-CENSUS	17786	1780	23.6	10.0	107	2406	17.1	13.5	78	808	18.4	4.5	84	1201	18.7	6.8	85
NORTH CENTRAL	20741	1945	25.8	9.4	101	5009	35.5	24.2	139	1287	29.3	6.2	114	1632	25.4	7.9	99
SOUTH	27775	2568	34.0	9.2	99	4547	32.3	16.4	94	1670	38.0	6.0	111	2827	44.0	10.2	128
WEST	14683	1249	16.6	8.5	91	2133	15.1	14.5	83	631	14.4	4.3	79	761	11.9	5.2	65
NORTHEAST-MKTG.	17961	1703	22.6	9.5	102	2305	16.4	12.8	74	860	19.6	4.8	88	1268	19.7	7.1	89
EAST CENTRAL	11885	998	13.2	8.4	90	2337	16.6	19.7	113	611	13.9	5.1	95	919	14.3	7.7	98
WEST CENTRAL	14090	1505	20.0	10.7	115	3667	26.0	26.0	150	923	21.0	6.6	121	1151	17.9	8.2	103
SOUTH	24081	2321	30.8	9.6	103	3996	28.4	16.6	95	1477	33.6	6.1	113	2445	38.1	10.2	128
PACIFIC	12969	1014	13.4	7.8	84	1788	12.7	13.8	79	*526	12.0	4.1	75	*638	9.9	4.9	62
COUNTY SIZE A	32439	3038	40.3	9.4	101	5526	39.2	17.0	98	1711	38.9	5.3	97	3286	51.2	10.1	128
COUNTY SIZE B	24915	2352	31.2	9.4	101	4174	29.6	16.8	96	1435	32.6	5.8	106	1581	24.6	6.3	80
COUNTY SIZE C	12930	1248	16.5	9.7	104	2363	16.8	18.3	105	671	15.3	5.2	96	737	11.5	5.7	72
COUNTY SIZE D	10703	903	12.0	8.4	91	2031	14.4	19.0	109	579	13.2	5.4	100	818	12.7	7.6	96
METRO CENTRAL CITY	24518	2189	29.0	8.9	96	4039	28.7	16.5	95	1337	30.4	5.5	100	2206	34.4	9.0	113
METRO SUBURBAN	35919	3315	44.0	9.2	99	6252	44.4	17.4	100	1811	41.2	5.0	93	2772	43.2	7.7	97
NON METRO	20549	2038	27.0	9.9	106	3804	27.0	18.5	106	1248	28.4	6.1	112	1443	22.5	7.0	89
TOP 5 ADI'S	18341	1525	20.2	8.3	89	2862	20.3	15.6	90	1001	22.8	5.5	101	1373	21.4	7.5	94
TOP 10 ADI'S	25378	2268	30.1	8.9	96	4080	28.9	16.1	92	1305	29.7	5.1	95	2374	37.0	9.4	118
TOP 20 ADI'S	36488	3286	43.6	9.0	97	5858	41.6	16.1	92	1876	42.7	5.1	95	3373	52.5	9.2	117
HSGLD INC. \$50,000 OR MORE	6612	*708	9.4	10.7	115	1064	7.5	16.1	92	*320	7.3	4.8	89	*453	7.1	6.9	86
\$40,000 OR MORE	12659	1285	17.0	10.2	109	2186	15.5	17.3	99	*534	12.1	4.2	78	1086	16.9	8.6	108
\$30,000 OR MORE	24698	2397	31.8	9.7	104	4192	29.7	17.0	98	1010	23.0	4.1	75	1962	30.6	7.9	100
\$25,000 OR MORE	32077	2964	39.3	9.2	99	5669	40.2	17.7	102	1431	32.6	4.5	82	2465	38.4	7.7	97
\$20,000 - \$24,999	9144	1080	14.3	11.8	127	1992	14.1	21.8	125	*657	14.9	7.2	132	553	8.6	6.0	76
\$15,000 - \$19,999	8728	855	11.3	9.8	105	1588	11.3	18.2	105	*669	15.2	7.7	141	688	10.7	7.9	99
\$10,000 - \$14,999	12562	1061	14.1	8.4	91	2111	15.0	16.8	97	605	13.8	4.8	89	1091	17.0	8.7	110
UNDER \$10,000	18475	1583	21.0	8.6	92	2734	19.4	14.8	85	1034	23.5	5.6	103	1623	25.3	8.8	111
HOUSEHOLD OF 1 PERSON	11987	783	10.4	6.5	70	1192	8.5	9.9	57	595	13.5	5.0	91	730	11.4	6.1	77
2 PEOPLE	26577	2420	32.1	9.1	98	4714	33.4	17.7	102	1243	28.3	4.7	86	2015	31.4	7.6	96
3 OR 4 PEOPLE	30617	3180	42.2	10.4	112	5626	39.9	18.4	106	1583	36.0	5.2	95	2159	33.6	7.1	89
5 OR MORE PEOPLE	11804	1159	15.4	9.8	105	2562	18.2	21.7	125	975	22.2	8.3	152	1518	23.6	12.9	162
NO CHLD IN HSHLD	46165	4187	55.5	9.1	97	7257	51.5	15.7	90	2266	51.5	4.9	90	3345	52.1	7.2	91
CHILD(REN) UNDER 2 YRS	5325	*490	6.5	9.2	99	1052	7.5	19.8	114	*344	7.8	6.5	119	*449	7.0	8.4	106
2 - 5 YEARS	14221	1321	17.5	9.3	100	2880	20.4	20.3	116	996	22.7	7.0	129	1233	19.2	8.7	109
6 - 11 YEARS	15117	1423	18.9	9.4	101	2823	20.0	18.7	107	1067	24.3	7.1	130	1461	22.8	9.7	122
12 - 17 YEARS	16611	1652	21.9	9.9	107	3557	25.2	21.4	123	997	22.7	6.0	111	1744	27.2	10.5	132
RESIDENCE OWNED	55884	5055	67.0	9.0	97	9936	70.5	17.8	102	3055	69.5	5.5	101	4557	71.0	8.2	103
VALUE: \$50,000 OR MORE	31744	2652	35.2	8.4	90	5435	38.6	17.1	98	1723	39.2	5.4	100	2414	37.6	7.6	96
VALUE: UNDER \$50,000	24140	2403	31.9	10.0	107	4500	31.9	18.6	107	1332	30.3	5.5	102	2143	33.4	8.9	112

		TOTAL U.S. '000	A	B % ACROSS	C % ACROSS	D	A	B % ACROSS	C % ACROSS	D	A	B % ACROSS	C % ACROSS	D	A	B % ACROSS	C % ACROSS	D
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS		80986	7542	100.0	9.3	100	14094	100.0	17.4	100	4396	100.0	5.4	100	6421	100.0	7.9	100
MAGAZINES	QUINTILE 1	15799	1923	25.5	12.2	131	3075	21.8	19.5	112	934	21.2	5.9	109	1252	19.5	7.9	100
	QUINTILE 2	17259	1689	22.4	9.8	105	3165	22.5	18.3	105	952	21.7	5.5	102	1327	20.7	7.7	97
	QUINTILE 3	13545	1202	15.9	8.9	95	2390	17.0	17.6	101	672	15.3	5.0	91	998	15.5	7.4	93
	QUINTILE 4	15133	1111	14.7	7.3	79	2499	17.7	16.5	95	895	20.4	5.9	109	1307	20.4	8.6	109
	QUINTILE 5	19250	1617	21.4	8.4	90	2966	21.0	15.4	89	943	21.5	4.9	90	1538	24.0	8.0	101
NEWSPAPERS	QUINTILE 1	12413	1203	16.0	9.7	104	2259	16.0	18.2	105	625	14.2	5.0	93	889	13.8	7.2	90
	QUINTILE 2	24116	2099	27.8	8.7	93	4266	30.3	17.7	102	1287	29.3	5.3	98	2053	32.0	8.5	107
	QUINTILE 3	11261	1045	13.9	9.3	100	2160	15.3	19.2	110	736	16.7	6.5	120	876	13.6	7.8	98
	QUINTILE 4	20255	1973	26.2	9.7	105	3433	24.4	16.9	97	1062	24.2	5.2	97	1512	23.5	7.5	94
	QUINTILE 5	12940	1222	16.2	9.4	101	1976	14.0	15.3	88	686	15.6	5.3	98	1091	17.0	8.4	106
OUTDOOR	QUINTILE 1	14852	1463	19.4	9.9	106	2838	20.1	19.1	110	703	16.0	4.7	87	1271	19.8	8.6	108
	QUINTILE 2	15725	1455	19.3	9.3	99	2948	20.9	18.7	108	897	20.4	5.7	105	1471	22.9	9.4	118
	QUINTILE 3	16330	1588	21.1	9.7	104	2990	21.2	18.3	105	1065	24.2	6.5	120	1151	17.9	7.0	89
	QUINTILE 4	16744	1568	20.8	9.4	101	3076	21.8	18.4	106	648	14.7	3.9	71	1259	19.6	7.5	95
	QUINTILE 5	17334	1468	19.5	8.5	91	2243	15.9	12.9	74	1083	24.6	6.2	115	1269	19.8	7.3	92
RADIO-DRIVE TIME	QUINTILE 1	15911	1890	25.1	11.9	128	3130	22.2	19.7	113	981	22.3	6.2	114	1240	19.3	7.8	98
	QUINTILE 2	14837	1145	15.2	7.7	83	2589	18.4	17.4	100	716	16.3	4.8	89	1023	15.9	6.9	87
	QUINTILE 3	15339	1406	18.6	9.2	98	2780	19.7	18.1	104	687	15.6	4.5	83	1258	19.6	8.2	103
	QUINTILE 4	16723	1520	20.2	9.1	98	2703	19.2	16.2	93	1048	23.8	6.3	115	1436	22.4	8.6	108
	QUINTILE 5	18176	1581	21.0	8.7	93	2891	20.5	15.9	91	963	21.9	5.3	98	1464	22.8	8.1	102
RADIO-MID- DAY	TERCILE 1	21020	2471	32.8	11.8	126	3767	26.7	17.9	103	1249	28.4	5.9	109	1717	26.7	8.2	103
	TERCILE 2	21610	2043	27.1	9.5	102	4088	29.0	18.9	109	1163	26.5	5.4	99	1763	27.5	8.2	103
	TERCILE 3	38355	3028	40.1	7.9	85	6239	44.3	16.3	93	1984	45.1	5.2	95	2942	45.8	7.7	97
RADIO-TOTAL	QUINTILE 1	15988	1964	26.0	12.3	132	3135	22.2	19.6	113	989	22.5	6.2	114	1231	19.2	7.7	97
	QUINTILE 2	15626	1503	19.9	9.6	103	2709	19.2	17.3	100	917	20.9	5.9	108	1145	17.8	7.3	92
	QUINTILE 3	16723	1435	19.0	8.6	92	2787	19.8	16.7	96	785	17.9	4.7	86	1295	20.2	7.7	98
	QUINTILE 4	16342	1272	16.9	7.8	84	3059	21.7	18.7	108	956	21.7	5.8	108	1453	22.6	8.9	112
	QUINTILE 5	16306	1367	18.1	8.4	90	2404	17.1	14.7	85	748	17.0	4.6	85	1297	20.2	8.0	100
TV-PRIME TIME	QUINTILE 1	15953	1682	22.3	10.5	113	3097	22.0	19.4	112	1003	22.8	6.3	116	1440	22.4	9.0	114
	QUINTILE 2	16137	1394	18.5	8.6	93	2571	18.2	15.9	92	899	20.5	5.6	103	1341	20.9	8.3	105
	QUINTILE 3	16420	1313	17.4	8.0	86	2783	19.7	16.9	97	822	18.7	5.0	92	1012	15.8	6.2	78
	QUINTILE 4	16687	1496	19.8	9.0	96	2952	20.9	17.7	102	870	19.8	5.2	96	1399	21.8	8.4	106
	QUINTILE 5	15789	1658	22.0	10.5	113	2691	19.1	17.0	98	801	18.2	5.1	93	1229	19.1	7.8	98
TV-DAYTIME	TERCILE 1	27736	2530	33.5	9.1	98	4878	34.6	17.6	101	1651	37.6	6.0	110	2481	38.6	8.9	113
	TERCILE 2	26489	2422	32.1	9.1	98	4573	32.4	17.3	99	1534	34.9	5.8	107	2129	33.2	8.0	101
	TERCILE 3	26761	2590	34.3	9.7	104	4643	32.9	17.3	100	1211	27.5	4.5	83	1811	28.2	6.8	85
TV-TOTAL	QUINTILE 1	16345	1499	19.9	9.2	98	2919	20.7	17.9	103	993	22.6	6.1	112	1355	21.1	8.3	105
	QUINTILE 2	16447	1531	20.3	9.3	100	2821	20.0	17.2	99	1040	23.7	6.3	116	1638	25.5	10.0	126
	QUINTILE 3	15980	1412	18.7	8.8	95	2772	19.7	17.3	100	673	15.3	4.2	78	1199	18.7	7.5	95
	QUINTILE 4	15887	1468	19.5	9.2	99	2798	19.9	17.6	101	986	22.4	6.2	114	1018	15.9	6.4	81
	QUINTILE 5	16326	1632	21.6	10.0	107	2785	19.8	17.1	98	704	16.0	4.3	79	1212	18.9	7.4	94
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE		20721	2224	29.5	10.7	115	3976	28.2	19.2	110	1076	24.5	5.2	96	1593	24.8	7.7	97
		19186	2138	28.3	11.1	120	3506	24.9	18.3	105	1218	27.7	6.3	117	1505	23.4	7.8	99
		21899	1627	21.6	7.4	80	3753	26.6	17.1	98	1145	26.0	5.2	96	1859	29.0	8.5	107
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE		15451	1765	23.4	11.4	123	3141	22.3	20.3	117	577	13.1	3.7	69	1094	17.0	7.1	89
		25953	2594	34.4	10.0	107	4398	31.2	16.9	97	1629	37.1	6.3	116	1924	30.0	7.4	94
		24400	2040	27.0	8.4	90	4387	31.1	18.0	103	1482	33.7	6.1	112	2294	35.7	9.4	119
MAGAZINES-RADIO: DUAL MAGAZINE IMPERATIVE RADIO IMPERATIVE		18049	2265	30.0	12.5	135	3709	26.3	20.5	118	1104	25.1	6.1	113	1269	19.8	7.0	89
		23571	2045	27.1	8.7	93	4085	29.0	17.3	100	1140	25.9	4.8	89	1851	28.8	7.9	99
		23278	1998	26.5	8.6	92	3818	27.1	16.4	94	1282	29.2	5.5	101	1983	30.9	8.5	107
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE		15459	1476	19.6	9.5	103	2781	19.7	18.0	103	872	19.8	5.6	104	1445	22.5	9.3	118
		25829	2695	35.7	10.4	112	4769	33.8	18.5	106	1357	30.9	5.3	97	1704	26.5	6.6	83
		26039	2232	29.6	8.6	92	4344	30.8	16.7	96	1532	34.8	5.9	108	2221	34.6	8.5	108
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE		16605	1598	21.2	9.6	103	3537	25.1	21.3	122	874	19.9	5.3	97	1433	22.3	8.6	109
		26834	2397	31.8	8.9	96	4404	31.2	16.4	94	1512	34.4	5.6	104	2078	32.4	7.7	98
		23346	2278	30.2	9.8	105	4054	28.8	17.4	100	1314	29.9	5.6	104	2010	31.3	8.6	109
NEWSPAPERS-RADIO: DUAL NEWSPAPER IMPERATIVE RADIO IMPERATIVE		17133	1912	25.4	11.2	120	3154	22.4	18.4	106	885	20.1	5.2	95	1368	21.3	8.0	101
		25892	1851	24.5	7.1	77	4481	31.8	17.3	99	1354	30.8	5.2	96	2123	33.1	8.2	103
		23167	2439	32.3	10.5	113	4225	30.0	18.2	105	1477	33.6	6.4	117	1779	27.7	7.7	97
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE		17159	1540	20.4	9.0	96	3040	21.6	17.7	102	899	20.5	5.2	97	1584	24.7	9.2	116
		26214	2352	31.2	9.0	96	4720	33.5	18.0	103	1345	30.6	5.1	95	1799	28.0	6.9	87
		23412	2205	29.2	9.4	101	3985	28.3	17.0	98	1433	32.6	6.1	113	1957	30.5	8.4	105
OUTDOOR-RADIO: DUAL OUTDOOR IMPERATIVE RADIO IMPERATIVE		15303	1611	21.4	10.5	113	3162	22.4	20.7	119	928	21.1	6.1	112	1132	17.6	7.4	93
		24901	2110	28.0	8.5	91	4405	31.3	17.7	102	1298	29.5	5.2					

	TOTAL U.S. '000	TONE				ZEST				ALL AVON				ALL PALMOLIVE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	7542	100.0	9.3	100	14094	100.0	17.4	100	4396	100.0	5.4	100	6421	100.0	7.9	100
ATLANTIC MONTHLY	415	**61	0.8	14.7	158	**106	0.8	25.5	147	**23	0.5	5.5	102	**110	0.2	2.4	30
BARRON'S	453	**53	0.7	11.7	126	**95	0.7	21.0	121	**41	0.9	9.1	167	**92	1.4	20.3	256
BETTER HOMES & GARDENS	16256	1843	24.4	11.3	122	2986	21.2	18.4	106	912	20.7	5.6	103	1224	19.1	7.5	95
BON APPETIT	2535	274	3.6	10.8	116	489	3.5	19.3	111	**101	2.3	4.0	73	**207	3.2	8.2	103
BUSINESS WEEK	1278	**160	2.1	12.5	134	**271	1.9	21.2	122	**50	1.1	3.9	72	**140	2.2	11.0	138
CAR AND DRIVER	378	**29	0.4	7.7	82	**38	0.3	10.1	58	**17	0.4	4.5	83	**23	0.4	6.1	77
CBS MAGAZINE NETWORK (GROSS)	1498	**217	2.9	14.5	156	354	2.5	23.6	136	**75	1.7	5.0	92	**95	1.5	6.3	80
CHANGING TIMES	1505	**232	3.1	15.4	166	295	2.1	19.6	113	**116	2.6	7.7	142	**208	3.2	13.8	174
COLONIAL HOMES	1231	**138	1.8	11.2	120	224	1.6	18.2	105	**94	2.1	7.6	141	**133	2.1	10.8	136
CONDE NAST MAG. PKG. (GROSS)	14146	1826	24.2	12.9	139	2556	18.1	18.1	104	547	12.4	3.9	71	1062	16.5	7.5	95
CONSUMERS DIGEST	1323	**89	1.2	6.7	72	291	2.1	22.0	126	**66	1.5	5.0	92	**145	2.3	11.0	138
COSMOPOLITAN	7102	820	10.9	11.5	124	1303	9.2	18.3	105	330	7.5	4.6	86	406	6.3	5.7	72
COUNTRY LIVING	2481	282	3.7	11.4	122	470	3.3	18.9	109	**207	4.7	8.3	154	**107	1.7	4.3	54
CUISINE	1472	**105	1.4	7.1	77	**141	1.0	9.6	55	**82	1.9	5.6	103	**115	1.8	7.8	99
CYCLE WORLD	425	**61	0.8	14.4	154	**64	0.5	19.1	87	**37	0.8	8.7	160	**23	0.4	5.4	68
DCI:CREATIVE IDEAS FOR LIV	2510	336	4.5	13.4	144	530	3.8	21.1	121	**148	3.4	5.9	109	**111	1.7	4.4	56
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	786	10.4	11.7	126	1349	9.6	20.2	116	345	7.8	5.2	95	432	6.7	6.5	81
DISCOVER	894	**89	1.2	10.0	107	**195	1.4	21.8	125	**40	0.9	4.5	82	**92	1.4	10.3	130
EBONY	3507	416	5.5	11.9	127	831	5.9	23.7	136	321	7.3	9.2	169	450	7.0	12.8	162
ESQUIRE	1083	**77	1.0	7.1	76	**228	1.6	21.1	121	**54	1.2	5.0	92	**142	2.2	13.1	165
ESSENCE	1830	231	3.1	12.6	136	478	3.4	26.1	150	**210	4.8	11.5	211	279	4.3	15.2	192
FAMILY CIRCLE	15930	1825	24.2	11.5	123	2954	21.0	18.5	107	998	22.7	6.3	115	1423	22.2	8.9	113
THE FAMILY HANDYMAN	1126	**130	1.7	11.5	124	285	2.0	25.3	145	**93	2.1	8.3	152	**103	1.6	9.1	115
FAMILY WEEKLY	11468	908	12.0	7.9	85	2109	15.0	18.4	106	663	15.1	5.8	107	762	11.9	6.6	84
FIELD & STREAM	2234	**151	2.0	6.8	73	507	3.6	22.7	130	**82	1.9	3.7	68	**175	2.7	7.8	99
FOOD & WINE	579	**40	0.5	6.9	74	**120	0.9	20.7	119	**62	1.4	10.7	197	**41	0.6	7.1	89
FORBES	728	**44	0.6	6.0	65	**131	0.9	18.0	103	**23	0.5	3.2	58	**87	1.4	12.0	151
FORTUNE	906	**134	1.8	14.8	159	**215	1.5	23.7	136	**51	1.2	5.6	104	**108	1.7	11.9	150
GENTLEMEN'S QUARTERLY	791	**107	1.4	13.5	145	**152	1.1	19.2	110	**54	1.2	6.8	126	**67	1.0	8.5	107
GLAMOUR	5265	630	8.4	12.0	128	1025	7.3	19.5	112	**212	4.8	4.0	74	435	6.8	8.3	104
GOLF DIGEST	636	**78	1.0	12.3	132	**86	0.6	13.5	78	**24	0.5	3.8	70	**29	0.5	4.6	58
GOLF DIGEST/TENNIS (GROSS)	1186	**168	2.2	14.2	152	**177	1.3	14.9	86	**54	1.2	4.6	84	**61	1.0	5.1	65
GOLF MAGAZINE	441	**52	0.7	11.8	127	**75	0.5	17.0	98	**3	0.1	0.7	13	**29	0.5	6.6	83
GOLF MAGAZINE/SKI (GROSS)	922	**96	1.3	10.4	112	**144	1.0	15.6	90	**12	0.3	1.3	24	**50	0.8	5.4	68
GOOD HOUSEKEEPING	16487	1669	22.1	10.1	109	3138	22.3	19.0	109	894	20.3	5.4	100	1262	19.7	7.7	97
HARPER'S BAZAAR	2423	298	4.0	12.3	132	427	3.0	17.6	101	**91	2.1	3.8	69	**174	2.7	7.2	91
HEALTH	1994	**292	3.9	14.6	157	490	3.5	24.6	141	**155	3.5	7.8	143	**215	3.3	10.8	136
HEARST MAG CORP. BUY (GROSS)	44101	4551	60.3	10.3	111	8578	60.9	19.5	112	2434	55.4	5.5	102	3231	50.3	7.3	92
HEARST MAN POWER (GROSS)	1993	**179	2.4	9.0	96	497	3.5	24.9	143	**53	1.2	2.7	49	**160	2.5	8.0	101
HEARST WOMAN POWER (GROSS)	31274	3225	42.8	10.3	111	6008	42.6	19.2	110	1746	39.7	5.6	103	2244	34.9	7.2	90
HOUSE BEAUTIFUL	3623	313	4.2	8.6	93	780	5.5	21.5	124	**212	4.8	5.9	108	288	4.5	7.9	100
INC.	283	**41	0.5	14.5	156	**83	0.6	29.3	169	**17	0.4	6.0	111	**48	0.7	17.0	214
JET	2928	358	4.7	12.2	131	833	5.9	28.4	163	299	6.8	10.2	188	361	5.6	12.3	156
LADIES' HOME JOURNAL	1918	1290	17.1	10.8	116	2355	16.7	19.8	114	710	16.2	6.0	110	909	14.2	7.6	96
LHJ FAMILY GRP COMBO(GROSS)	16764	1848	24.5	11.0	118	3410	24.2	20.3	117	1064	24.2	6.3	117	1364	21.2	8.1	103
LIFE	4254	526	7.0	12.4	133	777	5.5	18.3	105	**176	4.0	4.1	76	426	6.6	10.0	126
L.A. TIMES HOME MAGAZINE	1145	**62	0.8	5.4	58	**208	1.5	18.2	104	**80	1.8	7.0	129	**103	1.6	9.0	113
MADEMOISELLE	2884	394	5.2	13.7	147	447	3.2	15.5	89	**92	2.1	3.2	59	**260	4.0	9.0	114
MC CALL'S	13460	1369	18.2	10.2	109	2738	19.4	20.3	117	710	16.2	5.3	97	953	14.8	7.1	89
MC CALL'S/MRK MOTHER (GROSS)	14606	1517	20.1	10.4	112	2991	21.2	20.5	118	791	18.0	5.4	100	1018	15.9	7.0	88
MECHANIX ILLUSTRATED	772	**55	0.7	7.1	77	**176	1.2	22.8	131	**45	1.0	5.8	107	**77	1.2	10.0	126
METROPOLITAN HOME	967	**108	1.4	11.2	120	**188	1.3	19.4	112	**42	1.0	4.3	80	**112	1.7	11.6	146
MONEY	1588	**210	2.8	13.2	142	360	2.6	22.7	130	**95	2.2	6.0	110	**176	2.7	11.1	140
MOTHER EARTH NEWS	1002	**154	2.0	15.4	165	**193	1.4	19.3	111	**12	0.3	1.2	22	**101	1.6	10.1	127
MS.	825	**86	1.1	10.4	112	**219	1.6	26.5	153	**45	1.0	5.5	100	**91	1.4	11.0	139
NATIONAL ENQUIRER	10336	981	13.0	9.5	102	2081	14.8	20.1	116	561	12.8	5.4	100	950	14.8	9.2	116
NATIONAL GEOGRAPHIC	9597	942	12.5	9.8	105	1586	11.3	16.5	95	476	10.8	5.0	91	806	12.6	8.4	106
NATIONAL SUNDAY MAGAZINE PKG	49558	4563	60.5	9.2	99	8884	63.0	17.9	103	2687	61.1	5.4	100	3841	59.8	7.8	98
NATURAL HISTORY	573	**120	1.6	20.9	225	**92	0.7	16.1	92	**37	0.8	6.5	119	**60	0.9	10.5	132
NEW WOMAN	1699	**204	2.7	12.0	129	294	2.1	17.3	99	**99	2.3	5.8	107	**86	1.3	5.1	64
NEW YORK INCLUDING CUE	443	**62	0.8	14.0	150	**43	0.3	9.7	56	**22	0.5	5.0	91	**30	0.5	6.8	85
THE NEW YORKER	1270	**107	1.4	8.4	90	**161	1.1	12.7	73	**65	1.5	5.1	94	**84	1.3	6.6	83
NEWSWEEK	6277	703	9.3	11.2	120	986	7.0	15.7	90	255	5.8	4.1	75	462	7.2	7.4	93
THE N.Y. TIMES DAILY EDITION	1205	**126	1.7	10.5	112	**94	0.7	7.8	45	**42	1.0	3.5	64	**72	1.1	6.0	75
THE N.Y. TIMES MAGAZINE	2081	**226	3.0	10.9	117	**216	1.5	10.4	60	**52	1.2	2.5	46	**175	2.7	8.4	106
OMNI	788	**104	1.4	13.2	142	**136	1.0	17.3	99	**30	0.7	3.8	70	**31	0.5	3.9	50
ON CABLE	1158	**64	0.8	5.5	59	**214	1.5	18.5	106	**59	1.3	5.1	94	**41	0.6	3.5	45
1001 HOME IDEAS	2852	**266	3.5	9.3	100	565	4.0	19.8	114	**199	4.5	7.0	129	**240	3.7	8.4	106
ORGANIC GARDENING	1658	**133	1.8	8.0	86	359	2.5	21.7	124	**116	2.6	7.0	129	**93	1.4	5.6	71
OUTDOOR LIFE	896	**88	1.2	9.8	105	**200	1.4	22.3	128	**37	0.8	4.1	76	**109	1.7	12.2	153
PARADE MAGAZINE	24275	2426	32.2	10.0	107	4210	29.9	17.3	100	1297	29.5	5.3	98	2093	32.6	8.6	109

	TOTAL U.S. '000	A '000	TOPE B % DOWN	C ACROSS %	D INDX	A '000	ZEST B % DOWN	C ACROSS %	D INDX	A '000	ALL AVON B % DOWN	C ACROSS %	D INDX	A '000	ALL PALMOLIVE B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	7542	100.0	9.3	100	14094	100.0	17.4	100	4396	100.0	5.4	100	6421	100.0	7.9	100
PARENTS	3845	473	6.3	12.3	132	868	6.2	22.6	130	253	5.8	6.6	121	268	4.2	7.0	88
PENTHOUSE	831	**143	1.9	17.2	185	*243	1.7	29.2	168	*275	1.7	9.0	166	**170	2.6	20.5	258
PEOPLE	11645	1448	19.2	12.4	134	2155	15.3	18.5	106	521	11.9	4.5	82	807	12.6	6.9	87
PLAYBOY	2006	325	4.3	16.2	174	369	2.6	18.4	106	*153	3.5	7.6	141	*184	2.9	9.2	116
POPULAR HOT RODDING	297	**40	0.5	13.5	145	**81	0.6	27.3	157	**25	0.6	8.4	155	**26	0.4	8.8	110
POPULAR MECHANICS	1018	**98	1.3	9.6	103	*297	2.1	29.2	168	**27	0.6	2.7	49	**78	1.2	7.7	97
POPULAR SCIENCE	878	**62	0.8	7.1	76	*169	1.2	19.2	111	**47	1.1	5.4	99	**94	1.5	10.7	135
PREVENTION	3913	376	5.0	9.6	103	675	4.8	17.3	99	*223	5.1	5.7	105	274	4.3	7.0	88
PSYCHOLOGY TODAY	1710	*192	2.5	11.2	121	343	2.4	20.1	115	**62	1.4	3.6	67	**132	2.1	7.7	97
READER'S DIGEST	22204	2143	28.4	9.7	104	4272	30.3	19.2	111	1230	28.0	5.5	102	1856	28.9	8.4	105
REDBOOK	7684	737	9.8	9.6	103	1568	11.1	20.4	117	523	11.9	6.8	125	576	9.0	7.5	95
ROAD & TRACK	410	**59	0.8	14.4	155	**80	0.6	19.5	112	**13	0.3	3.2	58	**60	0.9	14.6	185
ROLLING STONE	969	*197	2.6	20.3	218	*262	1.9	27.0	155	**59	1.3	6.1	112	**119	1.9	12.3	155
RUNNER'S WORLD	298	**87	1.2	29.2	313	**90	0.6	30.2	174	**22	0.5	7.4	136	**33	0.5	11.1	140
SATURDAY EVENING POST	1169	*102	1.4	8.7	94	273	1.9	23.4	134	**59	1.3	5.0	93	*119	1.9	10.2	128
SCIENCE 84	587	**80	1.1	13.6	146	**104	0.7	17.7	102	**57	1.3	9.7	179	**35	0.5	6.0	75
SCIENCE DIGEST	482	**40	0.5	8.3	89	**73	0.5	15.1	87	**17	0.4	3.5	65	**35	0.5	7.3	92
SCIENTIFIC AMERICAN	594	**75	1.0	12.6	136	**78	0.6	13.1	75	**17	0.4	2.9	53	**34	0.5	5.7	72
SELF	2089	266	3.5	12.7	137	423	3.0	20.2	116	**68	1.5	3.3	60	**65	1.0	3.1	39
SEVENTEEN	2411	*299	4.0	12.4	133	499	3.5	20.7	119	**114	2.6	4.7	87	*220	3.4	9.1	115
SKI	480	**44	0.6	9.2	98	**69	0.5	14.4	83	**9	0.2	1.9	35	**21	0.3	4.4	55
SMITHSONIAN	2760	*281	3.7	10.2	109	412	2.9	14.9	86	*160	3.6	5.8	107	321	5.0	11.6	147
SOAP OPERA DIGEST	3013	471	6.2	15.6	168	693	4.9	23.0	132	*226	5.1	7.5	138	303	4.7	10.1	127
SOUTHERN LIVING	4184	450	6.0	10.8	115	819	5.8	19.6	112	*196	4.5	4.7	86	321	5.0	7.7	97
SPORT	559	**93	1.2	16.6	179	*108	0.8	19.3	111	*286	2.0	15.4	283	**60	0.9	10.7	135
THE SPORTING NEWS	436	**61	0.8	14.0	150	**63	0.4	14.4	83	**14	0.3	3.2	59	**65	1.0	14.9	188
SPORTS AFIELD	493	**41	0.5	8.3	89	*127	0.9	25.8	148	**9	0.2	1.8	34	**47	0.7	9.5	120
SPORTS ILLUSTRATED	2758	328	4.3	11.9	128	481	3.4	17.4	100	*170	3.9	6.2	114	272	4.2	9.9	124
STAR	7456	766	10.2	10.3	110	1470	10.4	19.7	113	446	10.1	6.0	110	738	11.5	9.9	125
SUNDAY	24936	2455	32.6	9.8	106	4373	31.0	17.5	101	1356	30.8	5.4	100	2003	31.2	8.0	101
SUNSET	2124	*208	2.8	9.8	105	*275	2.0	12.9	74	**145	3.3	6.8	126	*180	2.8	8.5	107
TV GUIDE	21661	2031	26.9	9.4	101	4118	29.2	19.0	109	1233	28.0	5.7	105	1653	25.7	7.6	96
TENNIS	550	**91	1.2	16.5	178	**92	0.7	16.7	96	**30	0.7	5.5	100	**32	0.5	5.8	73
TIME	8880	932	12.4	10.5	113	1605	11.4	18.1	104	430	9.8	4.8	89	751	11.7	8.5	107
TOWN & COUNTRY	917	**106	1.4	11.6	124	*159	1.1	17.3	100	**31	0.7	3.4	62	**114	1.8	12.4	157
TRAVEL & LEISURE	972	**106	1.4	10.9	117	*120	0.9	12.3	71	**46	1.0	4.7	87	**39	0.6	4.0	51
TRUE STORY	3356	502	6.7	15.0	161	638	4.5	19.0	109	347	7.9	10.3	190	389	6.1	11.6	146
U.S. NEWS & WORLD REPORT	3410	424	5.6	12.4	134	644	4.6	18.9	109	*166	3.8	4.9	90	315	4.9	9.2	117
USA TODAY	1759	*225	3.0	12.8	137	401	2.8	22.8	131	**71	1.6	4.0	74	*153	2.4	8.7	110
US	1873	285	3.8	15.2	163	425	3.0	22.7	130	**144	3.3	7.7	142	**118	1.8	6.3	79
VOGUE	3909	537	7.1	13.7	148	661	4.7	16.9	97	*175	4.0	4.5	82	301	4.7	7.7	97
WALL STREET JOURNAL	1886	*222	2.9	11.8	126	358	2.5	19.0	109	**73	1.7	3.9	71	*231	3.6	12.2	154
WEIGHT WATCHERS	2120	*218	2.9	10.3	110	333	2.4	15.7	90	*185	4.2	8.7	161	*238	3.7	11.2	142
WOMAN'S DAY	14172	1632	21.6	11.5	124	2564	18.2	18.1	104	909	20.7	6.4	118	1138	17.7	8.0	101
WORKING WOMAN	1146	*148	2.0	12.9	139	253	1.8	22.1	127	**80	1.8	7.0	129	**65	1.0	5.7	72
WORKING WOMAN	1322	*165	2.2	12.5	134	267	1.9	20.2	116	**79	1.8	6.0	110	**119	1.9	9.0	114
WORLD TENNIS	*163	**28	0.4	17.2	184	**39	0.3	23.9	137	**5	0.1	3.1	57	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETWK (GROSS)	2532	237	3.1	9.4	101	464	3.3	18.3	105	*112	2.5	4.4	81	*170	2.6	6.7	85
BLAIR INSERTS	43657	4025	53.4	9.2	99	7671	54.4	17.6	101	2309	52.5	5.3	97	3469	54.0	7.9	100
DAILY NEWSPAPERS																	
READ ANY	51633	4591	60.9	8.9	95	9216	65.4	17.8	103	2804	63.8	5.4	100	4053	63.1	7.8	99
READ ONE	43463	3793	50.3	8.7	94	7774	55.2	17.9	103	2366	53.8	5.4	100	3380	52.6	7.8	98
READ TWO OR MORE	8170	798	10.6	9.8	105	1442	10.2	17.6	101	438	10.0	5.4	99	673	10.5	8.2	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4948	65.6	9.4	101	9502	67.4	18.0	104	2872	65.3	5.5	100	4142	64.5	7.9	99
READ ONE	46126	4207	55.8	9.1	98	8261	58.6	17.9	103	2565	58.3	5.6	102	3630	56.5	7.9	99
READ TWO OR MORE	6552	741	9.8	11.3	121	1242	8.8	19.0	109	307	7.0	4.7	86	512	8.0	7.8	99
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.97				28.80				28.24				28.16			
30 DAY REACH	71455	6677	88.5	9.3	100	12824	91.0	17.9	103	3718	84.6	5.2	96	5789	90.2	8.1	102
50 SHMG - 30 DAY AV FREQ	14.56	14.86				15.03				14.85				14.85			
30 DAY REACH	67742	6291	83.4	9.3	100	12301	87.3	18.2	104	3557	80.9	5.3	97	5506	85.7	8.1	103
25 SHMG - 30 DAY AV FREQ	7.94	7.91				7.99				8.07				8.06			
30 DAY REACH	62117	5893	78.1	9.5	102	11575	82.1	18.6	107	3276	74.5	5.3	97	5077	79.1	8.2	103
CABLE TV: HOME WIRED	32077	3329	44.1	10.4	111	6172	43.8	19.2	111	1703	38.7	5.3	98	2413	37.6	7.5	95
HOME NOT WIRED	48909	4212	55.8	8.6	92	7921	56.2	16.2	93	2693	61.3	5.5	101	4008	62.4	8.2	103
HAVE PAY CABLE	15935	1867	24.8	11.7	126	3310	23.5	20.8	119	908	20.7	5.7	105	1114	17.3	7.0	88

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	7542	100.0	9.3	100	14094	100.0	17.4	100	4396	100.0	5.4	100	6421	100.0	7.9	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	4220	56.0	9.6	103	7656	54.3	17.4	100	2223	50.6	5.1	93	3288	51.2	7.5	94
10:00 AM - 3:00 PM	30659	3384	44.9	11.0	119	5617	39.9	18.3	105	1726	39.3	5.6	104	2435	37.9	7.9	100
3:00 PM - 7:00 PM	31045	3064	40.6	9.9	106	5718	40.6	18.4	106	1781	40.5	5.7	106	2246	35.0	7.2	91
7:00 PM - MIDNIGHT	15767	1766	23.4	11.2	120	2799	19.9	17.8	102	1020	23.2	6.5	119	1144	17.8	7.4	92
MIDNIGHT - 6:00 AM	9120	1006	13.3	11.0	118	1704	12.1	18.7	107	521	11.9	5.7	105	676	10.5	7.3	93
6:00 AM - MIDNIGHT	58527	5665	75.1	9.7	104	10449	74.1	17.9	103	3183	72.4	5.4	100	4480	69.8	7.7	97
ENTIRE DAY	59311	5751	76.3	9.7	104	10637	75.5	17.9	103	3255	74.0	5.5	101	4579	71.3	7.7	97
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1729	22.9	10.7	115	3147	22.3	19.5	112	778	17.7	4.8	89	1161	18.1	7.2	91
ALL NEWS	2256	*241	3.2	10.7	115	393	2.8	17.4	100	**115	2.6	5.1	94	*180	2.8	8.0	101
AOR/PROGRESSIVE	3874	390	5.2	10.1	108	658	4.7	17.0	98	*168	3.8	4.3	80	*241	3.8	6.2	78
BEAUTIFUL MUSIC	5660	568	7.5	10.0	108	935	6.6	16.5	95	276	6.3	4.9	90	429	6.7	7.6	96
BLACK	2204	340	4.5	15.4	166	421	3.0	19.1	110	*185	4.2	8.4	155	248	3.9	11.3	142
CLASSICAL	1418	*182	2.4	12.8	138	*273	1.9	19.3	111	*78	1.8	5.5	101	**153	2.4	10.8	136
CHR/ROCK	9538	1011	13.4	10.6	114	1605	11.4	16.8	97	466	10.6	4.9	90	634	9.9	6.6	84
COUNTRY	12648	1254	16.6	9.9	106	2447	17.4	19.3	111	649	14.8	5.1	95	846	13.2	6.7	84
GOLDEN OLDIES	1191	**105	1.4	8.8	95	*229	1.6	19.2	110	*43	1.0	3.6	67	*77	1.2	6.5	82
MOR/NTALGIA	4757	423	5.6	8.9	95	896	6.4	18.8	108	248	5.6	5.2	96	405	6.3	8.5	107
NEWS/TALK	3863	327	4.3	8.5	91	546	3.9	14.1	81	*190	4.3	4.9	91	376	5.9	9.7	123
RELIGIOUS	3084	305	4.0	9.9	106	509	3.6	16.5	95	*189	4.3	6.1	113	*287	4.5	9.3	117
SOFT ROCK	521	**64	0.8	12.3	132	**116	0.8	22.3	128	*26	0.6	5.0	92	*38	0.6	7.3	92
URBAN CONTEMPORARY	1585	214	2.8	13.5	145	341	2.4	21.5	124	*178	4.0	11.2	207	*193	3.0	12.2	154
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	364	4.8	11.2	120	575	4.1	17.6	101	*130	3.0	4.0	73	*213	3.3	6.5	82
ABC DIRECTION	2316	*291	3.9	12.6	135	322	2.3	13.9	80	*217	4.9	9.4	173	*147	2.3	6.3	80
ABC ENTERTAINMENT	4834	460	6.1	9.5	102	936	6.6	19.4	111	*197	4.5	4.1	75	402	6.3	8.3	105
ABC FM	2202	291	3.9	13.2	142	417	3.0	18.9	109	*186	4.2	8.4	156	**179	2.8	8.1	103
ABC INFORMATION	5425	453	6.0	8.4	90	1064	7.5	19.6	113	261	5.9	4.8	89	452	7.0	8.3	105
ABC ROCK	1677	*207	2.7	12.3	133	378	2.7	22.5	130	*74	1.7	4.4	81	*196	3.1	11.7	147
CBS	4430	469	6.2	10.6	114	843	6.0	19.0	109	249	5.7	5.6	104	345	5.4	7.8	98
MUTUAL	4992	529	7.0	10.6	114	998	7.1	20.0	115	247	5.6	4.9	91	421	6.6	8.4	106
NBC	4679	436	5.8	9.3	100	920	6.5	19.7	113	*249	5.7	5.3	98	355	5.5	7.6	96
RADIORADIO	1994	*266	3.5	13.3	143	423	3.0	21.2	122	*101	2.3	5.1	93	*112	1.7	5.6	71
RKO ONE	2298	*184	2.4	8.0	86	370	2.6	16.1	93	*97	2.2	4.2	78	*140	2.2	6.1	77
RKO TWO	3311	332	4.4	10.0	108	485	3.4	14.6	84	*108	2.5	3.3	60	*242	3.8	7.3	92
THE SOURCE	2114	*272	3.6	12.9	138	415	2.9	19.6	113	*89	2.0	4.2	78	*190	3.0	9.0	113
NON-WIRED : BLAIR	8654	943	12.5	10.9	117	1491	10.6	17.2	99	359	8.2	4.1	76	692	10.8	8.0	101
INTERNET	12025	1403	18.6	11.7	125	2138	15.2	17.8	102	747	17.0	6.2	114	968	15.1	8.0	102
KATZ RADIO GROUP	15359	1567	20.8	10.2	110	2752	19.5	17.9	103	950	21.6	6.2	114	1228	19.1	8.0	101
SUPERNET	10628	1145	15.2	10.8	116	2047	14.5	19.3	111	569	12.9	5.4	99	773	12.0	7.3	92
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	806	10.7	9.3	100	1354	9.6	15.6	90	501	11.4	5.8	107	771	12.0	8.9	112
WKDAY 9:00 AM - 1:00 PM	12163	1038	13.8	8.5	92	2116	15.0	17.4	100	734	16.7	6.0	111	1096	17.1	9.0	114
WKDAY 1:00 PM - 4:30 PM	16150	1389	18.4	8.6	92	2848	20.2	17.6	101	1051	23.9	6.5	120	1489	23.2	9.2	116
WKDAY 4:30 PM - 7:30 PM	22463	1877	24.9	8.4	90	3735	26.5	16.6	96	1227	27.9	5.5	101	1878	29.2	8.4	105
WKDAY 7:30 PM - 8:00 PM	31795	2953	39.2	9.3	100	5309	37.7	16.7	96	1773	40.3	5.6	103	2698	42.0	8.5	107
WKDAY 11:00 PM - 11:30 PM	23977	2435	32.3	10.2	109	4401	31.2	18.4	105	1454	33.1	6.1	112	1964	30.6	8.2	103
WKDAY 11:30 PM - 1:00 AM	7703	784	10.4	10.2	109	1524	10.8	19.8	114	546	12.4	7.1	131	692	10.8	9.0	113
M-SAT 8-11 PM-SUN 7-11 PM	33800	3189	42.3	9.4	101	5948	42.2	17.6	101	1926	43.8	5.7	105	2765	43.1	8.2	103
WKDY DAYTIME NTWK 7AM-4:20PM																	
ALL MY CHILDREN	A 6538	612	8.1	9.4	101	1248	8.9	19.1	110	447	10.2	6.8	126	663	10.3	10.1	128
ANOTHER WORLD	N 4620	369	4.9	8.0	86	791	5.6	17.1	98	306	7.0	6.6	122	481	7.5	10.4	131
AS THE WORLD TURNS	C 5614	399	5.3	7.1	76	916	6.5	16.3	94	302	6.9	5.4	99	440	6.9	7.8	99
CAPITOL	C 3396	281	3.7	8.3	89	650	4.6	19.1	110	206	4.7	6.1	112	279	4.3	8.2	104
CBS MORN. NEWS 1	C 1446	81	1.1	5.6	60	243	1.7	16.8	97	*79	1.8	5.5	101	121	1.9	8.4	106
CBS MORN. NEWS 2	C 1207	*53	0.7	4.4	47	192	1.4	15.9	91	*63	1.4	5.2	96	94	1.5	7.8	98
DAYS OF OUR LIVES	N 5877	461	6.1	7.8	84	891	6.3	15.2	87	382	8.7	6.5	120	581	9.0	9.9	125
FACTS OF LIFE - DAYTIME	N 2290	178	2.4	7.8	83	471	3.3	20.6	118	119	2.7	5.2	96	220	3.4	9.6	121
FAMILY FEUD	A 3023	220	2.9	7.3	78	488	3.5	16.1	93	165	3.8	5.5	101	275	4.3	9.1	115
GENERAL HOSPITAL	A 6097	476	6.3	7.8	84	1107	7.9	18.2	104	428	9.7	7.0	129	600	9.3	9.8	124
GOOD MORNING, AMERICA-730	A 3515	250	3.3	7.1	76	606	4.3	17.2	99	181	4.1	5.1	95	317	4.9	9.0	114
GOOD MORNING, AMERICA-830	A 2818	243	3.2	8.6	93	513	3.6	18.2	105	184	4.2	6.5	120	274	4.3	9.7	123
GUIDING LIGHT	C 5339	445	5.9	8.3	90	937	6.6	17.6	101	324	7.4	6.1	112	459	7.1	8.6	108
ONE LIFE TO LIVE	A 4478	366	4.9	8.2	88	853	6.1	19.0	109	321	7.3	7.2	132	448	7.0	10.0	126
PRESS YOUR LUCK	C 2244	197	2.6	8.8	94	439	3.1	19.6	112	126	2.9	5.6	103	241	3.8	10.7	135
PRICE IS RIGHT 1	C 4348	401	5.3	9.2	99	908	6.4	20.9	120	200	4.5	4.6	85	431	6.7	9.9	125
PRICE IS RIGHT 2	C 5014	478	6.3	9.5	102	968	6.9	19.3	111	272	6.2	5.4	100	478	7.4	9.5	120
RYAN'S HOPE	A 3150	246	3.3	7.8	84	504	3.6	16.0	92	287	6.5	9.1	168	325	5.		

		TOTAL	TOME				ZEST				ALL AVON				ALL PALMOLIVE			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS																		
		80986	7542	100.0	9.3	100	14094	100.0	17.4	100	4396	100.0	5.4	100	6421	100.0	7.9	100
WKDAY LOCAL EVENING TV NEWS																		
		26063	2262	30.0	8.7	93	4364	31.0	16.7	96	1505	34.2	5.8	106	2165	33.7	8.3	105
NETWORK AFFILIATES - EARLY		20261	2073	27.5	10.2	110	3686	26.2	18.2	105	1215	27.6	6.0	110	1675	26.1	8.3	104
NETWORK AFFILIATES - LATE		2076	148	2.0	7.1	77	282	2.0	13.6	78	154	3.5	7.4	137	136	2.1	6.6	83
INDEPENDENTS - LATE																		
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	1175	15.6	11.2	121	2016	14.3	19.3	111	643	14.6	6.2	113	737	11.5	7.1	89
ABC MONDAY NIGHT MOVIE		A 6412	692	9.2	10.8	116	1168	8.3	18.2	105	345	7.8	5.4	99	526	8.2	8.2	103
ABC SUNDAY NIGHT MOVIE		A 12407	1240	16.4	10.0	107	2126	15.1	17.1	98	703	16.0	5.7	104	913	14.2	7.4	99
ABC WORLD NEWS TONIGHT		A 6176	483	6.4	7.8	84	1097	7.8	17.8	102	434	9.9	7.0	129	498	7.8	8.1	102
AFTERMASH		C 5863	579	7.7	9.9	106	1064	7.5	18.1	104	396	9.0	6.8	124	461	7.2	7.9	99
ALICE		C 9594	969	12.8	10.1	108	1759	12.5	18.3	105	545	12.4	5.7	105	651	10.1	6.8	86
AMERICAN PARADE		C 6622	538	7.1	8.1	87	1056	7.5	15.9	92	327	7.4	4.9	91	582	9.1	8.8	111
BENSON		A 10886	924	12.3	8.5	91	1673	11.9	15.4	88	701	15.9	6.4	119	1002	15.6	9.2	116
BLUE THUNDER		A 5036	454	6.0	9.0	97	931	6.6	18.5	106	379	8.6	7.5	139	536	8.3	10.6	134
CAGNEY & LACEY		C 9965	995	13.2	10.0	107	1876	13.3	18.8	108	538	12.2	5.4	99	778	12.1	7.8	98
CBS EVENING NEWS-DEAN		C 3491	*253	3.4	7.2	78	427	3.0	12.2	70	*242	5.5	6.9	128	272	4.2	7.8	98
CBS EVENING NEWS-RATHER		C 7123	531	7.0	7.5	80	1155	8.2	16.2	93	415	9.4	5.8	107	439	6.8	6.2	78
CBS SAT. NEWS-SCHIEFFER		C 3621	331	4.4	9.1	98	482	3.4	13.3	76	193	4.4	5.3	98	286	4.5	7.9	100
CBS SATURDAY NIGHT MOVIE		C 5436	544	7.2	10.0	107	852	6.0	15.7	90	266	6.1	4.9	90	456	7.1	8.4	106
CBS WEDNESDAY NIGHT MOVIE		C 6100	564	7.5	9.2	99	1273	9.0	20.9	120	369	8.4	6.0	111	552	8.6	9.0	114
CHEERS		N 8889	869	11.5	9.8	105	1623	11.5	18.3	105	373	8.5	4.2	77	754	11.7	8.5	107
DALLAS		C 22109	1913	25.4	8.7	93	3962	28.1	17.9	103	1143	26.0	5.2	95	1903	29.6	8.6	109
DIFF'RENT STROKES		N 6940	726	9.6	10.5	112	1256	8.9	18.1	104	394	9.0	5.7	105	585	9.1	8.4	106
DOUBLE TROUBLE		N 7223	918	12.2	12.7	136	1401	9.9	19.4	111	485	11.0	6.7	124	693	10.8	9.6	121
DUCK FACTORY		N 5595	618	8.2	11.0	119	1053	7.5	18.8	108	252	5.7	4.5	83	417	6.5	7.5	94
DUKES OF HAZZARD		C 5768	451	6.0	7.8	84	1006	7.1	17.4	100	235	5.3	4.1	75	558	8.7	9.7	122
DYNASTY		A 20053	1741	23.1	8.7	93	3113	22.1	15.5	89	1112	25.3	5.5	102	1862	29.0	9.3	117
FACTS OF LIFE		N 8087	774	10.3	9.6	103	1519	10.8	18.8	108	594	13.5	7.3	135	691	10.8	8.5	108
FALCON CREST		C 20046	1806	23.9	9.0	97	3809	27.0	19.0	109	1138	25.9	5.7	105	1738	27.1	8.7	109
FALL GUY		A 9084	851	11.3	9.4	101	1643	11.7	18.1	104	630	14.3	6.9	128	815	12.7	9.0	113
FAMILY TIES		N 7964	987	13.1	12.4	133	1331	9.4	16.7	96	438	10.0	5.5	101	696	10.8	8.7	110
FANTASY ISLAND		A 7687	670	8.9	8.7	94	1234	8.8	16.1	92	479	10.9	6.2	115	491	7.6	6.4	81
FOULUPS, BLEEPs & BLUNDERS		A 8861	630	8.4	7.1	76	1530	10.9	17.3	99	526	12.0	5.9	109	686	10.7	7.7	98
FOUR SEASONS		C 5095	530	7.0	10.4	112	899	6.4	17.6	101	*357	8.1	7.0	129	387	6.0	7.6	96
GIMME A BREAK		N 8838	1027	13.6	11.6	125	1524	10.8	17.2	99	537	12.2	6.1	112	919	14.3	10.4	131
HART TO HART		A 8978	833	11.0	9.3	100	1609	11.4	17.9	103	429	9.8	4.8	88	606	9.4	6.7	85
HILL STREET BLUES		N 8590	777	10.3	9.0	97	1729	12.3	20.1	116	354	8.1	4.1	76	815	12.7	9.5	120
HOTEL		A 14085	1356	18.0	9.6	103	2527	17.9	17.9	103	819	18.6	5.8	107	1273	19.8	9.0	114
JEFFERSONS		C 9360	1015	13.5	10.8	116	1756	12.5	18.8	108	565	12.9	6.0	111	747	11.6	8.0	101
JENNIFER SLEPT HERE		N 5841	658	8.7	11.3	121	1023	7.3	17.5	101	373	8.5	6.4	118	514	8.0	8.8	111
KATE & ALLIE		C 9206	933	12.4	10.1	109	1825	12.9	19.8	114	550	12.5	6.0	110	717	11.2	7.8	98
KNIGHT RIDER		N 7076	608	8.1	8.6	92	1200	8.5	17.0	97	311	7.1	4.4	81	614	9.6	8.7	109
LOVE BOAT		A 12219	1162	15.4	9.5	102	1972	14.0	16.1	93	784	17.8	6.4	118	914	14.2	7.5	94
MAGNUM PI		C 11199	1162	15.4	10.4	111	2163	15.3	19.3	111	644	14.6	5.8	106	964	15.0	8.6	109
MAMA'S FAMILY		N 6057	513	6.8	8.5	91	1067	7.6	17.6	101	303	6.9	5.0	92	507	7.9	8.4	106
MASTER, THE		N 3598	326	4.3	9.1	97	660	4.7	18.3	105	*188	4.3	5.2	96	280	4.4	7.8	98
MATT HOUSTON		A 6344	625	8.3	9.9	106	1185	8.4	18.7	107	270	6.1	4.3	78	599	9.3	9.4	119
NBC MONDAY NIGHT MOVIE		N 11994	994	13.2	8.3	89	2024	14.4	16.9	97	591	13.4	4.9	91	944	14.7	7.9	99
NBC NIGHTLY NEWS		N 5132	527	7.0	10.3	110	766	5.4	14.9	86	228	5.2	4.4	82	465	7.2	9.1	114
NBC NIGHTLY NEWS-SAT		N 3375	*251	3.3	7.4	80	524	3.7	15.5	89	*213	4.8	6.3	116	297	4.6	8.8	111
NBC NIGHTLY NEWS-SUN		N 3130	*275	3.6	8.8	94	446	3.2	14.2	82	*201	4.6	6.4	118	243	3.8	7.8	98
NBC SUNDAY NIGHT MOVIE		N 8284	790	10.5	9.5	102	1654	11.7	20.0	115	489	11.1	5.9	109	784	12.2	9.5	119
NEMHART		C 9240	968	12.8	10.5	112	1711	12.1	18.5	106	612	13.9	6.6	122	695	10.8	7.5	95
ONE DAY AT A TIME		C 7288	601	8.0	8.2	89	1156	8.2	15.9	91	370	8.4	5.1	94	594	9.3	8.2	103
PEOPLE ARE FUNNY		N 4855	403	5.3	8.3	89	844	6.0	17.4	100	285	6.5	5.9	108	349	5.4	7.2	91
REAL PEOPLE		N 8869	814	10.8	9.2	99	1499	10.6	16.9	97	473	10.8	5.3	98	861	13.4	9.7	122
REMINGTON STEELE		N 7743	761	10.1	9.8	106	1123	8.0	14.5	83	465	10.6	6.0	111	584	9.1	7.5	95
RIPLEY'S BELIEVE IT - NOT		A 5345	544	7.2	10.2	109	1032	7.3	19.3	111	284	6.5	5.3	98	434	6.8	8.1	102
RIPTIDE		N 6988	671	8.9	9.6	103	1257	8.9	18.0	103	358	8.1	5.1	94	528	8.2	7.6	95
SCARECROW & MRS. KING		C 10002	893	11.8	8.9	96	1643	11.7	16.4	94	370	8.4	3.7	68	589	9.2	5.9	74
SIMON & SIMON		C 10638	975	12.9	9.2	98	2017	14.3	19.0	109	781	17.8	7.3	135	950	14.8	8.9	113
60 MINUTES		C 13293	1314	17.4	9.9	106	2126	15.1	16.0	92	735	16.7	5.5	102	1040	16.2	7.8	99
ST. ELSEWHERE		N 7017	738	9.8	10.5	113	1301	9.2	18.5	107	401	9.1	5.7	105	596	9.3	8.5	107
THREE'S COMPANY		A 10917	1008	13.4	9.2	99	1925	13.7	17.6	101	698	15.9	6.4	118	964			

LIQUID TOILET SOAP (FOR FACE, HANDS, BATH & SHOWER) BASE - FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-17

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>														
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?																		
	YES	33212	41.0	3778														
	NO	47774	59.0	5657														
		<u>ALL</u>		<u>SOLE</u>		<u>PRIMARY</u>		<u>SECONDARY</u>										
		<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>						
IF YES																		
1B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?																		
CLEAN 'N SMOOTH		899	1.1	266	.3	421	.5	212	.3							88		
JEAN NATE		1421	1.8	411	.5	792	1.0	218	.3							166		
JERGENS		6816	8.4	3238	4.0	2926	3.6	652	.8							805		
LINE-A-MAY		1500	1.9	419	.5	903	1.1	179	.2							188		
LIQUA 4		2982	3.7	1351	1.7	918	1.1	713	.9							363		
NEUTROGENA		1469	1.8	515	.6	611	.8	344	.4							184		
SHOWERMATE		1812	2.2	542	.7	912	1.1	358	.4							228		
SOFTSOAP		15156	18.7	8084	10.0	5674	7.0	1398	1.7							1631		
YARDLEY		4680	5.8	1961	2.4	1782	2.2	937	1.2							558		
OTHER BRANDS		9901	12.2	5785	7.1	2797	3.5	1319	1.6							1096		
DO NOT KNOW		236	.3														24	

	TOTAL U.S. '000	USE LIQUID TOILET SOAP				JERGENS				LIQUA 4				SOFTSOAP			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	33212	100.0	41.0	100	6816	100.0	8.4	100	2982	100.0	3.7	100	15156	100.0	18.7	100
18 - 24	9282	3493	10.5	37.6	92	616	9.0	6.6	79	*533	17.9	5.7	156	1445	9.5	15.6	83
25 - 34	19072	8125	24.5	42.6	104	1360	20.0	7.1	85	812	27.2	4.3	116	4255	28.1	22.3	119
35 - 44	14591	6367	19.2	43.6	106	1199	17.6	8.2	98	506	17.0	3.5	94	3215	21.2	22.0	118
45 - 54	11345	4653	14.0	41.0	100	881	12.9	7.8	92	*398	13.3	3.5	95	2022	13.3	17.8	95
55 - 64	11635	4935	14.9	42.4	103	1338	19.6	11.5	137	*417	14.0	3.6	97	2054	13.6	17.7	94
65 OR OLDER	15061	5640	17.0	37.4	91	1422	20.9	9.4	112	*316	10.6	2.1	57	2166	14.3	14.4	77
18 - 34	28354	11618	35.0	41.0	100	1976	29.0	7.0	83	1345	45.1	4.7	129	5700	37.6	20.1	107
18 - 49	48339	20258	61.0	41.9	102	3660	53.7	7.6	90	2084	69.9	4.3	117	9891	65.3	20.5	109
25 - 54	45008	19144	57.6	42.5	104	3440	50.5	7.6	91	1716	57.5	3.8	104	9491	62.6	21.1	113
35 - 49	19985	8640	26.0	43.2	105	1684	24.7	8.4	100	740	24.8	3.7	101	4191	27.7	21.0	112
50 OR OLDER	32647	12954	39.0	39.7	97	3156	46.3	9.7	115	898	30.1	2.8	75	5265	34.7	16.1	86
GRADUATED COLLEGE	11155	5393	16.2	48.3	118	932	13.7	8.4	99	*306	10.3	2.7	74	2864	18.9	25.7	137
ATTENDED COLLEGE	13682	6404	19.3	46.8	114	1251	18.4	9.1	109	*597	20.0	4.4	119	3167	20.9	23.1	124
GRADUATED HIGH SCHOOL	33880	14043	42.3	41.4	101	2669	39.2	7.9	94	1370	45.9	4.0	110	6616	43.7	19.5	104
DID NOT GRADUATE HIGH SCHOOL	22270	7372	22.2	33.1	81	1964	28.8	8.8	105	710	23.8	3.2	87	2508	16.5	11.3	60
EMPLOYED	40306	17420	52.5	43.2	105	3227	47.3	8.0	95	1625	54.5	4.0	109	8330	55.0	20.7	110
EMPLOYED FULL-TIME	32850	14100	42.5	42.9	105	2634	38.6	8.0	95	1327	44.5	4.0	110	6789	44.8	20.7	110
EMPLOYED PART-TIME	7456	3320	10.0	44.5	109	594	8.7	8.0	95	*299	10.0	4.0	109	1542	10.2	20.7	111
NOT EMPLOYED	40680	15792	47.5	38.8	95	3589	52.7	8.8	105	1357	45.5	3.3	91	6825	45.0	16.8	90
PROFESSIONAL/MANAGER	10392	4919	14.8	47.3	115	841	12.3	8.1	96	**292	9.8	2.8	76	2710	17.9	26.1	139
TECH/CLERICAL/SALES	17574	7925	23.9	45.1	110	1356	19.9	7.7	92	843	28.3	4.8	130	4021	26.5	22.9	122
PRECISION/CRAFT	985	*351	1.1	35.6	87	**66	1.0	6.7	80	**68	2.3	6.9	187	**112	0.7	11.4	61
OTHER EMPLOYED	11354	4225	12.7	37.2	91	964	14.1	8.5	101	*423	14.2	3.7	101	1487	9.8	13.1	70
SINGLE	9863	3936	11.9	39.9	97	789	11.6	8.0	95	482	16.2	4.9	133	1515	10.0	15.4	82
MARRIED	51375	22219	66.9	43.2	105	4289	62.9	8.3	99	1903	63.8	3.7	101	10853	71.6	21.1	113
DIVORCED/SEPARATED/WIDOWED	19748	7058	21.3	35.7	87	1739	25.5	8.8	105	597	20.0	3.0	82	2788	18.4	14.1	75
PARENTS	32590	13545	40.8	41.6	101	2483	36.4	7.6	91	1269	42.6	3.9	106	6769	44.7	20.8	111
WHITE	70416	29571	89.0	42.0	102	5801	85.1	8.2	98	2634	88.3	3.7	102	13965	92.1	19.8	106
BLACK	8778	3067	9.2	34.9	85	931	13.7	10.6	126	*317	10.6	3.6	98	873	5.8	9.9	53
OTHER	1791	*574	1.7	32.0	78	**84	1.2	4.7	56	*31	1.0	1.7	47	*318	2.1	17.8	95
NORTHEAST-CENSUS	17786	6464	19.5	36.3	89	1003	14.7	5.6	67	846	28.4	4.8	129	2467	16.3	13.9	74
NORTH CENTRAL	20741	8976	27.0	43.3	106	1696	24.9	8.2	97	756	25.4	3.6	99	4723	31.2	22.8	122
SOUTH	27775	10307	31.0	37.1	90	2601	38.2	9.4	111	983	33.0	3.5	96	4635	30.6	16.7	89
WEST	14683	7465	22.5	50.8	124	1517	22.3	10.3	123	*398	13.3	2.7	74	3331	22.0	22.7	121
NORTHEAST-MKTG.	17961	6468	19.5	36.0	88	1086	15.9	6.0	72	959	32.2	5.3	145	2386	15.7	13.3	71
EAST CENTRAL	11885	4902	14.8	41.2	101	1126	16.5	9.5	113	471	15.8	4.0	108	2264	14.9	19.0	102
WEST CENTRAL	14090	6377	19.2	45.3	110	996	14.6	7.1	84	*456	15.3	3.2	88	3582	23.6	25.4	136
SOUTH	24081	8889	26.8	36.9	90	2312	33.9	9.6	114	740	24.8	3.1	83	4049	26.7	16.8	90
PACIFIC	12969	6576	19.8	50.7	124	1297	19.0	10.0	119	*356	11.9	2.7	75	2876	19.0	22.2	118
COUNTY SIZE A	32439	13933	42.0	43.0	105	2699	39.6	8.3	99	1393	46.7	4.3	117	6189	40.8	19.1	102
COUNTY SIZE B	24915	9776	29.4	39.2	96	1945	28.5	7.8	93	882	29.6	3.5	96	4744	31.3	19.0	102
COUNTY SIZE C	12930	5348	16.1	41.4	101	1169	17.2	9.0	107	*329	11.0	2.5	69	2346	15.5	18.1	97
COUNTY SIZE D	10703	4156	12.5	38.8	95	1003	14.7	9.4	111	*379	12.7	3.5	96	1877	12.4	17.5	94
METRO CENTRAL CITY	24518	9632	29.0	39.3	96	1853	27.2	7.6	90	1081	36.3	4.4	120	4055	26.8	16.5	88
METRO SUBURBAN	35919	15329	46.2	42.7	104	2951	43.3	8.2	98	1346	45.1	3.7	102	7440	49.1	20.7	111
NON METRO	20549	8251	24.8	40.2	98	2013	29.5	9.8	116	555	18.6	2.7	73	3661	24.2	17.8	95
TOP 5 ADI'S	18341	8040	24.2	43.8	107	1497	22.0	8.2	97	889	29.8	4.8	132	3351	22.1	18.3	98
TOP 10 ADI'S	25378	10605	31.9	41.8	102	1953	28.7	7.7	91	1160	38.9	4.6	124	4452	29.4	17.5	94
TOP 20 ADI'S	36488	15540	46.8	42.6	104	2858	41.9	7.8	93	1579	53.0	4.3	118	6985	46.1	19.1	102
MSHLD INC. \$50,000 OR MORE	6612	3368	10.1	50.9	124	*602	8.8	9.1	108	*264	8.9	4.0	108	1656	10.9	25.0	134
\$40,000 OR MORE	12659	6345	19.1	50.1	122	1244	18.3	9.8	117	*595	20.0	4.7	128	3173	20.9	25.1	134
\$30,000 OR MORE	24698	11853	35.7	48.0	117	2166	31.8	8.8	104	1075	36.0	4.4	118	5893	38.9	23.9	127
\$25,000 OR MORE	32077	15353	46.2	47.9	117	2827	41.5	8.8	105	1548	51.9	4.8	131	7571	50.0	23.6	126
\$20,000 - \$24,999	9144	3913	11.8	42.8	104	830	12.2	9.1	108	*242	8.1	2.6	72	1955	12.9	21.4	114
\$15,000 - \$19,999	8728	3101	9.3	35.5	87	542	8.0	6.2	74	*201	6.7	2.3	63	1434	9.5	16.4	88
\$10,000 - \$14,999	12562	5154	15.5	41.0	100	970	14.2	7.7	92	482	16.2	3.8	104	2241	14.8	17.8	95
UNDER \$10,000	18475	5691	17.1	30.8	75	1648	24.2	8.9	106	508	17.0	2.7	75	1955	12.9	10.6	57
HOUSEHOLD OF 1 PERSON	11987	4513	13.6	37.6	92	1168	17.1	9.7	116	302	10.1	2.5	68	1822	12.0	15.2	81
2 PEOPLE	26577	11041	33.2	41.5	101	2221	32.6	8.4	99	920	30.9	3.5	94	4919	32.5	18.5	99
3 OR 4 PEOPLE	30617	12873	38.8	42.0	103	2450	35.9	8.0	95	1254	42.1	4.1	111	6187	40.8	20.2	108
5 OR MORE PEOPLE	11804	4784	14.4	40.5	99	978	14.3	8.3	98	*506	17.0	4.3	116	2227	14.7	18.9	101
NO CHILD IN MSHLD	46165	18837	56.7	40.8	99	4181	61.3	9.1	108	1997	53.6	3.5	94	8067	53.2	17.5	93
CHILD(REN) UNDER 2 YRS	5325	2239	6.7	42.0	103	*424	6.2	8.0	95	*211	7.1	4.0	108	1026	6.8	19.3	103
2 - 5 YEARS	14221	6149	18.5	43.2	105	1042	15.3	7.3	87	519	17.4	3.6	99	3179	21.0	22.4	119
6 - 11 YEARS	15117	6099	18.4	40.3	98	1142	16.8	7.6	90	595	20.0	3.9	107	3070	20.3	20.3	109
12 - 17 YEARS	16611	6799	20.5	40.9	100	1350	19.8	8.1	97	576	19.3	3.5	94	3381	22.3	20.4	109
RESIDENCE OWNED	55884	23901	72.0	42.8	104	4990	73.2	8.9	106	1854	62.2	3.3	90	11232	74.1	20.1	107
VALUE: \$50,000 OR MORE	31744	14752	44.4	46.5	113	2697	39.6	8.5	101	1145	38.4	3.6	98	6985	46.1	22.0	118
VALUE: UNDER \$50,000	24140	9149	27.5	37.9	92	2293	33.6	9.5	113	709	23.8	2.9	80	4247	28.0	17.6	94

LIQUID TOILET SOAP (FOR FACE, HANDS, BATH AND SHOWER): USE AND BRANDS USED
(FEMALE HOMEOWNERS)

		TOTAL	USE LIQUID TOILET SOAP				JERGENS				LIQUA 4				SOFTSOAP			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS		80986	33212	100.0	41.0	100	6816	100.0	8.4	100	2982	100.0	3.7	100	15156	100.0	18.7	100
MAGAZINES	QUINTILE 1	15799	7295	22.0	46.2	113	1337	19.6	8.5	101	702	23.5	4.4	121	3645	24.0	23.1	123
	QUINTILE 2	17259	7533	22.7	43.6	106	1459	21.4	8.5	100	650	21.8	3.8	102	3582	23.6	20.8	111
	QUINTILE 3	13545	5432	16.4	40.1	98	1084	15.9	8.0	95	*454	15.2	3.4	91	2506	16.5	18.5	99
	QUINTILE 4	15133	5888	17.7	38.9	95	1186	17.4	7.8	93	519	17.4	3.4	93	2528	16.7	16.7	89
	QUINTILE 5	19250	7064	21.3	36.7	89	1751	25.7	9.1	108	657	22.0	3.4	93	2895	19.1	15.0	80
NEWSPAPERS	QUINTILE 1	12413	5518	16.6	44.5	108	1131	16.6	9.1	108	577	19.3	4.6	126	2532	16.7	20.4	109
	QUINTILE 2	24116	10435	31.4	43.3	106	2031	29.8	8.4	100	853	28.6	3.5	96	5038	33.2	20.9	112
	QUINTILE 3	11261	4710	14.2	41.8	102	963	14.1	8.6	102	*427	14.3	3.8	103	2135	14.1	19.0	101
	QUINTILE 4	20255	7870	23.7	38.9	95	1561	22.9	7.7	92	729	24.4	3.6	98	3449	22.8	17.0	91
	QUINTILE 5	12940	4679	14.1	36.2	88	1130	16.6	8.7	104	*396	13.3	3.1	83	2001	13.2	15.5	83
OUTDOOR	QUINTILE 1	14852	5917	17.8	39.8	97	1130	16.6	7.6	90	666	22.3	4.5	122	2717	17.9	18.3	98
	QUINTILE 2	15725	6606	19.9	42.0	102	1309	19.2	8.3	99	517	17.3	3.3	89	3034	20.0	19.3	103
	QUINTILE 3	16330	6986	21.0	42.8	104	1392	20.4	8.5	101	676	22.7	4.1	112	3492	23.0	21.4	114
	QUINTILE 4	16744	6666	20.1	39.8	97	1342	19.7	8.0	95	580	19.5	3.5	94	2963	19.6	17.7	95
	QUINTILE 5	17334	7038	21.2	40.6	99	1644	24.1	9.5	113	543	18.2	3.1	85	2950	19.5	17.0	91
RADIO-DRIVE TIME	QUINTILE 1	15911	6597	19.9	41.5	101	1298	19.0	8.2	97	472	15.8	3.0	81	3553	23.4	22.3	119
	QUINTILE 2	14837	6564	19.8	44.2	108	1108	16.3	7.5	89	669	22.4	4.5	122	2883	19.0	19.4	104
	QUINTILE 3	15339	6329	19.1	41.3	101	1277	18.7	8.3	99	630	21.1	4.1	112	2679	17.7	17.5	93
	QUINTILE 4	16723	6583	19.8	39.4	96	1496	21.9	8.9	106	670	22.5	4.0	109	2998	19.8	17.9	96
	QUINTILE 5	18176	7139	21.5	39.3	96	1637	24.0	9.0	107	541	18.1	3.0	81	3043	20.1	16.7	89
RADIO-MID- DAY	TERCILE 1	21020	8441	25.4	40.2	98	1598	23.4	7.6	90	613	20.6	2.9	79	4175	27.5	19.9	106
	TERCILE 2	21610	9254	27.9	42.8	104	1831	26.9	8.5	101	927	31.1	4.3	117	4241	28.0	19.6	105
	TERCILE 3	38355	15517	46.7	40.5	99	3388	49.7	8.8	105	1441	48.3	3.8	102	6739	44.5	17.6	94
	QUINTILE 1	15988	6853	20.6	42.9	105	1230	18.0	7.7	91	528	17.7	3.3	90	3619	23.9	22.6	121
	QUINTILE 2	15626	6095	18.4	39.0	95	1161	17.0	7.4	88	654	21.9	4.2	114	2639	17.4	16.9	90
RADIO-TOTAL	QUINTILE 3	16723	7350	22.1	44.0	107	1391	20.4	8.3	99	719	24.1	4.3	117	3290	21.7	19.7	105
	QUINTILE 4	16342	6768	20.4	41.4	101	1543	22.6	9.4	112	641	21.5	3.9	107	3059	20.2	18.7	100
	QUINTILE 5	16306	6146	18.5	37.7	92	1491	21.9	9.1	109	441	14.8	2.7	73	2548	16.8	15.6	83
	QUINTILE 1	15953	6515	19.6	40.8	100	1426	20.9	8.9	106	564	18.9	3.5	96	2924	19.3	18.3	98
	QUINTILE 2	16137	6546	19.7	40.6	99	1222	17.9	7.6	90	695	23.3	4.3	117	3013	19.9	18.7	100
TV-PRIME TIME	QUINTILE 3	16420	6943	20.9	42.3	103	1475	21.6	9.0	107	686	23.0	4.2	113	3311	21.8	20.2	108
	QUINTILE 4	16687	6924	20.8	41.5	101	1388	20.4	8.3	99	521	17.5	3.1	85	3203	21.1	19.2	103
	QUINTILE 5	15789	6284	18.9	39.8	97	1306	19.2	8.3	98	516	17.3	3.3	89	2706	17.9	17.1	92
	TERCILE 1	27736	10836	32.6	39.1	95	2613	38.3	9.4	112	1068	35.8	3.9	105	4544	30.0	16.4	88
	TERCILE 2	26489	10944	33.0	41.3	101	2082	30.5	7.9	93	978	32.8	3.7	100	5359	35.4	20.2	108
TV-DAYTIME	TERCILE 3	26761	11432	34.4	42.7	104	2121	31.1	7.9	94	936	31.4	3.5	95	5253	34.7	19.6	105
	QUINTILE 1	16345	6480	19.5	39.6	97	1494	21.9	9.1	109	538	18.0	3.3	89	2875	19.0	17.6	94
	QUINTILE 2	16447	6831	20.6	41.5	101	1466	21.5	8.9	106	726	24.3	4.4	120	3081	20.3	18.7	100
	QUINTILE 3	15980	6532	19.7	40.9	100	1261	18.5	7.9	94	556	18.6	3.5	94	2975	19.6	18.6	99
	QUINTILE 4	15887	6692	20.1	42.1	103	1302	19.1	8.2	97	694	23.3	4.4	119	3172	20.9	20.0	107
TV-TOTAL	QUINTILE 5	16326	6678	20.1	40.9	100	1294	19.0	7.9	94	468	15.7	2.9	78	3053	20.1	18.7	100
	MAGAZINES-NEWSPAPERS: DUAL	20721	9532	28.7	46.0	112	1950	28.6	9.4	112	814	27.3	3.9	107	4669	30.8	22.5	120
	MAGAZINE IMPERATIVE	19186	8017	24.1	41.8	102	1444	21.2	7.5	89	741	24.8	3.9	105	3781	24.9	19.7	105
	NEWSPAPER IMPERATIVE	21899	8843	26.6	40.4	98	1764	25.9	8.1	96	844	28.3	3.9	105	4000	26.4	18.3	98
	MAGAZINES-OUTDOOR: DUAL	15451	6805	20.5	44.0	107	1297	19.0	8.4	100	652	21.9	4.2	115	3302	21.8	21.4	114
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	11404	34.3	43.9	107	2239	32.8	8.6	103	954	32.0	3.7	100	5418	35.7	20.9	112
	OUTDOOR IMPERATIVE	24400	9285	28.0	38.1	93	1929	28.3	7.9	94	820	27.5	3.4	91	4128	27.2	16.9	90
	MAGAZINES-RADIO: DUAL	18049	7994	24.1	44.3	108	1409	20.7	7.8	93	745	25.0	4.1	112	4002	26.4	22.2	118
	MAGAZINE IMPERATIVE	23571	10281	31.0	43.6	106	2086	30.6	8.8	105	870	29.2	3.7	100	4927	32.5	20.9	112
	RADIO IMPERATIVE	23278	8976	27.0	38.6	94	1760	25.8	7.6	90	842	28.2	3.6	98	3963	26.1	17.0	91
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	6877	20.7	44.5	108	1365	20.0	8.8	105	*538	18.0	3.5	95	3481	23.0	22.5	120
	TELEVISION IMPERATIVE	25829	11361	34.2	44.0	107	2050	30.1	7.9	94	1030	34.5	4.0	108	5362	35.4	20.8	111
	TELEVISION IMPERATIVE	26039	9882	29.8	38.0	93	2284	33.5	8.8	104	*96	33.4	3.8	104	4020	26.5	15.4	82
	NEWSPAPERS-OUTDOOR: DUAL	16605	7523	22.7	45.3	110	1519	22.3	9.1	109	777	26.1	4.7	127	3478	22.9	20.9	112
	NEWSPAPER IMPERATIVE	26834	11481	34.6	42.8	104	2261	33.2	8.4	100	956	32.1	3.6	97	5431	35.8	20.2	108
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	8817	26.5	37.8	92	1774	26.0	7.6	90	792	26.6	3.4	92	4074	26.9	17.5	93
	NEWSPAPERS-RADIO: DUAL	17133	7463	22.5	43.6	106	1337	19.6	7.8	93	624	20.9	3.6	99	3834	25.3	22.4	120
	NEWSPAPER IMPERATIVE	25892	11270	33.9	43.5	106	2389	35.0	9.2	110	1103	37.0	4.3	116	5025	33.2	19.4	104
	RADIO IMPERATIVE	23167	9222	27.8	39.8	97	1779	26.1	7.7	91	884	29.6	3.8	104	4176	27.6	18.0	96
	NEWSPAPERS-TELEVISION: DUAL	17159	7328	22.1	42.7	104	1580	23.2	9.2	109	702	23.5	4.1	111	3417	22.5	19.9	106
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	11516	34.7	43.9	107	2191	32.1	8.4	99	990	33.2	3.8	103	5477	36.1	20.9	112
	TELEVISION IMPERATIVE	23412	8910	26.8	38.1	93	2018	29.6	8.6	102	866	29.0	3.7	100	3821	25.2	16.3	87
	OUTDOOR-RADIO: DUAL	15303	6502	19.6	42.5	104	1187	17.4	7.8	92	562	18.8	3.7	100	3165	20.9	20.7	111
	OUTDOOR IMPERATIVE	24901	10202	30.7	41.0	100	2242	32.9	9.0	107	994	33.3	4.0	108	4553	30.0	18.3	98
	RADIO IMPERATIVE	26492	11101	33.4	41.9	102	20											

LIQUID TOILET SOAP (FOR FACE, HANDS, BATH AND SHOWER): USE AND BRANDS USED
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE LIQUID TOILET SOAP				JERGENS				LIQUA 4				SOFTSOAP			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	33212	100.0	41.0	100	6816	100.0	8.4	100	2982	100.0	3.7	100	15156	100.0	18.7	100
ATLANTIC MONTHLY	415	*189	0.6	45.5	111	**15	0.2	3.6	43	**17	0.6	4.1	111	**103	0.7	24.8	133
BARRON'S	453	*223	0.7	49.2	120	**20	0.3	4.4	52	**0	0.0	0.0	0	**124	0.8	27.4	146
BETTER HOMES & GARDENS	16256	7191	21.7	44.2	108	1371	20.1	8.4	100	595	20.0	3.7	99	3591	23.7	22.1	118
BON APPETIT	2535	1109	3.3	43.7	107	*192	2.8	7.6	90	**91	3.1	3.6	97	427	2.8	16.8	80
BUSINESS WEEK	1278	545	1.6	42.6	104	**105	1.5	8.2	98	**52	1.7	4.1	111	*208	1.4	16.3	87
CAR AND DRIVER	378	**101	0.3	26.7	65	**26	0.4	6.9	82	**23	0.8	6.1	165	**13	0.1	3.4	18
CBS MAGAZINE NETWORK (GROSS)	1498	645	1.9	43.1	105	*47	0.7	3.1	37	**61	2.0	4.1	111	*276	1.8	18.4	98
CHANGING TIMES	1505	725	2.2	48.2	117	*143	2.1	9.5	113	**45	1.5	3.0	81	413	2.7	27.4	147
COLONIAL HOMES	1231	466	1.4	37.9	92	**94	1.4	7.6	91	**42	1.4	3.4	93	246	1.6	20.0	107
CONDE NAST MAG. PKG. (GROSS)	14146	5898	17.8	41.7	102	1077	15.8	7.6	90	719	24.1	5.1	138	2918	19.3	20.6	110
CONSUMERS DIGEST	1323	583	1.8	44.1	107	**96	1.4	7.3	86	**92	3.1	7.0	189	292	1.9	22.1	118
COSMOPOLITAN	7102	2931	8.8	41.3	101	483	7.1	6.8	81	388	13.0	5.5	148	1398	9.2	19.7	105
COUNTRY LIVING	2481	1079	3.2	43.5	106	*202	3.0	8.1	97	**84	2.8	3.4	92	552	3.6	22.2	119
CUISINE	1472	678	2.0	46.1	112	**114	1.7	7.7	92	**69	2.3	4.7	127	312	2.1	21.2	113
CYCLE WORLD	425	*196	0.6	46.1	112	**19	0.3	4.5	53	**18	0.6	4.2	115	**107	0.7	25.2	135
DCI: CREATIVE IDEAS FOR LIV	2510	1100	3.3	43.8	107	*250	3.7	10.0	118	*96	3.2	3.8	104	602	4.0	24.0	128
DCI: CREAT IDEA/SO. LIV (GROSS)	6694	2982	9.0	44.5	109	747	11.0	11.2	133	276	9.3	4.1	112	1452	9.6	21.7	116
DISCOVER	894	343	1.0	38.4	94	**50	0.7	5.6	66	**24	0.8	2.7	73	*153	1.0	17.1	91
EBONY	3507	1288	3.9	36.7	90	220	3.2	6.3	75	*193	6.5	5.5	149	445	2.9	12.7	68
ESQUIRE	1083	397	1.2	36.7	89	**49	0.7	4.5	54	**46	1.5	4.2	115	*157	1.0	14.5	77
ESSENCE	1830	664	2.0	36.3	88	*137	2.0	7.5	89	**37	1.2	2.0	55	283	1.9	15.5	83
FAMILY CIRCLE	15930	7036	21.2	44.2	108	1387	20.3	8.7	103	651	21.8	4.1	111	3494	23.1	21.9	117
THE FAMILY HANDYMAN	1126	505	1.5	44.8	109	*140	2.1	12.4	148	**78	2.6	6.9	188	*246	1.6	21.8	117
FAMILY WEEKLY	11468	4925	14.8	42.9	105	991	14.5	8.6	103	327	11.0	2.9	77	2482	16.4	21.6	116
FIELD & STREAM	2234	840	2.5	37.6	92	*144	2.1	6.4	77	**68	2.3	3.0	83	427	2.8	19.1	102
FOOD & WINE	579	219	0.7	37.8	92	**44	0.6	7.6	90	**24	0.8	4.1	113	*100	0.7	17.3	92
FORBES	728	370	1.1	50.8	124	**42	0.6	5.8	69	**49	1.6	6.7	183	*166	1.1	22.8	122
FORTUNE	906	420	1.3	46.4	113	**49	0.7	5.4	64	**29	1.0	3.2	87	*240	1.6	26.5	142
GENTLEMEN'S QUARTERLY	791	311	0.9	39.3	96	**74	1.1	9.4	111	**57	1.9	7.2	196	**172	1.1	21.7	116
GLAMOUR	5265	2306	6.9	43.8	107	477	7.0	9.1	108	*302	10.1	5.7	156	1162	7.7	22.1	118
GOLF DIGEST	636	*233	0.7	36.6	89	**79	1.2	12.4	148	**4	0.1	0.6	17	**88	0.6	13.8	74
GOLF DIGEST/TENNIS (GROSS)	1186	373	1.1	31.5	77	**104	1.5	8.8	104	**6	0.2	0.5	14	*137	0.9	11.6	62
GOLF MAGAZINE	441	*149	0.4	33.8	82	**36	0.5	8.2	97	**29	1.0	6.6	179	**58	0.4	13.2	70
GOLF MAGAZINE/SKI (GROSS)	922	367	1.1	39.8	97	**65	1.0	7.0	84	**77	2.6	8.4	227	*179	1.2	19.4	104
GOOD HOUSEKEEPING	16487	7551	22.7	45.8	112	1425	20.9	8.6	103	578	19.4	3.5	95	3755	24.8	22.8	122
HARPER'S BAZAAR	2423	960	2.9	39.6	97	*172	2.5	7.1	84	**70	2.3	2.9	78	495	3.3	20.4	109
HEALTH	1994	893	2.7	44.8	109	*175	2.6	8.8	104	**59	2.0	3.0	80	488	3.2	24.5	131
HEARST MAG CORP. BUY (GROSS)	44101	19048	57.4	43.2	105	3473	51.0	7.9	94	1632	54.7	3.7	101	9538	62.9	21.6	116
HEARST MAN POWER (GROSS)	1993	798	2.4	40.0	98	*145	2.1	7.3	86	**36	1.2	1.8	49	504	3.3	25.3	135
HEARST WOMAN POWER (GROSS)	31274	13800	41.6	44.1	108	2423	35.5	7.7	92	1265	42.4	4.0	110	6912	45.6	22.1	118
HOUSE BEAUTIFUL	3623	1508	4.5	41.6	101	349	5.1	9.6	114	*102	3.4	2.8	76	695	4.6	19.2	103
INC.	283	*171	0.5	60.4	147	**24	0.4	8.5	101	**26	0.9	9.2	250	**102	0.7	36.0	193
JET	2928	1030	3.1	35.2	86	188	2.8	6.4	76	*129	4.3	4.4	120	367	2.4	12.5	67
LADIES' HOME JOURNAL	11918	5464	16.5	45.8	112	1007	14.8	8.4	100	502	16.8	4.2	114	2849	18.8	23.9	128
LHJ FAMILY GRP COMBO (GROSS)	16764	7560	22.8	45.1	110	1405	20.6	8.4	100	675	22.6	4.0	109	4033	26.6	24.1	129
LIFE	4254	1716	5.2	40.3	98	345	5.1	8.1	96	*226	7.6	5.3	144	733	4.8	17.2	92
L.A. TIMES HOME MAGAZINE	1145	645	1.9	56.3	137	*130	1.9	11.4	135	**15	0.5	1.3	36	*269	1.8	23.5	126
MADONISSELLE	2884	1264	3.8	43.8	107	*231	3.4	8.0	95	*147	4.9	5.1	138	650	4.3	22.5	120
MC CALL'S	13460	6142	18.5	45.6	111	1245	18.3	9.2	110	587	19.7	4.4	118	2884	19.0	21.4	114
MC CALL'S/MRK MOTHER (GROSS)	14606	6716	20.2	46.0	112	1343	19.7	9.2	109	716	24.0	4.9	133	3156	20.8	21.6	115
MECHANIX ILLUSTRATED	772	314	0.9	40.7	99	**47	0.7	6.1	72	**56	1.9	7.3	197	*160	1.1	20.7	111
METROPOLITAN HOME	967	405	1.2	41.9	102	**76	1.1	7.9	93	**56	1.9	5.8	157	*210	1.4	21.7	116
MONEY	1588	692	2.1	43.6	106	*101	1.5	6.4	76	**49	1.6	3.1	84	388	2.6	24.4	131
MOTHER EARTH NEWS	1002	482	1.5	48.1	117	**45	0.7	4.5	53	**50	1.7	5.0	136	*243	1.6	24.3	130
MS.	825	360	1.1	43.6	106	**40	0.6	4.8	58	**50	1.7	6.1	165	*165	1.1	20.0	107
NATIONAL ENQUIRER	10336	4405	13.3	42.6	104	856	12.6	8.3	98	416	14.0	4.0	109	2145	14.2	20.8	111
NATIONAL GEOGRAPHIC	9597	4562	13.7	47.5	116	875	12.8	9.1	108	339	11.4	3.5	96	2308	15.2	24.0	129
NATIONAL SUNDAY MAGAZINE PKG	49558	21281	64.1	42.9	105	4292	63.0	8.7	103	1955	65.6	3.9	107	10180	67.2	20.5	110
NATURAL HISTORY	573	*231	0.7	40.3	98	**14	0.2	2.4	29	**20	0.7	3.5	95	**132	0.9	23.0	123
NEW WOMAN	1699	693	2.1	40.8	99	*134	2.0	7.9	94	**101	3.4	5.9	161	323	2.1	19.0	102
NEW YORK INCLUDING CUE	443	215	0.6	48.5	118	**27	0.4	6.1	72	**17	0.6	3.8	104	**73	0.5	16.5	88
THE NEW YORKER	1270	500	1.5	39.4	96	**94	1.4	7.4	88	**36	1.2	2.8	77	*196	1.3	15.4	82
NEWSWEEK	6277	2849	8.6	45.4	111	399	5.9	6.4	76	240	8.0	3.8	104	1255	8.3	20.0	107
THE N.Y. TIMES DAILY EDITION	1205	500	1.5	41.5	101	**77	1.1	6.4	76	**57	1.9	4.7	128	*197	1.3	16.3	87
THE N.Y. TIMES MAGAZINE	2081	741	2.2	35.6	87	**96	1.4	4.6	55	**89	3.0	4.3	116	272	1.8	13.1	70
OWNI	788	299	0.9	37.9	93	**52	0.8	6.6	78	**47	1.6	6.0	162	*154	1.0	19.5	104
ON CABLE	1158	467	1.4	40.3	98	**119	1.7	10.3	122	**31	1.0	2.7	73	*298	2.0	25.7	138
1001 HOME IDEAS	2852	1203	3.6	42.2	103	*223	3.3	7.8	93	*114	3.8	4.0	109	696	4.6	24.4	130
ORGANIC GARDENING	1658	673	2.0	40.6	99	*131	1.9	7.9	94	**47	1.6	2.8	77	274	1.8	16.5	88
OUTDOOR LIFE	896	375	1.1	41.9	102	**81	1.2	9.0	107	**46	1.5	5.1	139	*230	1.5	25.7	137
PARADE MAGAZINE	24275	10564	31.8	43.5	106	1922	28.2	7.9	94	1142	38.3	4.7	128	4803	31.7	19.8	106

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	USE LIQUID TOILET SOAP				JERGENS				LIQUA 4				SOFTSOAP			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	33212	100.0	41.0	100	6816	100.0	8.4	100	2982	100.0	3.7	100	15156	100.0	18.7	100
PARENTS	3845	1801	5.4	46.8	114	290	4.3	7.5	90	*208	7.0	5.4	147	1045	6.9	27.2	145
PENTHOUSE	831	291	0.9	35.0	85	**40	0.6	4.8	57	**22	0.7	2.6	72	*155	1.0	18.7	100
PEOPLE	11645	5569	16.8	47.8	117	1144	16.8	9.8	117	485	16.3	4.2	113	2717	17.9	23.3	125
PLAYBOY	2006	805	2.4	40.1	98	*120	1.8	6.0	71	**65	2.2	3.2	88	428	2.8	21.3	114
POPULAR HOT RODDING	297	**111	0.3	37.4	91	**16	0.2	5.4	64	**13	0.4	4.4	119	**38	0.3	12.8	68
POPULAR MECHANICS	1018	438	1.3	43.0	105	**48	0.7	4.7	56	**7	0.2	0.7	19	*288	1.9	28.3	151
POPULAR SCIENCE	878	373	1.1	42.5	104	**52	0.8	5.9	70	**13	0.4	1.5	40	*188	1.2	21.4	114
PREVENTION	3913	1989	6.0	50.8	124	427	6.3	10.9	130	*99	3.3	2.5	69	784	5.2	20.0	107
PSYCHOLOGY TODAY	1710	812	2.4	47.5	116	*132	1.9	7.7	92	**138	4.6	8.1	219	375	2.5	21.9	117
READER'S DIGEST	22204	10198	30.7	45.9	112	2091	30.7	9.4	112	677	22.7	3.0	83	5065	33.4	22.8	122
REDBOOK	7684	3318	10.0	43.2	105	516	7.6	6.7	80	299	10.0	3.9	106	1759	11.6	22.9	122
ROAD & TRACK	410	*169	0.5	41.2	101	**8	0.1	2.0	23	**4	0.1	1.0	26	**84	0.6	20.5	109
ROLLING STONE	969	390	1.2	40.2	98	**74	1.1	7.6	91	**62	2.1	6.4	174	*227	1.5	23.4	125
RUNNER'S WORLD	298	*156	0.5	52.3	128	*27	0.4	9.1	108	**14	0.5	4.7	128	**95	0.6	31.9	170
SATURDAY EVENING POST	1169	617	1.9	52.8	129	*156	2.3	13.3	159	**20	0.7	1.7	46	302	2.0	25.8	138
SCIENCE 84	587	317	1.0	54.0	132	**68	1.0	11.6	138	**5	0.2	0.9	23	*151	1.0	25.7	137
SCIENCE DIGEST	482	*209	0.6	43.4	106	**51	0.7	10.6	126	**13	0.4	2.7	73	**132	0.9	27.4	146
SCIENTIFIC AMERICAN	594	245	0.7	41.2	101	*28	0.4	4.7	56	**37	1.2	6.2	169	*106	0.7	17.8	95
SELF	2089	809	2.4	38.7	94	*110	1.6	5.3	63	**69	2.3	3.3	90	424	2.8	20.3	108
SEVENTEEN	2411	997	3.0	41.4	101	*134	2.0	5.6	66	**148	5.0	6.1	167	509	3.4	21.1	113
SKI	480	*218	0.7	45.4	111	**29	0.4	6.0	72	**47	1.6	9.8	266	**120	0.8	25.0	134
SMITHSONIAN	2760	1231	3.7	44.6	109	*161	2.4	5.8	69	*137	4.6	5.0	135	532	3.5	19.3	103
SOAP OPERA DIGEST	3013	1258	3.8	41.8	102	219	3.2	7.3	86	*145	4.9	4.8	131	628	4.1	20.8	111
SOUTHERN LIVING	4184	1882	5.7	45.0	110	497	7.3	11.9	141	*180	6.0	4.3	117	849	5.6	20.3	108
SPORT	559	*305	0.9	54.6	133	**46	0.7	8.2	98	**30	1.0	5.4	146	**121	0.8	21.6	116
THE SPORTING NEWS	436	**159	0.5	36.5	89	**33	0.5	7.6	90	**9	0.3	2.1	56	**80	0.5	18.3	98
SPORTS FIELD	493	*151	0.5	30.6	75	**47	0.7	9.5	113	*16	0.5	3.2	88	**83	0.5	16.8	90
SPORTS ILLUSTRATED	2758	1127	3.4	40.9	100	*149	2.2	5.4	64	*97	3.3	3.5	96	562	3.7	20.4	109
STAR	7456	3132	9.4	42.0	102	582	8.5	7.8	93	378	12.7	5.1	138	1343	8.9	18.0	96
SUNDAY	24936	10636	32.0	42.7	104	2117	31.1	8.5	101	1184	39.7	4.7	129	4937	32.6	19.8	106
SUNSET	2124	1186	3.6	55.8	136	*212	3.1	10.0	119	**57	1.9	2.7	73	585	3.9	27.5	147
TV GUIDE	21661	9199	27.7	42.5	104	1820	26.7	8.4	100	799	26.8	3.7	100	4414	29.1	20.4	109
TENNIS	550	*140	0.4	25.5	62	**24	0.4	4.4	52	**2	0.1	0.4	10	**49	0.3	8.9	48
TIME	8880	4012	12.1	45.2	110	665	9.8	7.5	89	439	14.7	4.9	134	1945	12.8	21.9	117
TOWN & COUNTRY	917	382	1.2	41.7	102	**80	1.2	8.7	104	**33	1.1	3.6	98	*114	0.8	12.4	66
TRAVEL & LEISURE	972	331	1.0	34.1	83	**46	0.7	4.7	56	**25	0.8	2.6	70	*136	0.9	14.0	75
TRUE STORY	3356	1092	3.3	32.5	79	*192	2.8	5.7	68	**100	3.4	3.0	81	545	3.6	16.2	87
U.S. NEWS & WORLD REPORT	3410	1638	4.9	48.0	117	329	4.8	9.6	115	**131	4.4	3.8	104	759	5.0	22.3	119
USA TODAY	1759	988	3.0	56.2	137	*150	2.2	8.5	101	**67	2.2	3.8	103	542	3.6	30.8	165
US	1873	764	2.3	40.8	99	*102	1.5	5.4	65	**53	1.8	2.8	77	409	2.7	21.8	117
VOGUE	3909	1519	4.6	38.9	95	259	3.8	6.6	79	*202	6.8	5.2	140	682	4.5	17.4	93
MALL STREET JOURNAL	1886	874	2.6	46.3	113	*156	2.3	8.3	98	**42	1.4	2.2	60	409	2.7	21.7	116
WEIGHT WATCHERS	2120	1037	3.1	48.9	119	*263	3.9	12.4	147	**101	3.4	4.8	129	466	3.1	22.0	117
WOMAN'S DAY	14172	6382	19.2	45.0	110	1282	18.8	9.0	107	740	24.8	5.2	142	3053	20.1	21.5	115
WORKING WOMEN	1146	574	1.7	50.1	122	**98	1.4	8.6	102	**129	4.3	11.3	306	*272	1.8	23.7	127
WORKING WOMAN	1322	644	1.9	48.7	119	**81	1.2	6.1	73	**64	2.1	4.8	131	326	2.2	24.7	132
WORLD TENNIS	*163	**42	0.1	25.8	63	**5	0.1	3.1	36	**0	0.0	0.0	0	**14	0.1	8.6	46
ZIFF-DAVIS MAG NETWK (GROSS)	2532	996	3.0	39.3	96	*174	2.6	6.9	82	**108	3.6	4.3	116	461	3.0	18.2	97
BLAIR INSERTS	43657	18617	56.1	42.6	104	3738	54.8	8.6	102	1776	59.6	4.1	110	8804	58.1	20.2	108
DAILY NEWSPAPERS																	
READ ANY	51633	22079	66.5	42.8	104	4366	64.1	8.5	100	1998	67.0	3.9	105	10173	67.1	19.7	105
READ ONE	43463	18304	55.1	42.1	103	3501	51.4	8.1	96	1639	55.0	3.8	102	8436	55.7	19.4	104
READ TWO OR MORE	8170	3775	11.4	46.2	113	865	12.7	10.6	126	359	12.0	4.4	119	1737	11.5	21.3	114
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22429	67.5	42.6	104	4474	65.6	8.5	101	2059	69.0	3.9	106	10676	70.4	20.3	108
READ ONE	46126	19666	59.2	42.6	104	3980	58.4	8.6	103	1743	58.5	3.8	103	9490	62.6	20.6	110
READ TWO OR MORE	6552	2763	8.3	42.2	103	494	7.2	7.5	90	316	10.6	4.8	131	1187	7.8	18.1	97
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.67				28.06				31.13				27.35			
30 DAY REACH	71455	29296	88.2	41.0	100	5877	86.2	8.2	98	2727	91.4	3.8	104	13652	90.1	19.1	102
50 SHWG - 30 DAY AV FREQ	14.56	14.57				14.97				16.13				14.37			
30 DAY REACH	67742	27858	83.9	41.1	100	5526	81.1	8.2	97	2636	88.4	3.9	106	12995	85.7	19.2	103
25 SHWG - 30 DAY AV FREQ	7.94	7.93				8.18				8.89				7.84			
30 DAY REACH	62117	25567	77.0	41.2	100	5045	74.0	8.1	97	2388	80.1	3.8	104	11888	78.4	19.1	102
CABLE TV: HOME HIRED	32077	14122	42.5	44.0	107	2866	42.0	8.9	106	1072	35.9	3.3	91	6659	43.9	20.8	111
HOME NOT HIRED	48909	19091	57.5	39.0	95	3950	58.0	8.1	96	1910	64.1	3.9	106	8496	56.1	17.4	93
HAVE PAY CABLE	15935	7495	22.6	47.0	115	1361	20.0	8.5	101	690	23.1	4.3	118	3646	24.1	22.9	122

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOMEOWNERS	80986	33212	100.0	41.0	100	6816	100.0	8.4	100	2982	100.0	3.7	100	15156	100.0	18.7	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	18417	55.5	41.9	102	3400	49.9	7.7	92	1665	55.8	3.8	103	9018	59.5	20.5	110	
10:00 AM - 3:00 PM	30659	12755	38.4	41.6	101	2495	36.6	8.1	97	1149	38.5	3.7	102	6124	40.4	20.0	107	
3:00 PM - 7:00 PM	31045	13218	39.8	42.6	104	2518	36.9	8.1	96	1231	41.3	4.0	108	6344	41.9	20.4	109	
7:00 PM - MIDNIGHT	15767	6734	20.3	42.7	104	1219	17.9	7.7	92	680	22.8	4.3	117	3213	21.2	20.4	109	
MIDNIGHT - 6:00 AM	9120	3822	11.5	41.9	102	786	11.5	8.6	102	420	14.1	4.6	125	1857	12.3	20.4	109	
6:00 AM - MIDNIGHT	58527	24654	74.2	42.1	103	4841	71.0	8.3	98	2264	75.9	3.9	105	11638	76.8	19.9	106	
ENTIRE DAY	59311	24957	75.1	42.1	103	4881	71.6	8.2	98	2322	77.9	3.9	106	11731	77.4	19.8	106	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	7112	21.4	44.0	107	1368	20.1	8.5	101	643	21.6	4.0	108	3573	23.6	22.1	118	
ALL NEWS	2256	976	2.9	43.3	105	*170	2.5	7.5	90	**77	2.6	3.4	93	340	2.2	15.1	81	
AOR/PROGRESSIVE	3874	1738	5.2	44.9	109	325	4.8	8.4	100	*166	5.6	4.3	116	809	5.3	20.9	112	
BEAUTIFUL MUSIC	5660	2525	7.6	44.6	109	608	8.9	10.7	128	*144	4.8	2.5	69	1211	8.0	21.4	114	
BLACK	2204	736	2.2	33.4	81	*115	1.7	5.2	62	**105	3.5	4.8	129	298	2.0	13.5	72	
CLASSICAL	1418	594	1.8	41.9	102	**75	1.1	5.3	63	**44	1.5	3.1	84	*306	2.0	21.6	115	
CHR/ROCK	9538	3955	11.9	41.5	101	697	10.2	7.3	87	454	15.2	4.8	129	1952	12.9	20.5	109	
COUNTRY	12648	5157	15.5	40.8	99	966	14.2	7.6	91	343	11.5	2.7	74	2613	17.2	20.7	110	
GOLDEN OLDIES	1191	490	1.5	41.1	100	**138	2.0	11.6	138	*36	1.2	3.0	82	*209	1.4	17.5	94	
MOR/NOSTALGIA	4757	2086	6.3	43.9	107	320	4.7	6.7	80	*190	6.4	4.0	108	914	6.0	19.2	103	
NEWS/TALK	3863	1665	5.0	43.1	105	384	5.6	9.9	118	*158	5.3	4.1	111	663	4.4	17.2	92	
RELIGIOUS	3084	1279	3.9	41.5	101	294	4.3	9.5	113	**98	3.3	3.2	86	530	3.5	17.2	92	
SOFT ROCK	521	264	0.8	50.7	124	**73	1.1	14.0	166	**13	0.4	2.5	68	**94	0.6	18.0	96	
URBAN CONTEMPORARY	1585	654	2.0	41.3	101	*141	2.1	8.9	106	*153	5.1	9.7	262	*196	1.3	12.4	66	
HIRED NETWORKS:																		
ABC CONTEMPORARY	3261	1212	3.6	37.2	91	273	4.0	8.4	99	*154	5.2	4.7	128	547	3.6	16.8	90	
ABC DIRECTION	2316	1008	3.0	43.5	106	*169	2.5	7.3	87	*109	3.7	4.7	128	420	2.8	18.1	97	
ABC ENTERTAINMENT	4834	1964	5.9	40.6	99	322	4.7	6.7	79	*139	4.7	2.9	78	1079	7.1	22.3	119	
ABC FM	2202	884	2.7	40.1	98	*115	1.7	5.2	62	*170	5.7	7.7	210	427	2.8	19.4	104	
ABC INFORMATION	5425	2280	6.9	42.0	102	418	6.1	7.7	92	*202	6.8	3.7	101	994	6.6	18.3	98	
ABC ROCK	1677	713	2.1	42.5	104	**169	2.5	10.1	120	**79	2.6	4.7	128	400	2.6	23.9	127	
CBS	4430	1961	5.9	44.3	108	436	6.4	9.8	117	*77	2.6	1.7	47	945	6.2	21.3	114	
MUTUAL	4992	2036	6.1	40.8	99	449	6.6	9.0	107	*152	5.1	3.0	83	881	5.8	17.6	94	
NBC	4679	1797	5.4	38.4	94	351	5.1	7.5	89	*170	5.7	3.6	99	838	5.5	17.9	96	
RADIORADIO	1994	822	2.5	41.2	101	*179	2.6	9.0	107	*86	2.9	4.3	117	330	2.2	16.5	88	
RKO ONE	2298	970	2.9	42.2	103	*126	1.8	5.5	65	*128	4.3	5.6	151	319	2.1	13.9	74	
RKO TWO	3311	1336	4.0	40.4	98	229	3.4	6.9	82	*124	4.2	3.7	102	587	3.9	17.7	95	
THE SOURCE	2114	958	2.9	45.3	111	*198	2.9	9.4	111	**107	3.6	5.1	137	469	3.1	22.2	119	
NON-HIRED : BLAIR	8654	3602	10.8	41.6	101	717	10.5	8.3	98	378	12.7	4.4	119	1824	12.0	21.1	113	
INTERNET	12025	5265	15.9	43.8	107	981	14.4	8.2	97	561	18.8	4.7	127	2509	16.6	20.9	111	
KATZ RADIO GROUP	15359	6601	19.9	43.0	105	1345	19.7	8.8	104	528	17.7	3.4	93	3079	20.3	20.0	107	
SUPERNET	10628	4058	12.2	38.2	93	797	11.7	7.5	89	366	12.3	3.4	94	2058	13.6	19.4	103	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	3530	10.6	40.8	99	770	11.3	8.9	106	280	9.4	3.2	88	1662	11.0	19.2	103	
WKDAY 9:00 AM - 1:00 PM	12163	4879	14.7	40.1	98	1145	16.8	9.4	112	374	12.5	3.1	84	2172	14.3	17.9	95	
WKDAY 1:00 PM - 4:30 PM	16150	6370	19.2	39.4	96	1467	21.5	9.1	108	583	19.6	3.6	98	2770	18.3	17.2	92	
WKDAY 4:30 PM - 7:30 PM	22463	9054	27.3	40.3	98	1951	28.6	8.7	103	850	28.5	3.8	103	3897	25.7	17.3	93	
WKDAY 7:30 PM - 8:00 PM	31795	12911	38.9	40.6	99	2754	40.4	8.7	103	1182	39.6	3.7	101	5641	37.2	17.7	95	
WKDAY 11:00 PM - 11:30 PM	23977	10026	30.2	41.8	102	2041	29.9	8.5	101	866	29.0	3.6	98	4816	31.8	20.1	107	
WKDAY 11:30 PM - 1:00 AM	7703	3253	9.8	42.2	103	638	9.4	8.3	98	288	9.7	3.7	102	1560	10.3	20.3	108	
M-SAT 8-11 PM-SUN 7-11 PM	33800	13942	42.0	41.2	101	2886	42.3	8.5	101	1298	43.5	3.8	104	6428	42.4	19.0	102	
WKDY DAYTIME NTKN 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	2694	8.1	41.2	100	552	8.1	8.4	100	183	6.1	2.8	76	1156	7.6	17.7	94
ANOTHER WORLD	N	4620	1952	5.9	42.3	103	535	7.8	11.6	138	*124	4.2	2.7	73	846	5.6	18.3	98
AS THE WORLD TURNS	C	9614	2051	6.2	36.5	89	461	6.8	8.2	98	216	7.2	3.8	104	820	5.4	14.6	78
CAPITOL	C	3396	1190	3.6	35.0	85	228	3.3	6.7	80	166	5.6	4.9	133	421	2.8	12.4	66
CBS MORN. NEWS 1	C	1446	572	1.7	39.6	96	*87	1.3	6.0	71	**33	1.1	2.3	62	281	1.9	19.4	104
CBS MORN. NEWS 2	C	1207	451	1.4	37.4	91	*60	0.9	5.0	59	**23	0.8	1.9	52	221	1.5	18.3	98
DAYS OF OUR LIVES	N	5877	2474	7.4	42.1	103	628	9.2	10.7	127	157	5.3	2.7	73	1143	7.5	19.4	104
FACTS OF LIFE - DAYTIME	N	2290	883	2.7	38.6	94	219	3.2	9.6	114	*84	2.8	3.7	100	372	2.5	16.2	87
FAMILY FELD	A	3023	1070	3.2	35.4	86	277	4.1	9.2	109	*75	2.5	2.5	67	419	2.8	13.9	74
GENERAL HOSPITAL	A	6097	2319	7.0	38.0	93	540	7.9	8.9	105	217	7.3	3.6	97	1081	7.1	17.7	95
GOOD MORNING, AMERICA-730 A	A	3515	1253	3.8	35.6	87	349	5.1	9.9	118	90	3.0	2.6	70	612	4.0	17.4	93
GOOD MORNING, AMERICA-830 A	A	2818	1219	3.7	43.3	105	343	5.0	12.2	145	*59	2.0	2.1	57	567	3.7	20.1	108
GUIDING LIGHT	C	5339	2002	6.0	37.5	91	379	5.6	7.1	84	267	9.0	5.0	136	815	5.4	15.3	82
ONE LIFE TO LIVE	A	4478	1795	5.4	40.1	98	433	6.4	9.7	115	*147	4.9	3.3	89	895	5.9	20.0	107
PRESS YOUR LUCK	C	2244	920	2.8	41.0	100	227	3.3	10.1	120	*80	2.7	3.6	97	399	2.6	17.8	95
PRICE IS RIGHT 1	C	4348	1695	5.1	39.0	95	404	5.9	9.3	110	155	5.2	3.6	97	763	5.0	17.5	94
PRICE IS RIGHT 2	C	5014	1912	5.8	38.1	93	472	6.9	9.4	112	161	5.4	3.2	87				

LIQUID TOILET SOAP (FOR FACE, HANDS, BATH AND SHOWER): USE AND BRANDS USED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	33212	100.0	41.0	100	6816	100.0	8.4	100	2982	100.0	3.7	100	15156	100.0	18.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	10563	31.8	40.5	99	2338	34.3	9.0	107	876	29.4	3.4	91	4551	30.0	17.5	93
NETWORK AFFILIATES - LATE	20261	8472	25.5	41.8	102	1761	25.8	8.7	103	747	25.1	3.7	100	4003	26.4	19.8	106
INDEPENDENTS - LATE	2076	926	2.8	44.6	109	161	2.4	7.8	92	146	4.9	7.0	191	370	2.4	17.8	95
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4156	12.5	39.8	97	822	12.1	7.9	93	468	15.7	4.5	122	2012	13.3	19.2	103
ABC MONDAY NIGHT MOVIE	A 6412	2621	7.9	40.9	100	627	9.2	9.8	116	211	7.1	3.3	89	1180	7.8	18.4	98
ABC SUNDAY NIGHT MOVIE	A 12407	5077	15.3	40.9	100	976	14.3	7.9	93	544	18.2	4.4	119	2329	15.4	18.8	100
ABC WORLD NEWS TONIGHT	A 6176	2438	7.3	39.5	96	632	9.3	10.2	122	146	4.9	2.4	64	1067	7.0	17.3	99
AFTERMASH	C 5863	2427	7.3	41.4	101	614	9.0	10.5	124	**170	5.7	2.9	79	1101	7.3	18.8	100
ALICE	C 9594	3903	11.8	40.7	99	909	13.3	9.5	113	350	11.7	3.6	99	1680	11.1	17.5	94
AMERICAN PARADE	C 6622	2750	8.3	41.5	101	675	9.9	10.2	121	220	7.4	3.3	90	1292	8.5	19.5	104
BENSON	A 10886	4641	14.0	42.6	104	1007	14.8	9.3	110	430	14.4	4.0	107	1763	11.6	16.2	87
BLUE THUNDER	A 5036	2082	6.3	41.3	101	468	6.9	9.3	110	*149	5.0	3.0	80	913	6.0	18.1	97
CAGNEY & LACEY	C 9965	4063	12.2	40.8	99	820	12.0	8.2	98	354	11.9	3.6	96	1961	12.9	19.7	105
CBS EVENING NEWS-DEAN	C 3491	1495	4.5	42.8	104	302	4.4	8.7	103	*161	5.4	4.6	125	677	4.5	19.4	104
CBS EVENING NEWS-RATHER	C 7123	2896	8.7	40.7	99	614	9.0	8.6	102	258	8.7	3.6	98	1273	8.4	17.9	95
CBS SAT. NEWS-SCHIEFFER	C 3621	1502	4.5	41.5	101	398	5.8	11.0	131	124	4.2	3.4	93	713	4.7	19.7	105
CBS SATURDAY NIGHT MOVIE	C 5436	2240	6.7	41.2	100	513	7.5	9.4	112	238	8.0	4.4	119	1099	7.3	20.2	108
CBS WEDNESDAY NIGHT MOVIE	C 6100	2327	7.0	38.1	93	560	8.2	9.2	109	182	6.1	3.0	81	1077	7.1	17.7	94
CHEERS	N 8889	3663	11.0	41.2	100	540	7.9	6.1	72	363	12.2	4.1	111	1786	11.8	20.0	107
DALLAS	C 22109	9318	28.1	42.1	103	1869	27.4	8.5	100	877	29.4	4.0	108	4192	27.7	19.0	101
DIFF'RENT STROKES	N 6940	2712	8.2	39.1	95	583	8.6	8.4	100	*265	8.9	3.8	104	1146	7.6	16.5	88
DOUBLE TROUBLE	N 7223	3080	9.3	42.6	104	562	8.2	7.8	92	334	11.2	4.6	126	1530	10.1	21.2	113
DUCK FACTORY	N 5595	2231	6.7	39.9	97	360	5.3	6.4	76	*239	8.0	4.3	116	1155	7.6	20.6	110
DUKES OF HAZZARD	C 5768	2249	6.8	39.0	95	469	6.9	8.1	97	*180	6.0	3.1	85	1011	6.7	17.5	94
DYNASTY	A 20053	8219	24.7	41.0	100	1584	23.2	7.9	94	684	22.9	3.4	93	3578	23.6	17.8	95
FACTS OF LIFE	N 8087	3298	9.9	40.8	99	680	10.0	8.4	100	*280	9.4	3.5	94	1564	10.3	19.3	103
FALCON CREST	C 20046	8660	26.1	43.2	105	1738	25.5	8.7	103	771	25.9	3.8	104	3951	26.1	19.7	105
FALL GUY	A 9084	3667	11.0	40.4	98	831	12.2	9.1	109	357	12.0	3.9	107	1628	10.7	17.9	96
FAMILY TIES	N 7964	2892	8.7	36.3	89	532	7.8	6.7	79	287	9.6	3.6	98	1309	8.6	16.4	88
FANTASY ISLAND	A 7687	2856	8.6	37.2	91	603	8.8	7.8	93	334	11.2	4.3	118	1178	7.8	15.3	82
FOULUPS, BLEEPES & BLUNDERS	A 8861	3619	10.9	40.8	100	737	10.8	8.3	99	284	9.5	3.2	87	1597	10.5	18.0	96
FOUR SEASONS	C 5095	1995	6.0	39.2	95	480	7.0	9.4	112	*200	6.7	3.9	107	947	6.2	18.6	99
GIMME A BREAK	N 8838	3121	9.4	35.3	86	765	11.2	8.7	103	303	10.2	3.4	93	1304	8.6	14.8	79
HART TO HART	A 8978	3557	10.7	39.6	97	737	10.8	8.2	98	246	8.2	2.7	74	1721	11.4	19.2	102
HILL STREET BLUES	N 8590	3778	11.4	44.0	107	722	10.6	8.4	100	349	11.7	4.1	110	1832	12.1	21.3	114
HOTEL	A 14085	6004	18.1	42.6	104	1120	16.4	8.0	94	413	13.8	2.9	80	2827	18.7	20.1	107
JEFFERSONS	C 9360	3876	11.7	41.4	101	925	13.6	9.9	117	305	10.2	3.3	88	1685	11.1	18.0	96
JENNIFER SLEPT HERE	N 5841	2295	6.9	39.3	96	404	5.9	6.9	82	*243	8.1	4.2	113	1144	7.5	19.6	105
KATE & ALLIE	C 9206	3835	11.5	41.7	102	787	11.5	8.5	102	317	10.6	3.4	94	1805	11.9	19.6	105
KNIGHT RIDER	N 7076	2992	9.0	42.3	103	678	9.9	9.6	114	223	7.5	3.2	86	1487	9.8	21.0	112
LOVE BOAT	A 12219	5074	15.3	41.5	101	1059	15.5	8.7	103	532	17.8	4.4	118	2114	13.9	17.3	92
MAGNUM PI	C 11199	4738	14.3	42.3	103	1120	16.4	10.0	119	444	14.9	4.0	108	2106	13.9	18.8	100
MAMA'S FAMILY	N 6057	2575	7.8	42.5	104	510	7.5	8.4	100	*158	5.3	2.6	71	1213	8.0	20.0	107
MASTER, THE	N 3598	1564	4.7	43.5	106	366	5.4	10.2	121	*219	7.3	6.1	165	796	5.3	22.1	118
MATT HOUTON	A 6344	2495	7.5	39.3	96	555	8.1	8.7	104	*194	6.5	3.1	83	1091	7.2	17.2	92
NBC MONDAY NIGHT MOVIE	N 11994	4732	14.2	39.5	96	970	14.2	8.1	96	414	13.9	3.5	94	2325	15.3	19.4	104
NBC NIGHTLY NEWS	N 5132	2102	6.3	41.0	100	398	5.8	7.8	92	168	5.6	3.3	89	987	6.5	19.2	103
NBC NIGHTLY NEWS-SAT	N 3375	1354	4.1	40.1	98	301	4.4	8.9	106	**74	2.5	2.2	60	553	3.6	16.4	88
NBC NIGHTLY NEWS-SUN	N 3130	1370	4.1	43.8	107	366	5.4	11.7	139	**101	3.4	3.2	88	465	3.1	14.9	79
NBC SUNDAY NIGHT MOVIE	N 8284	3448	10.4	41.6	101	758	11.1	9.2	109	*338	11.3	4.1	111	1838	12.1	22.2	119
NEWBART	C 9240	3697	11.1	40.0	98	773	11.3	8.4	99	277	9.3	3.0	81	1773	11.7	19.2	103
ONE DAY AT A TIME	C 7288	2892	8.7	39.7	97	590	8.7	8.1	96	253	8.5	3.5	94	1435	9.5	19.7	105
PEOPLE ARE FUNNY	N 4855	1937	5.8	39.9	97	423	6.2	8.7	104	**108	3.6	2.2	60	908	6.0	18.7	100
REAL PEOPLE	N 8869	3444	10.4	38.8	95	686	10.1	7.7	92	306	10.3	3.5	94	1586	10.5	17.9	96
REMINGTON STEELE	N 7743	3140	9.5	40.6	99	661	9.7	8.5	101	366	12.3	4.7	128	1466	9.7	18.9	101
RIPLEY'S BELIEVE IT - NOT	A 5345	2339	7.0	43.8	107	459	6.7	8.6	102	**87	2.9	1.6	44	1178	7.8	22.0	118
RIPTIDE	N 6988	2703	8.1	38.7	94	485	7.1	6.9	82	*234	7.8	3.3	91	1350	8.9	19.3	103
SCARECROW & MRS. KING	C 10002	4204	12.7	42.0	102	831	12.2	8.3	99	387	13.0	3.9	105	1861	12.3	18.6	99
SIMON & SIMON	C 10638	4375	13.2	41.1	100	1051	15.4	9.9	117	366	12.3	3.4	93	2016	13.3	19.0	101
60 MINUTES	C 13293	5420	16.3	40.8	99	1155	16.9	8.7	103	429	14.4	3.2	88	2182	14.4	16.4	88
ST. ELSEWHERE	N 7017	3037	9.1	43.3	106	507	7.4	7.2	86	346	11.6	4.9	134	1561	10.3	22.2	119
THREE'S COMPANY	A 10917	4428	13.3	40.6	99	854	12.5	7.8	93	366	12.3	3.4	91	1968	13.0	18.0	96
T.J. HOOKER	A 9204	3623	10.9	39.4	96	774	11.4	8.4	100	284	9.5	3.1	84	1536	10.1	16.7	89
TONIGHT SHOW	N 2372	941	2														

	TOTAL U.S. '000	VANDLEY															
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	4680	100.0	5.8	100												
18 - 24	9282	*400	8.5	4.3	75												
25 - 34	19072	895	19.1	4.7	81												
35 - 44	14591	725	15.5	5.0	86												
45 - 54	11345	636	13.6	5.6	97												
55 - 64	11635	966	20.6	8.3	144												
65 OR OLDER	15061	1059	22.6	7.0	122												
18 - 34	28354	1295	27.7	4.6	79												
18 - 49	48339	2378	50.8	4.9	85												
25 - 54	45008	2256	48.2	5.0	87												
35 - 49	19985	1084	23.2	5.4	94												
50 OR OLDER	32647	2301	49.2	7.0	122												
GRADUATED COLLEGE	11155	848	18.1	7.6	132												
ATTENDED COLLEGE	13682	925	19.8	6.8	117												
GRADUATED HIGH SCHOOL	33880	2094	44.7	6.2	107												
DID NOT GRADUATE HIGH SCHOOL	22270	813	17.4	3.7	63												
EMPLOYED	40306	2242	47.9	5.6	96												
EMPLOYED FULL-TIME	32850	1845	39.4	5.6	97												
EMPLOYED PART-TIME	7456	*396	8.5	5.3	92												
NOT EMPLOYED	40680	2438	52.1	6.0	104												
PROFESSIONAL/MANAGER	10392	675	14.4	6.5	112												
TECH/CLERICAL/SALES	17574	1080	23.1	6.1	106												
PRECISION/CRAFT	985	**32	0.7	3.2	56												
OTHER EMPLOYED	11354	*455	9.7	4.0	69												
SINGLE	9863	469	10.0	4.8	82												
MARRIED	51375	2970	63.5	5.8	100												
DIVORCED/SEPARATED/WIDOWED	19748	1241	26.5	6.3	109												
PARENTS	32590	1442	30.8	4.4	77												
WHITE	70416	4226	90.3	6.0	104												
BLACK	8778	*296	6.3	3.4	58												
OTHER	1791	**159	3.4	8.9	154												
NORTHEAST-CENSUS	17786	1095	23.4	6.2	107												
NORTH CENTRAL	20741	1101	23.5	5.3	92												
SOUTH	27775	1076	23.0	3.9	67												
WEST	14683	1409	30.1	9.6	166												
NORTHEAST-MKTG.	17961	1061	22.7	5.9	102												
EAST CENTRAL	11885	699	14.9	5.9	102												
WEST CENTRAL	14090	701	15.0	5.0	86												
SOUTH	24081	940	20.1	3.9	68												
PACIFIC	12969	1279	27.3	9.9	171												
COUNTY SIZE A	32439	2555	54.6	7.9	136												
COUNTY SIZE B	24915	1144	24.4	4.6	79												
COUNTY SIZE C	12930	631	13.5	4.9	84												
COUNTY SIZE D	10703	*350	7.5	3.3	57												
METRO CENTRAL CITY	24518	1526	32.6	6.2	108												
METRO SUBURBAN	35919	2323	49.6	6.5	112												
NON METRO	20549	830	17.7	4.0	70												
TOP 5 ADI'S	18341	1585	33.9	8.6	150												
TOP 10 ADI'S	25378	1971	42.1	7.8	134												
TOP 20 ADI'S	36488	2791	59.6	7.6	132												
MSHLD INC. \$50,000 OR MORE	6612	*563	12.0	8.5	147												
\$40,000 OR MORE	12659	960	20.5	7.6	131												
\$30,000 OR MORE	24698	1785	38.1	7.2	125												
\$25,000 OR MORE	32077	2291	49.0	7.1	124												
\$20,000 - \$24,999	9144	*414	8.8	4.5	78												
\$15,000 - \$19,999	8728	*442	9.4	5.1	88												
\$10,000 - \$14,999	12562	784	16.8	6.2	108												
UNDER \$10,000	18475	749	16.0	4.1	70												
HOUSEHOLD OF 1 PERSON	11987	808	17.3	6.7	117												
2 PEOPLE	26577	1893	40.4	7.1	123												
3 OR 4 PEOPLE	30617	1451	31.0	4.7	82												
5 OR MORE PEOPLE	11804	*528	11.3	4.5	77												
NO CHILD IN MSHLD	46165	3124	66.8	6.8	117												
CHILD(REN) UNDER 2 YRS	5325	**166	3.5	3.1	54												
2 - 5 YEARS	14221	606	12.9	4.3	74												
6 - 11 YEARS	15117	637	13.6	4.2	73												
12 - 17 YEARS	16611	720	15.4	4.3	75												
RESIDENCE OWNED	55884	3534	75.5	6.3	109												
VALUE: \$50,000 OR MORE	31744	2454	52.4	7.7	134												
VALUE: UNDER \$50,000	24140	1081	23.1	4.5	77												

LIQUID TOILET SOAP (FOR FACE, HANDS, BATH AND SHOWER): USE AND BRANDS USED
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	YARDLEY																			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	4680	100.0	5.8	100																
MAGAZINES	QUINTILE 1	15799	1079	23.1	6.8	118																
	QUINTILE 2	17259	1150	24.6	6.7	115																
	QUINTILE 3	13545	815	17.4	6.0	104																
	QUINTILE 4	15133	812	17.4	5.4	93																
	QUINTILE 5	19250	824	17.6	4.3	74																
NEWSPAPERS	QUINTILE 1	12413	957	20.4	7.7	133																
	QUINTILE 2	24116	1595	34.1	6.6	114																
	QUINTILE 3	11261	684	14.6	6.1	105																
	QUINTILE 4	20255	944	20.2	4.7	81																
	QUINTILE 5	12940	*499	10.7	3.9	67																
OUTDOOR	QUINTILE 1	14852	1014	21.7	6.8	118																
	QUINTILE 2	15725	850	18.2	5.4	94																
	QUINTILE 3	16330	992	21.2	6.1	105																
	QUINTILE 4	16744	933	19.9	5.6	96																
	QUINTILE 5	17334	891	19.0	5.1	89																
RADIO-DRIVE TIME	QUINTILE 1	15911	796	17.0	5.0	87																
	QUINTILE 2	14837	915	19.6	6.2	107																
	QUINTILE 3	15339	858	18.3	5.6	97																
	QUINTILE 4	16723	874	18.7	5.2	90																
	QUINTILE 5	18176	1237	26.4	6.8	118																
RADIO-MID- DAY	TERCILE 1	21020	1077	23.0	5.1	89																
	TERCILE 2	21610	1293	27.6	6.0	104																
	TERCILE 3	38355	2310	49.4	6.0	104																
RADIO-TOTAL	QUINTILE 1	15988	804	17.2	5.0	87																
	QUINTILE 2	15626	731	15.6	4.7	81																
	QUINTILE 3	16723	1223	26.1	7.3	127																
	QUINTILE 4	16342	924	19.7	5.7	98																
	QUINTILE 5	16306	999	21.3	6.1	106																
TV-PRIME TIME	QUINTILE 1	15953	846	18.1	5.3	92																
	QUINTILE 2	16137	1141	24.4	7.1	122																
	QUINTILE 3	16420	991	21.2	6.0	104																
	QUINTILE 4	16687	801	17.1	4.8	83																
	QUINTILE 5	15789	901	19.3	5.7	99																
TV-DAYTIME	TERCILE 1	27736	1488	31.8	5.4	93																
	TERCILE 2	26489	1480	31.6	5.6	97																
	TERCILE 3	26761	1712	36.6	6.4	111																
TV-TOTAL	QUINTILE 1	16345	1011	21.6	6.2	107																
	QUINTILE 2	16447	914	19.5	5.6	96																
	QUINTILE 3	15980	966	20.6	6.0	105																
	QUINTILE 4	15887	838	17.9	5.3	91																
	QUINTILE 5	16326	950	20.3	5.8	101																
MAGAZINES-NEWSPAPERS: DUAL		20721	1525	32.6	7.4	127																
MAGAZINE IMPERATIVE		19186	1081	23.1	5.6	98																
NEWSPAPER IMPERATIVE		21899	1332	28.5	6.1	105																
MAGAZINES-OUTDOOR: DUAL		15451	1020	21.8	6.6	114																
MAGAZINE IMPERATIVE		25953	1648	35.2	6.3	110																
OUTDOOR IMPERATIVE		24400	1280	27.4	5.2	91																
MAGAZINES-RADIO: DUAL		18049	928	19.8	5.1	89																
MAGAZINE IMPERATIVE		23571	1802	38.5	7.6	132																
RADIO IMPERATIVE		23278	1148	24.5	4.9	85																
MAGAZINES-TELEVISION: DUAL		15459	1092	23.3	7.1	122																
MAGAZINE IMPERATIVE		25829	1650	35.3	6.4	111																
TELEVISION IMPERATIVE		26039	1257	26.9	4.8	84																
NEWSPAPERS-OUTDOOR: DUAL		16605	1227	26.2	7.4	128																
NEWSPAPER IMPERATIVE		26834	1723	36.8	6.4	111																
OUTDOOR IMPERATIVE		23346	1134	24.2	4.9	84																
NEWSPAPERS-RADIO: DUAL		17133	1024	21.9	6.0	103																
NEWSPAPER IMPERATIVE		25892	1932	41.3	7.5	129																
RADIO IMPERATIVE		23167	1054	22.5	4.5	79																
NEWSPAPERS-TELEVISION: DUAL		17159	1113	23.8	6.5	112																
NEWSPAPER IMPERATIVE		26214	1818	38.8	6.9	120																
TELEVISION IMPERATIVE		23412	1125	24.0	4.8	83																
OUTDOOR-RADIO: DUAL		15303	1049	22.4	6.9	119																
OUTDOOR IMPERATIVE		24901	1528	32.6	6.1	106																
RADIO IMPERATIVE		26492	1254	26.8	4.7	82																
OUTDOOR-TELEVISION: DUAL		14794	729	15.6	4.9	85																
OUTDOOR IMPERATIVE		25437	1652	35.3	6.5	112																
TELEVISION IMPERATIVE		27877	1741	37.2	6.2	108																
RADIO-TELEVISION: DUAL		15996	895	19.1	5.6	97																
RADIO IMPERATIVE		25478	1398	29.9	5.5	95																
TELEVISION IMPERATIVE		26573	1664	35.6	6.3	108																

	TOTAL U.S. '000	YARDLEY				A				A				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	4680	100.0	5.8	100																
ATLANTIC MONTHLY	415	**34	0.7	8.2	142																
BARRON'S	453	**74	1.6	16.3	283																
BETTER HOMES & GARDENS	16256	910	19.4	5.6	97																
BON APPETIT	2535	**296	6.3	11.7	202																
BUSINESS WEEK	1278	**140	3.0	11.0	190																
CAR AND DRIVER	378	**23	0.5	6.1	105																
CBS MAGAZINE NETWORK (GROSS)	1498	**59	1.3	3.9	68																
CHANGING TIMES	1505	**70	1.5	4.7	80																
COLONIAL HOMES	1231	**60	1.3	4.9	84																
CONDE NAST MAG. PKG. (GROSS)	14146	785	16.8	5.5	96																
CONSUMERS DIGEST	1323	**65	1.4	4.9	85																
COSMOPOLITAN	7102	388	8.3	5.5	95																
COUNTRY LIVING	2481	**197	4.2	7.9	137																
CUISINE	1472	**183	3.9	12.4	215																
CYCLE WORLD	425	**7	0.1	1.6	29																
DCI:CREATIVE IDEAS FOR LIV	2510	**183	3.9	7.3	126																
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	396	8.5	5.9	102																
DISCOVER	894	**69	1.5	7.7	134																
EBONY	3507	**194	4.1	5.5	96																
ESQUIRE	1083	**83	1.8	7.7	133																
ESSENCE	1830	**119	2.5	6.5	113																
FAMILY CIRCLE	15930	1087	23.2	6.8	118																
THE FAMILY HANDYMAN	1126	**53	1.1	4.7	81																
FAMILY WEEKLY	11468	664	14.2	5.8	100																
FIELD & STREAM	2234	**124	2.6	5.6	96																
FOOD & WINE	579	**50	1.1	8.6	149																
FORBES	728	**131	2.8	18.0	311																
FORTUNE	906	**113	2.4	12.5	216																
GENTLEMEN'S QUARTERLY	791	**61	1.3	7.7	133																
GLAMOUR	5265	300	6.4	5.7	99																
GOLF DIGEST	636	**69	1.5	10.8	188																
GOLF DIGEST/TENNIS (GROSS)	1186	**94	2.0	7.9	137																
GOLF MAGAZINE	441	**48	1.0	10.9	188																
GOLF MAGAZINE/SKI (GROSS)	922	**68	1.5	7.4	128																
GOOD HOUSEKEEPING	16487	1030	22.0	6.2	108																
HARPER'S BAZAAR	2423	**139	3.0	5.7	99																
HEALTH	1994	**92	2.0	4.6	80																
HEARST MAG CORP. BUY (GROSS)	44101	2627	56.1	6.0	103																
HEARST MAN POWER (GROSS)	1993	**80	1.7	4.0	69																
HEARST WOMAN POWER (GROSS)	31274	1749	37.4	5.6	97																
HOUSE BEAUTIFUL	3623	263	5.6	7.3	126																
INC.	283	**42	0.9	14.8	257																
JET	2928	**158	3.4	5.4	93																
LADIES' HOME JOURNAL	11918	760	16.2	6.4	110																
LHJ FAMILY GRP CONBO(GROSS)	16764	1033	22.1	6.2	107																
LIFE	4254	282	6.0	6.6	115																
L.A. TIMES HOME MAGAZINE	1145	**102	2.2	8.9	154																
MADEMOISELLE	2884	**127	2.7	4.4	76																
MC CALL'S	13460	778	16.6	5.8	100																
MC CALL'S/MRK MOTHER (GROSS)	14606	858	18.3	5.9	102																
MECHANIX ILLUSTRATED	772	**49	1.0	6.3	110																
METROPOLITAN HOME	967	**57	1.2	5.9	102																
MONEY	1588	**119	2.5	7.5	130																
MOTHER EARTH NEWS	1002	**76	1.6	7.6	131																
MS.	825	**49	1.0	5.9	103																
NATIONAL ENQUIRER	10336	574	12.3	5.6	96																
NATIONAL GEOGRAPHIC	9597	749	16.0	7.8	135																
NATIONAL SUNDAY MAGAZINE PKG	49558	3187	68.1	6.4	111																
NATURAL HISTORY	573	**50	1.1	8.7	151																
NEM WOMAN	1699	**79	1.7	4.6	80																
NEW YORK INCLUDING CUE	443	**67	1.4	15.1	262																
THE NEW YORKER	1270	**124	2.6	9.8	169																
NEWSWEEK	6277	446	9.5	7.1	123																
THE N.Y. TIMES DAILY EDITION	1205	**146	3.1	12.1	210																
THE N.Y. TIMES MAGAZINE	2081	206	4.4	9.9	171																
OMNI	788	**78	1.7	9.9	171																
ON CABLE	1158	**95	2.0	8.2	142																
1001 HOME IDEAS	2852	**181	3.9	6.3	110																
ORGANIC GARDENING	1658	**132	2.8	8.0	138																
OUTDOOR LIFE	896	**44	0.9	4.9	85																
PARADE MAGAZINE	24275	1671	35.7	6.9	119																

	TOTAL U.S. '000	YARDLEY				A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX												
TOTAL FEMALE HOMEOWNERS	80986	4680	100.0	5.8	100												
PARENTS	3845	*211	4.5	5.5	95												
PENTHOUSE	831	**37	0.8	4.5	77												
PEOPLE	11645	706	15.1	6.1	105												
PLAYBOY	2006	**80	1.7	4.0	69												
POPULAR HOT HOODING	297	**26	0.6	8.8	151												
POPULAR MECHANICS	1018	**29	0.6	2.8	49												
POPULAR SCIENCE	878	**88	1.9	10.0	173												
PREVENTION	3913	379	8.1	9.7	168												
PSYCHOLOGY TODAY	1710	**118	2.5	6.9	119												
READER'S DIGEST	22204	1527	32.6	6.9	119												
REDWICK	7684	331	7.1	4.3	75												
ROAD & TRACK	410	**11	0.2	2.7	46												
ROLLING STONE	969	**57	1.2	5.9	102												
RUNNER'S WORLD	298	**20	0.4	6.7	116												
SATURDAY EVENING POST	1169	**99	2.1	8.5	147												
SCIENCE 84	587	**33	0.7	5.6	97												
SCIENCE DIGEST	482	**37	0.8	7.7	133												
SCIENTIFIC AMERICAN	594	**59	1.3	9.9	172												
SELF	2089	**127	2.7	6.1	105												
SEVENTEEN	2411	*185	4.0	7.7	133												
SKI	480	**19	0.4	4.0	68												
SMITHSONIAN	2760	325	6.9	11.8	204												
SOAP OPERA DIGEST	3013	**115	2.5	3.8	66												
SOUTHERN LIVING	4184	*213	4.6	5.1	88												
SPORT	559	**73	1.6	13.1	226												
THE SPORTING NEWS	436	**48	1.0	11.0	191												
SPORTS AFIELD	493	**14	0.3	2.8	49												
SPORTS ILLUSTRATED	2758	*145	3.1	5.3	91												
STAR	7456	469	10.0	6.3	109												
SUNDAY	24936	1838	39.3	7.4	128												
SUNSET	2124	*218	4.7	10.3	178												
TV GUIDE	21661	1324	28.3	6.1	106												
TENNIS	550	**25	0.5	4.5	79												
TIME	8880	641	13.7	7.2	125												
TOWN & COUNTRY	917	**137	2.9	14.9	259												
TRAVEL & LEISURE	972	**74	1.6	7.6	132												
TRUE STORY	3356	**86	1.8	2.6	44												
U.S. NEWS & WORLD REPORT	3410	290	6.0	8.2	142												
USA TODAY	1759	*149	3.2	8.5	147												
US	1873	**62	1.3	3.3	57												
VOGUE	3909	*230	4.9	5.9	102												
HALL STREET JOURNAL	1886	*224	4.8	11.9	206												
HEIGHT MATTERS	2120	*209	4.5	9.9	171												
HOMAN'S DAY	14172	832	17.8	5.9	102												
WORKING WOMAN	1146	**79	1.7	6.9	119												
WORKING WOMAN	1322	**92	2.0	7.0	120												
WORLD TENNIS	*163	**17	0.4	10.4	180												
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*147	3.1	5.8	100												
BLAIR INSERTS	43657	2919	62.4	6.7	116												
DAILY NEWSPAPERS																	
READ ANY	51633	3319	70.9	6.4	111												
READ ONE	43463	2653	56.7	6.1	106												
READ TWO OR MORE	8170	665	14.2	8.1	141												
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3417	73.0	6.5	112												
READ ONE	46126	2886	61.7	6.3	108												
READ TWO OR MORE	6552	531	11.3	8.1	140												
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	31.47															
30 DAY REACH	71455	4177	89.3	5.8	101												
50 SHWG - 30 DAY AV FREQ	14.56	16.74															
30 DAY REACH	67742	3942	84.2	5.8	101												
25 SHWG - 30 DAY AV FREQ	7.94	8.83															
30 DAY REACH	62117	3735	79.8	6.0	104												
CABLE TV: HOME WIRED	32077	1862	39.8	5.8	100												
HOME NOT WIRED	48909	2818	60.2	5.8	100												
HAVE PAY CABLE	15935	1051	22.5	6.6	114												

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	4680	100.0	5.8	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2588	55.3	5.9	102												
10:00 AM - 3:00 PM	30659	1726	36.9	5.6	97												
3:00 PM - 7:00 PM	31045	1560	33.3	5.0	87												
7:00 PM - MIDNIGHT	15767	937	20.0	5.9	103												
MIDNIGHT - 6:00 AM	9120	549	11.7	6.0	104												
6:00 AM - MIDNIGHT	58527	3440	73.5	5.9	102												
ENTIRE DAY	59311	3526	75.3	5.9	103												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	970	20.7	6.0	104												
ALL NEWS	2256	*187	4.0	8.3	143												
AOR/PROGRESSIVE	3874	*284	6.1	7.3	127												
BEAUTIFUL MUSIC	5660	348	7.4	6.1	106												
BLACK	2204	*41	0.9	1.9	32												
CLASSICAL	1418	*118	2.5	8.3	144												
CHR/ROCK	9538	542	11.6	5.7	98												
COUNTRY	12648	587	12.5	4.6	80												
GOLDEN OLDIES	1191	*36	0.8	3.0	52												
MOR/NEOSTALGIA	4757	376	8.0	7.9	137												
NEWS/TALK	3863	320	6.8	8.3	143												
RELIGIOUS	3084	*189	4.0	6.1	106												
SOFT ROCK	521	*26	0.6	5.0	86												
URBAN CONTEMPORARY	1585	*77	1.6	4.9	84												
MIXED NETWORKS:																	
ABC CONTEMPORARY	3261	*170	3.6	5.2	90												
ABC DIRECTION	2316	*190	4.1	8.2	142												
ABC ENTERTAINMENT	4834	239	5.1	4.9	86												
ABC FM	2202	*103	2.2	4.7	81												
ABC INFORMATION	5425	337	7.2	6.2	107												
ABC ROCK	1677	*60	1.3	3.6	62												
CBS	4430	314	6.7	7.1	123												
MUTUAL	4992	287	6.1	5.7	99												
NBC	4679	257	5.5	5.5	95												
RADIORADIO	1994	*135	2.9	6.8	117												
RKO ONE	2298	*150	3.2	6.5	113												
RKO TWO	3311	*157	3.4	4.7	82												
THE SOURCE	2114	*170	3.6	8.0	139												
NON-HIRED: BLAIR	8654	457	9.8	5.3	91												
INTERNET	12025	739	15.8	6.1	106												
KATZ RADIO GROUP	15359	997	21.3	6.5	112												
SUPERNET	10628	531	11.3	5.0	86												
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	550	11.8	6.4	110												
MKDAY 9:00 AM - 1:00 PM	12163	726	15.5	6.0	103												
MKDAY 1:00 PM - 4:30 PM	16150	900	19.2	5.6	96												
MKDAY 4:30 PM - 7:30 PM	22463	1414	30.2	6.3	109												
MKDAY 7:30 PM - 8:00 PM	31795	2010	42.9	6.3	109												
MKDAY 11:00 PM - 11:30 PM	23977	1372	29.3	5.7	99												
MKDAY 11:30 PM - 1:00 AM	7703	444	9.5	5.8	100												
M-SAT 8-11 PM-SUN 7-11 PM	33800	2016	43.1	6.0	103												
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	382	8.2	5.8	101												
ANOTHER WORLD	N 4620	260	5.6	5.6	97												
AS THE WORLD TURNS	C 5614	307	6.6	5.5	95												
CAPITOL	C 3396	172	3.7	5.1	88												
CBS MORN. NEWS 1	C 1446	*74	1.6	5.1	89												
CBS MORN. NEWS 2	C 1207	*52	1.1	4.3	75												
DAYS OF OUR LIVES	N 5877	369	7.9	6.3	109												
FACTS OF LIFE - DAYTIME	N 2290	148	3.2	6.5	112												
FAMILY FEUD	A 3023	144	3.1	4.8	82												
GENERAL HOSPITAL	A 6097	347	7.4	5.7	98												
GOOD MORNING, AMERICA-730	A 3515	203	4.3	5.8	100												
GOOD MORNING, AMERICA-830	A 2818	209	4.5	7.4	128												
GUIDING LIGHT	C 5339	279	6.0	5.2	90												
ONE LIFE TO LIVE	A 4478	250	5.3	5.6	97												
PRESS YOUR LUCK	C 2244	*109	2.3	4.9	84												
PRICE IS RIGHT 1	C 4348	281	6.0	6.5	112												
PRICE IS RIGHT 2	C 5014	326	7.0	6.5	113												
RYAN'S HOPE	A 3150	217	4.6	6.9	119												
SALE OF THE CENTURY	N 2695	128	2.7	4.7	82												
SEARCH FOR TOMORROW	N 2319	*95	2.0	4.1	71												
TODAY SHOW 1	N 2693	248	5.3	9.2	159												
TODAY SHOW 2	N 2498	188	4.0	7.5	130												
\$25,000 PYRAMID	C 2753	168	3.6	6.1	106												
WHEEL OF FORTUNE	N 4388	262	5.6	6.0	103												
YOUNG AND THE RESTLESS	C 5695	323	6.9	5.7	98												
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC HIDE WORLD-SPORTS SAT	A 1760	*94	2.0	5.3	92												
NBA PLAYOFF GAME -1	C 1136	*55	1.2	4.8	84												
NBC MAJOR LEAGUE PRE-GAME	N 953	*52	1.1	5.5	94												
SPORTSWORLD - SUN	N 1233	*48	1.0	3.9	67												
SUNDAY MORNING	C 1611	*89	1.9	5.5	96												

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	TOTAL U.S. '000	YARDLEY				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX																
TOTAL FEMALE HOMEOWNERS	80986	4680	100.0	5.8	100																
WEEKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	26063	1750	37.4	6.7	116																
NETWORK AFFILIATES - LATE	20261	1177	25.1	5.8	101																
INDEPENDENTS - LATE	2076	173	3.7	5.3	144																
TV EVENING NEWS 6 PM - 2 AM																					
A TEAM	N 10453	411	8.8	3.9	68																
ABC MONDAY NIGHT MOVIE	A 6412	374	8.0	5.8	101																
ABC SUNDAY NIGHT MOVIE	A 12407	758	16.2	6.1	106																
ABC WORLD NEWS TONIGHT	A 6176	379	8.1	6.1	106																
AFTERMASH	C 5863	444	9.5	7.6	131																
ALICE	C 9594	590	12.6	6.1	106																
AMERICAN PARADE	C 6622	441	9.4	6.7	115																
ANSON	A 10886	781	16.7	7.2	124																
BLUE THUNDER	A 5036	233	5.0	4.6	80																
CAGNEY & LACEY	C 9965	669	14.3	6.7	116																
CBS EVENING NEWS-DEAN	C 3491	303	6.5	8.7	150																
CBS EVENING NEWS-RATHER	C 7123	472	10.1	6.6	115																
CBS SAT. NEWS-SCHIEFFER	C 3621	251	5.4	6.9	120																
CBS SATURDAY NIGHT MOVIE	C 5436	306	6.5	5.6	97																
CBS WEDNESDAY NIGHT MOVIE	C 6100	287	6.1	4.7	81																
CHEERS	N 8889	515	11.0	5.8	100																
DALLAS	C 22109	1250	26.7	5.7	98																
DIFF'RENT STROKES	N 6940	273	5.8	3.9	68																
DOUBLE TROUBLE	N 7223	417	8.9	5.8	100																
DUCK FACTORY	N 5595	244	5.2	4.4	75																
DUKES OF HAZZARD	C 5768	261	5.6	4.5	78																
DYNASTY	A 20053	1230	26.3	6.1	106																
FACTS OF LIFE	N 8087	449	9.6	5.6	96																
FALCON CREST	C 20046	1264	27.0	6.3	109																
FALL GUY	A 9084	494	10.6	5.4	94																
FAMILY TIES	N 7964	392	8.4	4.9	85																
FANTASY ISLAND	A 7687	343	7.3	4.5	77																
FOULUPS, BLEEPERS & BLUNDERS	A 8861	531	11.3	6.0	104																
FOUR SEASONS	C 5095	416	8.9	8.2	141																
GIMME A BREAK	N 8838	417	8.9	4.7	82																
HART TO HART	A 8978	511	10.9	5.7	98																
HILL STREET BLUES	N 8590	517	11.0	6.0	104																
HOTEL	A 14085	1039	22.2	7.4	128																
JEFFERSONS	C 9360	654	14.0	7.0	121																
JENNIFER SLEPT HERE	N 5841	*224	4.8	3.8	66																
KATE & ALLIE	C 9206	496	10.6	5.4	93																
KNIGHT RIDER	N 7076	401	8.6	5.7	98																
LOVE BOAT	A 12219	732	15.6	6.0	104																
MAGNUM PI	C 11199	656	14.0	5.9	101																
MAMA'S FAMILY	N 6057	344	7.4	5.7	98																
MASTER, THE	N 3598	*138	2.9	3.8	66																
MATT HOUSTON	A 6344	313	6.7	4.9	85																
NBC MONDAY NIGHT MOVIE	N 11994	625	13.4	5.2	90																
NBC NIGHTLY NEWS	N 5132	362	7.7	7.1	122																
NBC NIGHTLY NEWS-SAT	N 3375	*221	4.7	6.5	113																
NBC NIGHTLY NEWS-SUN	N 3130	*235	5.0	7.5	130																
NBC SUNDAY NIGHT MOVIE	N 8284	501	10.7	6.0	105																
NEWMART	C 9240	627	13.4	6.8	117																
ONE DAY AT A TIME	C 7288	456	9.7	6.3	108																
PEOPLE ARE FUNNY	N 4855	244	5.2	5.0	87																
REAL PEOPLE	N 8869	468	10.0	5.3	91																
REXINGTON STEELE	N 7743	390	8.3	5.0	87																
RIPLEY'S BELIEVE IT - NOT	A 5345	328	7.0	6.1	106																
RIPTIDE	N 6988	308	6.6	4.4	76																
SCARECROW & MRS. KING	C 10002	638	13.6	6.4	110																
SIMON & SIMON	C 10638	588	12.6	5.5	96																
60 MINUTES	C 13293	1043	22.3	7.8	136																
ST. ELSEWHERE	N 7017	415	8.9	5.9	102																
THREE'S COMPANY	A 10917	597	12.8	5.5	95																
T.J. HOOKER	A 9204	602	12.9	6.5	113																
TONIGHT SHOW	N 2372	162	3.5	6.8	118																
TRAPPER JOHN, M.D.	C 9846	638	13.6	6.5	112																
TV BLOOPERS & PRAC. JOKES	N 9105	603	12.9	6.6	115																
20/20	A 9387	577	12.3	6.1	106																
WEBSTER	A 11067	749	16.0	6.8	117																
WORLD NEWS - SUN	A 3062	*194	4.1	6.3	110																
YELLOW ROSE	N 4978	*228	4.9	4.6	79																
TV VIEWING SPORTS EVENTS																					
BASEBALL	8878	562	12.0	6.3	110																
BASKETBALL - COLLEGE GAMES	4080	*208	4.4	5.1	88																
BASKETBALL - PRO GAMES	3607	*222	4.7	6.2	107																
BOWLING	3883	*273	5.8	7.0	122																
BOXING	3928	*207	4.4	5.3	91																
FOOTBALL - COLLEGE GAMES	6366	*385	8.2	6.0	105																
FOOTBALL - PRO GAMES	11300	726	15.5	6.4	111																
GOLF	3378	*291	6.2	8.6	149																
POST-SEASON COLL. FOOTBALL	4906	*340	7.3	6.9	120																
POST-SEASON PRO FOOTBALL	6120	*485	10.4	7.9	137																
TENNIS	3033	*158	3.4	5.2	90																
WRESTLING - PROFESSIONAL	3344	*118	2.5	3.5	61																

ALUMINUM FOIL

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-23

		'000	%	UNWEIGHTED							
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?											
YES		73657	91.0	8565							
NO		7329	9.0	870							
		ALL		SOLE		PRIMARY		SECONDARY			
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED	
IF YES											
1B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?											
HEAVY DUTY		33322	41.1	15705	19.4	9825	12.1	7792	9.6	3704	
REGULAR WEIGHT		56572	69.9	38955	48.1	14677	18.1	2941	3.6	6624	
DO NOT KNOW		1381	1.7							161	
1C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?											
DIAMOND FOIL		14173	17.5	3273	4.0	7194	8.9	3706	4.6	1605	
KITCHEN CRAFT		1480	1.8	681	.8	496	.6	303	.4	161	
PRINCESS		1269	1.6	678	.8	404	.5	186	.2	176	
REYNOLDS		61046	75.4	43458	53.7	14746	18.2	2842	3.5	7034	
WONDERFOIL (A & P)		1995	2.5	904	1.1	733	.9	357	.4	244	
OTHER BRANDS		14780	18.3	5411	6.7	5059	6.2	4310	5.3	1739	
DO NOT KNOW		308	.4							46	
		'000	%	UNWEIGHTED							
1D. ABOUT HOW MANY ROLLS OF ALUMINUM FOIL OF 25 FEET OR EQUIVALENT WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 90 DAYS?											
SIX OR MORE		H	3970	4.9	430						
FIVE		H	2557	3.2	260						
FOUR		H	4659	5.8	508						
THREE		H	11945	14.7	1281						
TWO		H	20550	25.4	2333						
ONE		L	17030	21.0	2069						
LESS THAN ONE		L	12431	15.3	1408						
NONE		L	515	.6	76						

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	73657	100.0	91.0	100	23131	100.0	28.6	100	20550	100.0	25.4	100	29976	100.0	37.0	100
18 - 24	9282	8138	11.0	87.7	96	2528	10.9	27.2	95	2364	11.5	25.5	100	3246	10.8	35.0	94
25 - 34	19072	17605	23.9	92.3	101	5477	23.7	28.7	101	4734	23.0	24.8	98	7395	24.7	38.8	105
35 - 44	14591	13296	18.1	91.1	101	4683	20.2	32.1	112	4044	19.7	27.7	109	4570	15.2	31.3	85
45 - 54	11345	10427	14.2	91.9	101	3643	15.7	32.1	112	2991	14.6	26.4	104	3793	12.7	33.4	90
55 - 64	11635	10685	14.5	91.8	101	3316	14.3	28.5	100	2869	14.0	24.7	97	4499	15.0	38.7	104
65 OR OLDER	15061	13506	18.3	89.7	99	3485	15.1	23.1	81	3549	17.3	23.6	93	6472	21.6	43.0	116
18 - 34	28354	25743	34.9	90.8	100	8005	34.6	28.2	95	7097	34.5	25.0	99	10641	35.5	37.5	101
18 - 49	48339	44055	59.8	91.1	100	14533	62.8	30.1	105	12509	60.9	25.9	102	17014	56.8	35.2	95
25 - 54	45008	41329	56.1	91.8	101	13802	59.7	30.7	107	11768	57.3	26.1	103	15758	52.6	35.0	95
35 - 49	19985	18312	24.9	91.6	101	6528	28.2	32.7	114	5412	26.3	27.1	107	6373	21.3	31.9	86
50 OR OLDER	32647	29602	40.2	90.7	100	8599	37.2	26.3	92	8041	39.1	24.6	97	12962	43.2	39.7	107
GRADUATED COLLEGE	11155	10210	13.9	91.5	101	2809	12.1	25.2	88	2923	14.2	26.2	103	4478	14.9	40.1	108
ATTENDED COLLEGE	13682	12544	17.0	91.7	101	3556	15.4	26.0	91	3478	16.9	25.4	100	5510	18.4	40.3	109
GRADUATED HIGH SCHOOL	33880	31107	42.2	91.8	101	9952	43.0	29.4	103	8998	43.8	26.6	105	12157	40.6	35.9	97
DID NOT GRADUATE HIGH SCHOOL	22270	19796	26.9	88.9	98	6815	29.5	30.6	107	5151	25.1	23.1	91	7831	26.1	35.2	95
EMPLOYED	40306	36823	50.0	91.4	100	11437	49.4	28.4	99	10212	49.7	25.3	100	15174	50.6	37.6	102
EMPLOYED FULL-TIME	32850	29909	40.6	91.0	100	9189	39.7	28.0	98	8551	41.6	26.0	103	12170	40.6	37.0	100
EMPLOYED PART-TIME	7456	6914	9.4	92.7	102	2248	9.7	30.2	106	1661	8.1	22.3	88	3004	10.0	40.3	109
NOT EMPLOYED	40680	36834	50.0	90.5	100	11695	50.6	28.7	101	10338	50.3	25.4	100	14801	49.4	36.4	98
PROFESSIONAL/MANAGER	10392	9564	13.0	92.0	101	2410	10.4	23.2	81	2685	13.1	25.8	102	4469	14.9	43.0	116
TECH/CLERICAL/SALES	17574	16040	21.8	91.3	100	5282	22.8	30.1	105	4360	21.2	24.8	98	6399	21.3	36.4	98
PRECISION/CRAFT	985	894	1.2	90.8	100	*327	1.4	33.2	116	*251	1.2	25.5	100	*315	1.1	32.0	86
OTHER EMPLOYED	11354	10324	14.0	90.9	100	3417	14.8	30.1	105	2916	14.2	25.7	101	3991	13.3	35.2	95
SINGLE	9863	8735	11.9	88.6	97	2446	10.6	24.8	87	2104	10.2	21.3	84	4185	14.0	42.4	115
MARRIED	51375	47256	64.2	92.0	101	15612	67.5	30.4	106	13882	67.6	27.0	106	17761	59.3	34.6	93
DIVORCED/SEPARATED/WIDOWED	19748	17667	24.0	89.5	98	5073	21.9	25.7	90	4564	22.2	23.1	91	8030	26.8	40.7	110
PARENTS	32590	29833	40.5	91.5	101	10642	46.0	32.7	114	8991	43.8	27.6	109	10201	34.0	31.3	85
WHITE	70416	64621	87.7	91.8	101	19766	85.5	28.1	98	18222	88.7	25.9	102	26633	88.8	37.8	102
BLACK	8778	7625	10.4	86.9	96	2909	12.6	33.1	116	1806	8.8	20.6	81	2910	9.7	33.2	90
OTHER	1791	1411	1.9	78.8	87	*456	2.0	25.5	89	*522	2.5	29.1	115	*433	1.4	24.2	65
NORTHEAST-CENSUS	17786	16378	22.2	92.1	101	6127	26.5	34.4	121	4623	22.5	26.0	102	5628	18.8	31.6	85
NORTH CENTRAL	20741	18932	25.7	91.3	100	5432	23.5	26.2	92	5463	26.6	26.3	104	8037	26.8	38.7	105
SOUTH	27775	25240	34.3	90.9	100	8179	35.4	29.4	103	7350	35.8	26.5	104	9711	32.4	35.0	94
WEST	14683	13107	17.8	89.3	98	3393	14.7	23.1	81	3114	15.2	21.2	84	6600	22.0	44.9	121
NORTHEAST-MKTG.	17961	16542	22.5	92.1	101	5996	25.9	33.4	117	4922	24.0	27.4	108	5624	18.8	31.3	85
EAST CENTRAL	11885	10813	14.7	91.0	100	3420	14.8	28.8	101	2869	14.0	24.1	95	4523	15.1	38.1	103
WEST CENTRAL	14090	12972	17.6	92.1	101	3591	15.5	25.5	89	3818	18.6	27.1	107	5563	18.6	39.5	107
SOUTH	24081	21846	29.7	90.7	100	7166	31.0	29.8	104	6260	30.5	26.0	102	8421	28.1	35.0	90
PACIFIC	12969	11483	15.6	88.5	97	2958	12.8	22.8	80	2680	13.0	20.7	81	5845	19.5	45.1	122
COUNTY SIZE A	32439	29148	39.6	89.9	99	9100	39.3	28.1	98	8028	39.1	24.7	98	12021	40.1	37.1	100
COUNTY SIZE B	24915	22946	31.2	92.1	101	7810	33.8	31.3	110	6292	30.6	25.3	100	8844	29.5	35.5	96
COUNTY SIZE C	12930	11778	16.0	91.1	100	3301	14.3	25.5	89	3543	17.2	27.4	108	4934	16.5	38.2	103
COUNTY SIZE D	10703	9785	13.3	91.4	101	2921	12.6	27.3	96	2687	13.1	25.1	99	4177	13.9	39.0	105
METRO CENTRAL CITY	24518	22079	30.0	90.1	99	7340	31.7	29.9	105	5907	28.7	24.1	95	8832	29.5	36.0	97
METRO SUBURBAN	35919	32905	44.7	91.6	101	9991	43.2	27.8	97	9118	44.4	25.4	100	13796	46.0	38.4	104
NON METRO	20549	18673	25.4	90.9	100	5801	25.1	28.2	99	5524	26.9	26.9	106	7348	24.5	35.8	97
TOP 5 ADI'S	18341	16268	22.1	88.7	98	5226	22.6	28.5	100	4696	22.9	25.6	101	6346	21.2	34.6	93
TOP 10 ADI'S	25378	22749	30.9	89.6	99	6992	30.2	27.6	96	6442	31.3	25.4	100	9314	31.1	36.7	99
TOP 20 ADI'S	36488	32796	44.5	89.9	99	9996	43.2	27.4	96	8773	42.7	24.0	95	14027	46.8	38.4	104
MSHLD INC. \$50,000 OR MORE	6612	6285	8.5	95.1	105	2148	9.3	32.5	114	1693	8.2	25.6	101	2444	8.2	37.0	100
\$40,000 OR MORE	12659	11813	16.0	93.3	103	4029	17.4	31.8	111	3062	14.9	24.2	95	4722	15.8	37.3	101
\$30,000 OR MORE	24698	22857	31.0	92.5	102	7679	33.2	31.1	109	6431	31.3	26.0	103	8747	29.2	35.4	96
\$25,000 OR MORE	32077	29669	40.3	92.5	102	9900	42.8	30.9	108	8397	40.9	26.2	103	11372	37.9	35.5	96
\$20,000 - \$24,999	9144	8310	11.3	90.9	100	2510	10.9	27.4	96	2443	11.9	26.7	105	3357	11.2	36.7	99
\$15,000 - \$19,999	8728	8043	10.9	92.2	101	2426	10.5	27.8	97	2468	12.0	28.3	111	3150	10.5	36.1	98
\$10,000 - \$14,999	12562	11558	15.7	92.0	101	3681	15.9	29.3	103	3191	15.5	25.4	100	4686	15.6	37.3	101
UNDER \$10,000	18475	16077	21.8	87.0	96	4614	19.9	25.0	87	4052	19.7	21.9	86	7412	24.7	40.1	108
HOUSEHOLD OF 1 PERSON	11987	10601	14.4	88.4	97	1941	8.4	16.2	57	2477	12.1	20.7	81	6183	20.6	51.6	139
2 PEOPLE	26577	24535	33.3	92.3	102	6526	28.2	24.6	86	6938	33.8	26.1	103	11072	36.9	41.7	113
3 OR 4 PEOPLE	30617	27859	37.8	91.0	100	10255	44.3	33.5	117	7969	38.8	26.0	103	9635	32.1	31.5	85
5 OR MORE PEOPLE	11804	10662	14.5	90.3	99	4409	19.1	37.4	131	3166	15.4	26.8	106	3087	10.3	26.2	71
NO CHILD IN MSHLD	46165	41694	56.6	90.3	99	11473	49.6	24.9	87	11053	53.8	23.9	94	19169	63.9	41.5	112
CHILD(REN) UNDER 2 YRS	5325	4825	6.6	90.6	100	1378	6.0	25.9	91	1575	7.7	29.6	117	1872	6.2	35.2	95
2 - 5 YEARS	14221	13036	17.7	91.7	101	4714	20.4	33.1	116	3710	18.1	26.1	103	4613	15.4	32.4	88
6 - 11 YEARS	15117	13779	18.7	91.1	100	5198	22.5	34.4	120	3851	18.7	25.5	100	4730	15.8	31.3	85
12 - 17 YEARS	16611	15280	20.7	92.0	101	5924	25.6	35.7	125	4654	22.6	28.0	110	4702	15.7	28.3	76
RESIDENCE OWNED	55884	51567	70.0	92.3	101	16277	70.4	29.1	102	14613	71.1	26.1	103	20677	69.0	37.0	100
VALUE: \$50,000 OR MORE	31744	29204	39.6	92.0	101	9058	39.2	28.5	100	8168	39.7	25.7	101	11978	40.0	37.7	102
VALUE: UNDER \$50,000	24140	22363	30.4	92.6	102	7219	31.2	29.9	105	6445	31.4	26.7	105	8699	29.0	36.0	97

ALUMINUM FOIL: USAGE IN LAST 90 DAYS
(FEMALE HOMEMAKERS)

			TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	73657	100.0	91.0	100	23131	100.0	28.6	100	20550	100.0	25.4	100	29976	100.0	37.0	100
MAGAZINES	QUINTILE 1	15799	14659	19.9	92.8	102	5141	22.2	32.5	114	4107	20.0	26.0	102	5411	18.1	34.2	93	
	QUINTILE 2	17259	16006	21.7	92.7	102	5352	23.1	31.0	109	4539	22.1	26.3	104	6115	20.4	35.4	96	
	QUINTILE 3	13545	12455	16.9	92.0	101	3895	16.8	28.8	101	3544	17.2	26.2	103	5016	16.7	37.0	100	
	QUINTILE 4	15133	13592	18.5	89.8	99	3937	17.0	26.0	91	3477	16.9	25.0	91	6178	20.6	40.8	110	
	QUINTILE 5	19250	16945	23.0	88.0	97	4807	20.8	25.0	87	4883	23.8	25.4	100	7256	24.2	37.7	102	
NEWSPAPERS	QUINTILE 1	12413	11447	15.5	92.2	101	3952	17.1	31.8	111	3339	16.2	26.9	106	4157	13.9	33.5	90	
	QUINTILE 2	24116	22211	30.2	92.1	101	7088	30.6	29.4	103	6304	30.7	26.1	103	8819	29.4	36.6	99	
	QUINTILE 3	11261	10350	14.1	91.9	101	3257	14.1	28.9	101	3028	14.7	26.9	106	4065	13.6	36.1	99	
	QUINTILE 4	20255	18190	24.7	89.8	99	5333	23.1	26.3	92	4926	24.0	24.3	96	7932	26.5	39.2	106	
	QUINTILE 5	12940	11459	15.6	88.6	97	3501	15.1	27.1	95	2954	14.4	22.8	90	5004	16.7	38.7	104	
OUTDOOR	QUINTILE 1	14852	13582	18.4	91.4	101	4288	18.5	28.9	101	3954	19.2	26.6	105	5341	17.8	36.0	97	
	QUINTILE 2	15725	14361	19.5	91.3	100	4232	18.3	26.9	94	3912	19.0	24.9	98	6217	20.7	39.5	107	
	QUINTILE 3	16330	14918	20.3	91.4	100	5082	22.0	31.1	109	4216	20.5	25.8	102	5619	18.7	34.4	93	
	QUINTILE 4	16744	15129	20.5	90.4	99	4743	20.5	28.3	99	4275	20.8	25.5	101	6111	20.4	36.5	99	
	QUINTILE 5	17334	15667	21.3	90.4	99	4786	20.7	27.6	97	4193	20.4	24.2	95	6688	22.3	38.6	104	
RADIO-DRIVE TIME	QUINTILE 1	15911	14623	19.9	91.9	101	4985	21.6	31.3	110	3942	19.2	24.8	98	5696	19.0	35.8	97	
	QUINTILE 2	14837	13649	18.5	92.0	101	4579	19.8	30.9	108	3550	17.3	23.9	94	5519	18.4	37.2	100	
	QUINTILE 3	15339	14011	19.0	91.3	100	4061	17.6	26.5	93	4069	19.8	26.5	105	5881	19.6	38.3	104	
	QUINTILE 4	16723	14959	20.3	89.5	98	4450	19.2	26.6	93	4572	22.2	27.3	108	5936	19.8	35.5	96	
	QUINTILE 5	18176	16417	22.3	90.3	99	5056	21.9	27.8	97	4418	21.5	24.3	96	6943	23.2	38.2	103	
RADIO-MID- DAY	TERCILE 1	21020	19382	26.3	92.2	101	6477	28.0	30.8	108	5306	25.8	25.2	99	7600	25.4	36.2	98	
	TERCILE 2	21610	19915	27.0	92.2	101	6381	27.6	29.5	103	6056	29.5	28.0	110	7477	24.9	34.6	93	
	TERCILE 3	38355	34360	46.6	89.6	98	10273	44.4	26.8	94	9188	44.7	24.0	94	14899	49.7	38.8	105	
RADIO-TOTAL	QUINTILE 1	15988	14763	20.0	92.3	102	4949	21.4	31.0	108	3835	18.7	24.0	95	5979	19.9	37.4	101	
	QUINTILE 2	15626	14274	19.4	91.3	100	4740	20.5	30.3	106	4080	19.9	26.1	103	5454	18.2	34.9	94	
	QUINTILE 3	16723	15441	21.0	92.3	102	4705	20.3	28.1	99	4344	21.1	26.0	102	6392	21.3	38.2	103	
	QUINTILE 4	16342	14674	19.9	89.8	99	4378	18.9	26.8	94	4327	21.1	26.5	104	5969	19.9	36.5	99	
	QUINTILE 5	16306	14505	19.7	89.0	98	4359	18.8	26.7	94	3965	19.3	24.3	96	6181	20.6	37.9	102	
TV-PRIME TIME	QUINTILE 1	15953	14426	19.6	90.4	99	4689	20.3	29.4	103	3728	18.1	23.4	92	6008	20.0	37.7	102	
	QUINTILE 2	16137	14983	20.3	92.8	102	5022	21.7	31.1	109	4195	20.4	26.0	102	5766	19.2	35.7	97	
	QUINTILE 3	16420	14852	20.2	90.5	99	4464	19.3	27.2	95	4208	20.5	25.6	101	6180	20.6	37.6	102	
	QUINTILE 4	16687	15315	20.8	91.8	101	4867	21.0	29.2	102	4333	21.1	26.0	102	6115	20.4	36.6	99	
	QUINTILE 5	15789	14082	19.1	89.2	98	4089	17.7	25.9	91	4086	19.9	25.9	102	5906	19.7	37.4	101	
TV-DAYTIME	TERCILE 1	27736	25018	34.0	90.2	99	8040	34.8	29.0	101	6927	33.7	25.0	98	10052	33.5	36.2	98	
	TERCILE 2	26489	24421	33.2	92.2	101	7865	34.0	29.7	104	6921	33.7	26.1	103	9635	32.1	36.4	98	
	TERCILE 3	26761	24218	32.9	90.5	100	7226	31.2	27.0	95	6702	32.6	25.0	99	10289	34.3	38.4	104	
TV-TOTAL	QUINTILE 1	16345	14573	19.8	89.2	98	4740	20.5	29.0	102	3986	19.4	24.4	96	5847	19.5	35.8	97	
	QUINTILE 2	16447	15331	20.8	93.2	102	5293	22.9	32.2	113	3694	18.0	22.5	89	6344	21.2	38.6	104	
	QUINTILE 3	15950	14650	19.9	91.7	101	4849	21.0	30.3	106	4206	20.5	26.3	104	5595	18.7	35.0	95	
	QUINTILE 4	15887	14382	19.5	90.5	100	4112	17.8	25.9	91	4401	21.4	27.7	109	5869	19.6	36.9	100	
	QUINTILE 5	16326	14722	20.0	90.2	99	4138	17.9	25.3	89	4263	20.7	26.1	103	6321	21.1	38.7	105	
MAGAZINES-NEWSPAPERS: DUAL			20721	19210	26.1	92.7	102	6681	28.9	32.2	113	5139	25.0	24.8	98	7391	24.7	35.7	96
MAGAZINE IMPERATIVE			19184	17672	24.0	92.1	101	5819	25.2	30.3	106	5138	25.0	26.8	106	6716	22.4	35.0	95
NEWSPAPER IMPERATIVE			21899	19937	27.1	91.0	100	5922	25.6	27.0	95	5960	29.0	27.2	107	8056	26.9	36.8	99
MAGAZINES-OUTDOOR: DUAL			15451	14543	19.7	94.1	103	5079	22.0	32.9	115	4019	19.6	26.0	103	5445	18.2	35.2	95
MAGAZINE IMPERATIVE			25953	23776	32.3	91.6	101	7886	34.1	30.4	106	6727	32.7	25.9	102	9163	30.6	35.3	95
OUTDOOR IMPERATIVE			24400	21730	29.5	89.1	98	6062	26.2	24.8	87	6072	29.5	24.9	98	9596	32.0	39.3	106
MAGAZINES-RADIO: DUAL			18049	16792	22.8	93.0	102	5899	25.5	32.7	114	4406	21.4	24.4	96	6487	21.6	35.9	97
MAGAZINE IMPERATIVE			23571	21753	29.5	92.3	101	6996	30.2	29.7	104	6355	30.9	27.0	106	8402	28.0	35.6	96
RADIO IMPERATIVE			23278	21138	28.7	90.8	100	6327	27.4	27.2	95	6001	29.2	25.8	102	8810	29.4	37.8	102
MAGAZINES-TELEVISION: DUAL			15459	14204	19.3	91.9	101	5151	22.3	33.3	117	3706	18.0	24.0	94	5346	17.8	34.6	93
MAGAZINE IMPERATIVE			25829	23867	32.4	92.4	102	7576	32.8	29.3	103	7117	34.6	27.6	109	9173	30.6	35.5	96
TELEVISION IMPERATIVE			26039	23531	31.9	90.4	99	7089	30.6	27.2	95	6323	30.8	24.3	96	10118	33.8	38.9	105
NEWSPAPERS-OUTDOOR: DUAL			16605	15318	20.8	92.2	101	5017	21.7	30.2	106	4204	20.5	25.3	100	6098	20.3	36.7	99
NEWSPAPER IMPERATIVE			26834	24718	33.6	92.1	101	8087	35.0	30.1	106	7258	35.3	27.0	107	9373	31.3	34.9	94
OUTDOOR IMPERATIVE			23346	21051	28.6	90.2	99	6290	27.2	26.9	94	6006	29.2	25.7	101	8754	29.2	37.5	101
NEWSPAPERS-RADIO: DUAL			17133	15918	21.6	92.9	102	5401	23.3	31.5	110	4638	22.6	27.1	107	5879	19.6	34.3	93
NEWSPAPER IMPERATIVE			25892	23713	32.2	91.6	101	7382	31.9	28.5	100	6901	33.6	26.7	105	9430	31.5	36.4	98
RADIO IMPERATIVE			23167	21138	28.7	91.2	100	6535	28.3	28.2	99	5521	26.9	23.8	94	9082	30.3	39.2	106
NEWSPAPERS-TELEVISION: DUAL			17159	15822	21.5	92.2	101	5436	23.5	31.7	111	4453	21.7	26.0	102	5933	19.8	34.6	93
NEWSPAPER IMPERATIVE			26214	24092	32.7	91.9	101	7223	31.2	27.6	102	7265	35.4	27.7	109	9605	32.0	36.6	99
TELEVISION IMPERATIVE			23412	21033	28.6	89.8	99	6721	29.1	28.7	101	5331	25.9	22.8	90	8981	30.0	38.4	104
OUTDOOR-RADIO: DUAL			18303	14223	19.3	92.9	102	4783	20.7	31.3	109	3895	19.0	25.5	100				

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	73657	100.0	91.0	100	23131	100.0	28.6	100	20550	100.0	25.4	100	29976	100.0	37.0	100
ATLANTIC MONTHLY	415	395	0.5	95.2	105	**137	0.6	33.0	116	**88	0.4	21.2	84	*170	0.6	41.0	111
BARRON'S	453	415	0.6	91.6	101	**143	0.6	31.6	111	**85	0.4	18.8	74	*187	0.6	41.3	112
BETTER HOMES & GARDENS	16256	15118	20.5	93.0	102	4963	21.5	30.5	107	4485	21.8	27.6	109	5670	18.9	34.9	94
BON APPETIT	2535	2359	3.2	93.1	102	671	2.9	26.5	93	574	2.8	22.6	89	1115	3.7	44.0	119
BUSINESS WEEK	1278	1183	1.6	92.6	102	345	1.5	27.0	95	337	1.6	26.4	104	901	1.7	39.2	106
CAR AND DRIVER	378	283	0.4	74.9	82	**87	0.4	23.0	81	*110	0.5	29.1	115	**86	0.3	22.8	61
CBS MAGAZINE NETWORK (GROSS)	1498	1286	1.7	85.8	94	399	1.7	26.6	93	384	2.4	32.3	127	404	1.3	27.0	73
CHANGING TIMES	1505	1389	1.9	92.3	101	336	1.5	22.3	78	367	1.8	24.4	96	687	2.3	45.6	123
COLONIAL HOMES	1231	1174	1.6	95.4	105	392	1.7	31.8	111	375	1.8	30.5	120	407	1.4	33.1	89
CONDE NAST MAG. PKG. (GROSS)	14146	13032	17.7	92.1	101	4260	18.4	30.1	105	3507	17.1	24.8	98	5265	17.6	37.2	101
CONSUMERS DIGEST	1323	1204	1.6	91.0	100	471	2.0	35.6	125	284	1.4	21.5	85	449	1.5	33.9	92
COSMOPOLITAN	7102	6524	8.9	91.9	101	2188	9.5	30.8	108	1795	8.7	25.3	100	2541	8.5	35.8	97
COUNTRY LIVING	2481	2377	3.2	95.8	105	825	3.6	33.3	116	795	3.9	32.0	126	757	2.5	30.5	82
CUISINE	1472	1324	1.8	89.9	99	365	1.6	24.8	87	362	1.8	24.6	97	597	2.0	40.6	110
CYCLE WORLD	425	412	0.6	96.9	107	**125	0.5	29.4	103	**165	0.8	38.8	153	**123	0.4	28.9	78
DCI:CREATIVE IDEAS FOR LIV	2510	2334	3.2	93.0	102	866	3.7	34.5	121	756	3.7	30.1	119	712	2.4	28.4	77
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6171	8.4	92.2	101	2115	9.1	31.6	111	2045	10.0	30.5	120	2011	6.7	30.0	81
DISCOVER	894	802	1.1	89.7	99	320	1.4	35.8	125	*213	1.0	23.8	94	269	0.9	30.1	81
EBONY	3507	3023	4.1	86.2	95	1249	5.4	35.6	125	796	3.9	22.7	89	978	3.3	27.9	75
ESQUIRE	1083	952	1.3	87.9	97	417	1.8	38.5	135	*174	0.8	16.1	63	360	1.2	33.2	90
ESSENCE	1830	1649	2.2	90.1	99	730	3.2	39.9	140	387	1.9	21.1	83	532	1.8	29.1	79
FAMILY CIRCLE	15930	14903	20.2	93.6	103	5237	22.6	32.9	115	4065	19.8	25.5	101	5601	18.7	35.2	95
THE FAMILY HANDYMAN	1126	994	1.3	88.3	97	325	1.4	28.9	101	328	1.6	29.1	115	341	1.1	30.3	82
FAMILY WEEKLY	11468	10641	14.4	92.8	102	3061	13.2	26.7	93	3212	15.6	28.0	110	4368	14.6	38.1	103
FIELD & STREAM	2234	2025	2.7	90.6	100	758	3.3	33.9	119	544	2.6	24.4	96	723	2.4	32.4	87
FOOD & WINE	579	538	0.7	92.9	102	202	0.9	34.9	122	**120	0.6	20.7	82	216	0.7	37.3	101
FORBES	728	713	1.0	97.9	108	*201	0.9	27.6	97	*206	1.0	28.3	112	306	1.0	42.0	114
FORTUNE	906	897	1.2	99.0	109	350	1.5	38.6	135	*212	1.0	23.4	92	335	1.1	37.0	100
GENTLEMEN'S QUARTERLY	791	704	1.0	89.0	98	*265	1.1	33.5	117	*171	0.8	21.6	85	268	0.9	33.9	92
GLAMOUR	5265	4901	6.7	93.1	102	1460	6.3	27.7	97	1335	6.5	25.4	100	2106	7.0	40.0	108
GOLF DIGEST	636	615	0.8	96.7	106	*168	0.7	26.4	92	*196	1.0	30.8	121	*251	0.8	39.5	107
GOLF DIGEST/TENNIS (GROSS)	1186	1090	1.5	91.9	101	277	1.2	23.4	82	370	1.8	31.2	123	444	1.5	37.4	101
GOLF MAGAZINE	441	417	0.6	94.6	104	**105	0.5	23.8	83	**122	0.6	27.7	109	*190	0.6	43.1	116
GOLF MAGAZINE/SKI (GROSS)	922	876	1.2	95.0	104	*246	1.1	26.7	93	*227	1.1	24.6	97	404	1.3	43.8	118
GOOD HOUSEKEEPING	16487	15353	20.8	93.1	102	5411	23.4	32.8	115	4160	20.2	25.2	99	5783	19.3	35.1	95
HARPER'S BAZAAR	2423	2319	3.1	95.7	105	925	4.0	38.2	134	635	3.1	26.2	103	759	2.5	31.3	85
HEALTH	1994	1818	2.5	91.2	100	658	2.8	33.0	116	434	2.1	21.8	86	727	2.4	36.5	99
HEARST MAG CORP. BUY (GROSS)	44101	41158	55.9	93.3	103	14711	63.6	33.4	117	11493	55.9	26.1	103	14955	49.9	33.9	92
HEARST MAN POWER (GROSS)	1993	1816	2.5	91.1	100	785	3.4	39.4	138	475	2.3	23.8	94	555	1.9	27.8	75
HEARST WOMAN POWER (GROSS)	31274	29102	39.5	93.1	102	10269	44.4	32.8	115	7984	38.9	25.5	101	10849	36.2	34.7	94
HOUSE BEAUTIFUL	3623	3352	4.6	92.5	102	1259	5.4	34.8	122	912	4.4	25.2	99	1181	3.9	32.6	88
INC.	283	279	0.4	98.6	108	**139	0.6	49.1	172	**30	0.1	10.6	42	**111	0.4	29.2	106
JET	2928	2512	3.4	85.8	94	1041	4.5	35.6	124	701	3.4	23.9	94	770	2.6	36.3	71
LADIES' HOME JOURNAL	11918	11074	15.0	92.9	102	4023	17.4	33.8	118	3122	15.2	26.2	103	3929	13.1	33.0	89
LHJ FAMILY GRP COMBO(GROSS)	16764	15543	21.1	92.7	102	5650	24.4	33.7	118	4220	20.5	25.2	99	5672	18.9	33.8	91
LIFE	4254	3823	5.2	89.9	99	1490	6.4	35.0	123	924	4.5	21.7	86	1409	4.7	33.1	89
L.A. TIMES HOME MAGAZINE	1145	1007	1.4	87.9	97	*261	1.1	22.8	80	267	1.3	23.3	92	480	1.6	41.9	113
MADMOISELLE	2884	2737	3.7	94.9	104	985	4.3	34.2	120	626	3.0	21.7	86	1126	3.8	39.0	105
MC CALL'S	13460	12402	16.8	92.1	101	4481	19.4	33.3	117	3561	17.3	26.5	104	4360	14.5	32.4	88
MC CALL'S/MRK MOTHER (GROSS)	14606	13440	18.2	92.0	101	4867	21.0	33.3	117	3883	18.9	26.6	105	4490	15.6	32.1	87
MECHANIX ILLUSTRATED	772	673	0.9	87.2	96	*236	1.0	30.6	107	*158	0.8	20.5	81	*278	0.9	36.0	97
METROPOLITAN HOME	967	897	1.2	92.8	102	312	1.3	32.3	113	*254	1.2	26.3	104	331	1.1	34.2	92
MONEY	1588	1461	2.0	92.0	101	523	2.3	32.9	115	268	1.3	16.9	67	670	2.2	42.2	114
MOTHER EARTH NEWS	1002	897	1.2	89.5	98	256	1.1	25.5	89	*256	1.2	25.5	101	385	1.3	38.4	104
MS.	825	743	1.0	90.1	99	239	1.0	29.0	101	*192	0.9	23.3	92	311	1.0	37.7	102
NATIONAL ENQUIRER	10336	9583	13.0	92.7	102	3644	15.8	35.3	123	2706	13.2	26.2	103	3234	10.8	31.3	85
NATIONAL GEOGRAPHIC	9597	8799	11.9	91.7	101	2652	11.5	27.6	97	2553	12.4	26.6	105	3594	12.0	37.4	101
NATIONAL SUNDAY MAGAZINE PKG	49558	45504	61.8	91.8	101	14770	63.9	29.8	104	12978	63.2	26.2	103	17755	59.2	35.8	97
NATURAL HISTORY	573	537	0.7	93.7	103	**94	0.4	16.4	57	*140	0.7	24.4	96	303	1.0	52.9	143
NEW WOMAN	1699	1533	2.1	90.2	99	374	1.6	22.0	77	503	2.4	29.6	117	656	2.2	38.6	104
NEW YORK INCLUDING CUE	443	383	0.5	86.5	95	*158	0.7	35.7	125	**70	0.3	15.8	62	*155	0.5	35.0	95
THE NEW YORKER	1270	1170	1.6	92.1	101	342	1.5	26.9	94	321	1.6	25.3	100	507	1.7	39.9	108
NEWSWEEK	6277	5758	7.8	91.7	101	1965	8.5	31.3	110	1484	7.2	23.6	93	2309	7.7	36.8	99
THE N.Y. TIMES DAILY EDITION	1205	1133	1.5	94.0	103	414	1.8	34.4	120	273	1.3	22.7	89	445	1.5	36.9	100
THE N.Y. TIMES MAGAZINE	2081	1920	2.6	92.3	101	594	2.6	28.5	100	533	2.6	25.6	101	792	2.6	38.1	103
OMNI	788	748	1.0	94.9	104	*181	0.8	23.0	80	*208	1.0	26.4	104	359	1.2	45.6	123
ON CABLE	1158	1079	1.5	93.2	102	463	2.0	40.0	140	*266	1.3	23.0	91	349	1.2	30.1	81
1001 HOME IDEAS	2852	2650	3.6	92.9	102	969	4.2	34.0	119	665	3.2	23.3	92	1017	3.4	35.7	96
ORGANIC GARDENING	1658	1558	2.1	94.0	103	471	2.0	28.4	99	525	2.6	31.7	125	561	1.9	33.8	91
OUTDOOR LIFE	896	837	1.1	93.4	103	381	1.6	42.5	149	*157	0.8	17.5	69	299	1.0	33.4	90
PARADE MAGAZINE	24275	22306	30.3	91.9	101	7846	33.9	32.3	113	5985	29.1	24.7	97	8475	28.3	34.9	94

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	73657	100.0	91.0	100	23131	100.0	28.6	100	20550	100.0	25.4	100	29976	100.0	37.0	100
PARENTS	3845	3485	4.7	90.6	100	1168	5.0	30.4	106	1094	5.3	28.5	112	1223	4.1	31.8	86
PENTHOUSE	831	740	1.0	89.0	98	*233	1.0	28.0	98	*285	1.4	34.3	135	*222	0.7	26.7	72
PEOPLE	11645	10805	14.7	92.8	102	3645	15.8	31.3	110	3003	14.6	25.8	102	4158	13.9	35.7	96
PLAYBOY	2006	1795	2.4	89.5	98	602	2.6	30.0	105	460	2.2	22.9	90	733	2.4	36.5	99
POPULAR HOT RODDING	297	253	0.3	85.2	94	*112	0.5	37.7	132	*58	0.3	19.5	77	*83	0.3	27.9	76
POPULAR MECHANICS	1018	909	1.2	89.3	98	*420	1.8	41.3	144	*222	1.1	21.8	86	*267	0.9	26.2	71
POPULAR SCIENCE	878	727	1.0	82.8	91	*224	1.0	25.5	89	*265	1.3	30.2	119	238	0.8	27.1	73
PREVENTION	3913	3623	4.9	92.6	102	1095	4.7	28.0	98	944	4.6	24.1	95	1584	5.3	40.5	109
PSYCHOLOGY TODAY	1710	1611	2.2	94.2	104	514	2.2	30.1	105	475	2.3	27.8	109	622	2.1	36.4	98
READER'S DIGEST	22204	20547	27.9	92.5	102	6520	28.2	29.4	103	5896	28.7	26.6	105	8131	27.1	36.6	99
REDBOOK	7684	7224	9.8	94.0	103	2670	11.5	34.7	122	2028	9.9	26.4	104	2526	8.4	32.9	89
ROAD & TRACK	410	341	0.5	83.2	91	*102	0.4	24.9	87	*133	0.6	32.4	128	*106	0.4	25.9	70
ROLLING STONE	969	909	1.2	93.8	103	361	1.6	37.3	130	231	1.1	23.8	94	318	1.1	32.8	89
RUNNER'S WORLD	298	270	0.4	90.6	100	*55	0.2	18.5	65	*62	0.3	20.8	82	*153	0.5	51.3	139
SATURDAY EVENING POST	1169	1072	1.5	91.7	101	410	1.8	35.1	123	246	1.2	21.0	83	416	1.4	35.6	96
SCIENCE 84	587	522	0.7	88.9	98	*225	1.0	38.3	134	*132	0.6	22.5	89	*165	0.6	28.1	76
SCIENCE DIGEST	482	450	0.6	93.4	103	*219	0.9	45.4	159	*103	0.5	21.4	84	*127	0.4	26.3	71
SCIENTIFIC AMERICAN	594	574	0.8	96.6	106	*139	0.6	23.4	82	*117	0.6	19.7	78	*318	1.1	53.5	145
SELF	2089	1896	2.6	90.8	100	662	2.9	31.7	111	501	2.4	24.0	95	733	2.4	35.1	95
SEVENTEEN	2411	2249	3.1	93.3	103	869	3.8	36.0	126	667	3.2	27.7	109	713	2.4	29.6	80
SKI	480	459	0.6	95.6	105	*141	0.6	29.4	103	*105	0.5	21.9	86	*214	0.7	44.6	120
SMITHSONIAN	2760	2647	3.6	95.9	105	612	2.6	22.2	78	788	3.8	28.6	113	1248	4.2	45.2	122
SOAP OPERA DIGEST	3013	2739	3.7	90.9	100	1292	5.6	42.9	150	714	3.5	23.7	93	732	2.4	24.3	66
SOUTHERN LIVING	4184	3837	5.2	91.7	101	1249	5.4	29.9	105	1289	6.3	30.8	121	1299	4.3	31.0	84
SPORT	559	448	0.6	80.1	88	*231	1.0	41.3	145	*75	0.4	13.4	53	*142	0.5	25.4	69
THE SPORTING NEWS	436	392	0.5	89.9	99	*264	1.1	60.6	212	*61	0.3	14.0	55	*67	0.2	15.4	42
SPORTS AFIELD	493	457	0.6	92.7	102	*146	0.6	29.6	104	*150	0.7	30.4	120	*161	0.5	32.7	88
SPORTS ILLUSTRATED	2758	2514	3.4	91.2	100	852	3.7	30.9	108	695	3.4	25.2	99	967	3.2	35.1	95
STAR	7456	6866	9.3	92.1	101	2512	10.9	33.7	118	1606	7.8	21.5	85	2748	9.2	36.9	100
SUNDAY	24936	22826	31.0	91.5	101	7610	32.9	30.5	107	6353	30.9	25.5	100	8863	29.6	35.5	96
SUNSET	2124	1976	2.7	93.0	102	403	1.7	19.0	66	351	1.7	16.5	65	1222	4.1	57.5	155
TV GUIDE	21661	19848	26.9	91.6	101	6675	28.9	30.8	108	5558	27.0	25.7	101	7615	25.4	35.2	95
TENNIS	550	475	0.6	86.4	95	*109	0.5	19.8	69	*173	0.8	31.5	124	*193	0.6	35.1	95
TIME	8880	7977	10.8	89.8	99	2755	11.9	31.0	109	2222	10.8	25.0	99	3000	10.0	33.8	91
TOWN & COUNTRY	917	872	1.2	95.1	105	190	0.8	20.7	73	291	1.4	31.7	125	391	1.3	42.6	115
TRAVEL & LEISURE	972	916	1.2	94.2	104	336	1.5	34.6	121	*181	0.9	18.6	73	399	1.3	41.0	111
TRUE STORY	3356	2995	4.1	89.2	98	1154	5.0	34.4	120	874	4.3	26.0	103	966	3.2	28.8	78
U.S. NEWS & WORLD REPORT	3410	3174	4.3	93.1	102	888	3.8	26.0	91	996	4.8	29.2	115	1290	4.3	37.8	102
USA TODAY	1759	1663	2.3	94.5	104	614	2.7	34.9	122	417	2.0	23.7	93	632	2.1	35.9	97
US	1873	1740	2.4	92.9	102	593	2.6	31.7	111	406	2.0	21.7	85	740	2.5	39.5	107
VOGUE	3909	3498	4.7	89.5	98	1152	5.0	29.5	103	1045	5.1	26.7	105	1300	4.3	33.3	90
HALL STREET JOURNAL	1886	1739	2.4	92.2	101	507	2.2	26.9	94	449	2.2	23.8	94	783	2.6	41.5	112
WEIGHT WATCHERS	2120	1972	2.7	93.0	102	608	2.6	28.7	100	586	2.9	27.6	109	778	2.6	36.7	99
WOMAN'S DAY	14172	13221	17.9	93.3	103	5110	22.1	36.1	126	3412	16.6	24.1	95	4699	15.7	33.2	90
WORKING MOTHER	1146	1038	1.4	90.6	100	385	1.7	33.6	118	322	1.6	28.1	111	331	1.1	28.9	78
WORKING WOMAN	1322	1213	1.6	91.8	101	389	1.7	29.4	103	317	1.5	24.0	94	507	1.7	38.4	104
WORLD TENNIS	*163	*154	0.2	94.5	104	*31	0.1	19.0	67	*48	0.2	29.4	116	*76	0.3	46.6	126
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2263	3.1	89.4	98	779	3.4	30.8	108	623	3.0	24.6	97	862	2.9	34.0	92
BLAIR INSERTS	43657	40069	54.4	91.8	101	13110	56.7	30.0	105	11355	55.3	26.0	103	15604	52.1	35.7	97
DAILY NEWSPAPERS																	
READ ANY	51633	47328	64.3	91.7	101	15172	65.6	29.4	103	13521	65.8	26.2	103	18635	62.2	36.1	98
READ ONE	43463	39797	54.0	91.6	101	12685	54.8	29.2	102	11170	54.4	25.7	101	15942	53.2	36.7	99
READ TWO OR MORE	8170	7531	10.2	92.2	101	2487	10.8	30.4	107	2351	11.4	28.8	113	2693	9.0	33.0	89
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	48417	65.7	91.9	101	15573	67.3	29.6	104	13791	67.1	26.2	103	19053	63.6	36.2	98
READ ONE	46126	42382	57.5	91.9	101	13545	58.6	29.4	103	12117	59.0	26.3	104	16720	55.8	36.2	98
READ TWO OR MORE	6552	6035	8.2	92.1	101	2027	8.8	30.9	108	1674	8.1	25.5	101	2333	7.8	35.6	96
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.69				27.77				27.88				27.49			
30 DAY REACH	71455	65042	88.3	91.0	100	20488	88.6	28.7	100	18252	88.8	25.5	101	26303	87.7	36.8	99
50 SHWG - 30 DAY AV FREQ	14.56	14.63				14.61				14.66				14.61			
30 DAY REACH	67742	61717	83.8	91.1	100	19481	84.2	28.8	101	17415	84.7	25.7	101	24820	82.8	36.6	99
25 SHWG - 30 DAY AV FREQ	7.94	7.96				7.98				7.97				7.95			
30 DAY REACH	62117	56629	76.9	91.2	100	17834	77.1	28.7	101	16014	77.9	25.8	102	22781	76.0	36.7	99
CABLE TV: HOME WIRED	32077	29706	40.3	92.6	102	10272	44.4	32.0	112	8216	40.0	25.6	101	11218	37.4	35.0	94
HOME NOT WIRED	48909	43951	59.7	89.9	99	12860	55.6	26.3	92	12334	60.0	25.2	99	18758	62.6	38.4	104
HAVE PAY CABLE	15935	14869	20.2	93.3	103	5602	24.2	35.2	123	3919	19.1	24.6	97	5348	17.8	32.6	91

ALUMINUM FOIL: USAGE IN LAST 90 DAYS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	73657	100.0	91.0	100	23131	100.0	28.6	100	20550	100.0	25.4	100	29976	100.0	37.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	40199	54.6	91.5	101	12881	55.7	29.3	103	11281	54.9	25.7	101	16036	53.5	36.5	99	
10:00 AM - 3:00 PM	30659	28266	38.4	92.2	101	9207	39.8	30.0	105	8116	39.5	26.5	104	10943	36.5	35.7	96	
3:00 PM - 7:00 PM	31045	28366	38.5	91.4	100	9189	39.7	29.6	104	7951	38.7	25.6	101	11225	37.4	36.2	98	
7:00 PM - MIDNIGHT	15767	14410	19.6	91.4	100	4444	19.2	28.2	99	3978	19.4	25.2	99	5988	20.0	38.0	103	
MIDNIGHT - 6:00 AM	9120	8428	11.4	92.4	102	2643	11.4	29.0	101	2260	11.0	24.8	98	3525	11.8	38.7	104	
6:00 AM - MIDNIGHT	58527	53573	72.7	91.5	101	16961	73.3	29.0	101	15199	74.0	26.0	102	21413	71.4	36.6	99	
ENTIRE DAY	59311	54288	73.7	91.5	101	17191	74.3	29.0	101	15432	75.1	26.0	103	21665	72.3	36.5	99	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:	16172	14994	20.4	92.7	102	4860	21.0	30.1	105	4040	19.7	25.0	98	6094	20.3	37.7	102	
ALL NEWS	2256	2041	2.8	90.5	99	623	2.7	27.6	97	511	2.5	22.7	89	907	3.0	40.2	109	
AOR/PROGRESSIVE	3874	3579	4.9	92.4	102	1133	4.9	29.2	102	1028	5.0	26.5	105	1418	4.7	36.6	99	
BEAUTIFUL MUSIC	5660	5204	7.1	91.9	101	1750	7.6	30.9	108	1457	7.1	25.7	101	1997	6.7	35.3	95	
BLACK	2204	1928	2.6	87.5	96	845	3.7	38.3	134	492	2.4	22.3	88	591	2.0	26.8	72	
CLASSICAL	1418	1279	1.7	90.2	99	380	1.6	26.8	94	352	1.7	24.8	98	547	1.8	38.6	104	
CHR/ROCK	9538	8758	11.9	91.8	101	2844	12.3	29.8	104	2509	12.2	26.3	104	3404	11.4	35.7	96	
COUNTRY	12648	11591	15.7	91.6	101	3629	15.7	28.7	100	3416	16.6	27.0	106	4547	15.2	36.0	97	
GOLDEN OLDIES	1191	1025	1.4	86.1	95	292	1.3	24.5	86	338	1.6	28.4	112	395	1.3	33.2	90	
MOR/NOSTALGIA	4757	4437	6.0	93.3	103	1248	5.4	26.2	92	1146	5.6	24.1	95	2044	6.8	43.0	116	
NEWS/TALK	3863	3501	4.8	90.6	100	1076	4.7	27.9	98	912	4.4	23.6	93	1513	5.0	39.2	106	
RELIGIOUS	3084	2774	3.8	89.9	99	824	3.6	26.7	94	673	3.3	21.8	86	1278	4.3	41.4	112	
SOFT ROCK	521	439	0.6	84.3	93	*112	0.5	21.5	75	**82	0.4	15.7	62	*245	0.8	47.0	127	
URBAN CONTEMPORARY	1585	1384	1.9	87.3	96	552	2.4	34.8	122	486	2.4	30.7	121	345	1.2	21.8	59	
MIXED NETWORKS:																		
ABC CONTEMPORARY	3261	2920	4.0	89.5	98	1049	4.5	32.2	113	806	3.9	24.7	97	1065	3.6	32.7	88	
ABC DIRECTION	2316	2150	2.9	92.8	102	752	3.3	32.5	114	661	3.2	28.5	112	737	2.5	31.8	86	
ABC ENTERTAINMENT	4834	4377	5.9	90.5	100	1533	6.6	31.7	111	1180	5.7	24.4	96	1664	5.6	34.4	93	
ABC FM	2202	1949	2.6	88.5	97	546	2.4	24.8	87	617	3.0	28.0	110	786	2.6	35.7	96	
ABC INFORMATION	5425	4989	6.8	92.0	101	1389	6.0	25.6	90	1282	6.2	23.6	93	2318	7.7	42.7	115	
ABC ROCK	1677	1553	2.1	92.6	102	513	2.2	30.6	107	407	2.0	24.3	96	633	2.1	37.7	102	
CBS	4430	4088	5.6	92.3	101	1068	4.6	24.1	84	1110	5.4	25.1	99	1911	6.4	43.1	117	
MUTUAL	4992	4645	6.3	93.0	102	1609	7.0	32.2	113	1320	6.4	26.4	104	1717	5.7	34.4	93	
NBC	4679	4315	5.9	92.2	101	1280	5.5	27.4	96	1150	5.6	24.6	97	1885	6.3	40.3	109	
RADIORADIO	1994	1775	2.4	89.0	98	665	2.9	33.4	117	571	2.8	28.6	113	539	1.8	27.0	73	
RKO ONE	2298	2109	2.9	91.8	101	672	2.9	29.2	102	541	2.6	23.5	93	896	3.0	39.0	105	
RKO TWO	3311	2966	4.0	89.6	98	1141	4.9	34.5	121	759	3.7	22.9	90	1066	3.6	32.2	87	
THE SOURCE	2114	1966	2.7	93.0	102	591	2.6	28.0	98	609	3.0	28.8	114	765	2.6	36.2	98	
NON-HIRED : BLAIR	8654	7973	10.8	92.1	101	2527	10.9	29.2	102	2303	11.2	26.6	105	3143	10.5	36.3	98	
INTERNET	12025	10983	14.9	91.3	100	3702	16.0	30.8	108	2839	13.8	23.6	93	4443	14.8	36.9	100	
KATZ RADIO GROUP	15359	13962	19.0	90.9	100	4507	19.5	29.3	103	3942	19.2	25.7	101	5512	18.4	35.9	97	
SUPERNET	10628	9846	13.4	92.6	102	3062	13.2	28.8	101	2810	13.7	26.4	104	3974	13.3	37.4	101	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	7780	10.6	89.8	99	2385	10.3	27.5	96	2220	10.8	25.6	101	3175	10.6	36.7	99	
WKDAY 9:00 AM - 1:00 PM	12163	10935	14.8	89.9	99	3604	15.6	29.6	104	2946	14.3	24.2	95	4386	14.6	36.1	97	
WKDAY 1:00 PM - 4:30 PM	16150	14535	19.7	90.0	99	4694	20.3	29.1	102	4054	19.7	25.1	99	5787	19.3	35.8	97	
WKDAY 4:30 PM - 7:30 PM	22463	20430	27.7	90.9	100	6614	28.6	29.4	103	5415	26.4	24.1	95	8401	28.0	37.4	101	
WKDAY 7:30 PM - 8:00 PM	31795	28909	39.2	90.9	100	9234	39.9	29.0	102	7883	38.4	24.8	98	11792	39.3	37.1	100	
WKDAY 11:00 PM - 11:30 PM	23977	21951	29.8	91.6	101	7171	31.0	29.9	105	6148	29.9	25.6	101	8631	28.8	36.0	97	
WKDAY 11:30 PM - 1:00 AM	7703	7025	9.5	91.2	100	2433	10.5	31.6	111	1964	9.6	25.5	100	2628	8.8	34.1	92	
M-SAT 8-11 PM-SUN 7-11 PM	33800	30848	41.9	91.3	100	9929	42.9	29.4	103	8427	41.0	24.9	98	12492	41.7	37.0	100	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5982	8.1	91.5	101	2052	8.9	31.4	110	1629	7.9	24.9	98	2301	7.7	35.2	95
ANOTHER WORLD	N	4620	4176	5.7	90.4	99	1367	5.9	29.6	104	1218	5.9	26.4	104	1591	5.3	34.4	93
AS THE WORLD TURNS	C	5614	5000	6.8	89.1	98	1572	6.8	28.0	98	1322	6.4	23.5	93	2106	7.0	37.5	101
CAPITOL	C	3396	2939	4.0	86.5	95	1102	4.8	32.4	114	706	3.4	20.8	82	1131	3.8	33.3	90
CBS MORN. NEWS 1	C	1446	1242	1.7	85.9	94	423	1.8	29.3	102	319	1.6	22.1	87	499	1.7	34.5	93
CBS MORN. NEWS 2	C	1207	1021	1.4	84.6	93	348	1.5	28.8	101	261	1.3	21.6	85	412	1.4	34.1	92
DAYS OF OUR LIVES	N	5877	5386	7.3	91.6	101	1741	7.5	29.6	104	1506	7.3	25.6	101	2140	7.1	36.4	98
FACTS OF LIFE - DAYTIME	N	2290	1995	2.7	87.1	96	705	3.0	30.8	108	502	2.4	21.9	86	789	2.6	34.5	93
FAMILY FEUD	A	3023	2690	3.7	89.0	98	781	3.4	25.8	90	759	3.7	25.1	99	1150	3.8	38.0	103
GENERAL HOSPITAL	A	6097	5484	7.4	89.9	99	1624	7.0	26.6	93	1770	8.6	29.0	114	2090	7.0	34.3	93
GOOD MORNING, AMERICA-730	A	3515	3240	4.4	92.2	101	912	3.9	25.9	91	956	4.7	27.2	107	1371	4.6	39.0	105
GOOD MORNING, AMERICA-830	A	2818	2623	3.6	93.1	102	839	3.6	29.8	104	760	3.7	27.0	106	1024	3.4	36.3	98
GUIDING LIGHT	C	5339	4663	6.3	87.3	96	1537	6.6	28.8	101	1145	5.6	21.4	85	1981	6.6	37.1	100
ONE LIFE TO LIVE	A	4478	4087	5.5	91.3	100	1236	5.3	27.6	97	1190	5.8	26.6	105	1660	5.5	37.1	100
PRESS YOUR LUCK	C	2244	2087	2.8	93.0	102	708	3.1	31.6	110	503	2.4	22.4	88	876	2.9	39.0	105

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY																		
NETWORK AFFILIATES - LATE																		
INDEPENDENTS - LATE																		
TV EVENING NTK 6 PM - 2 AM																		
A TEAM																		
ABC MONDAY NIGHT MOVIE																		
ABC SUNDAY NIGHT MOVIE																		
ABC WORLD NEWS TONIGHT																		
AFTERMASH																		
ALICE																		
AMERICAN PARADE																		
BENSON																		
BLUE THUNDER																		
CAGNEY & LACEY																		
CBS EVENING NEWS-DEAN																		
CBS EVENING NEWS-RATHER																		
CBS SAT. NEWS-SCHIEFFER																		
CBS SATURDAY NIGHT MOVIE																		
CBS WEDNESDAY NIGHT MOVIE																		
CHEERS																		
DALLAS																		
DIFFERENT STROKES																		
DOUBLE TROUBLE																		
DUCK FACTORY																		
DUKES OF HAZZARD																		
DYNASTY																		
FACTS OF LIFE																		
FALCON CREST																		
FALL GUY																		
FAMILY TIES																		
FANTASY ISLAND																		
FOULUPS, BLEEPS & BLUNDERS																		
FOUR SEASONS																		
GINNIE A BREAK																		
HART TO HART																		
HILL STREET BLUES																		
HOTEL																		
JEFFERSONS																		
JENNIFER SLEPT HERE																		
KATE & ALLIE																		
KNIGHT RIDER																		
LOVE BOAT																		
MAGNUM PI																		
MAMA'S FAMILY																		
MASTER, THE																		
MATT HOUSTON																		
NBC MONDAY NIGHT MOVIE																		
NBC NIGHTLY NEWS																		
NBC NIGHTLY NEWS-SAT																		
NBC NIGHTLY NEWS-SUN																		
NBC SUNDAY NIGHT MOVIE																		
NEIGHBORS																		
ONE DAY AT A TIME																		
PEOPLE ARE FUNNY																		
REAL PEOPLE																		
REHINGTON STEELE																		
RIPLEY'S BELIEVE IT - NOT																		
RIPTIDE																		
SCARECROW & MRS. KING																		
SIMON & SIMON																		
60 MINUTES																		
ST. ELSEWHERE																		
THREE'S COMPANY																		
T.J. HOOKER																		
TONIGHT SHOW																		
TRAPPER JOHN, M.D.																		
TV BLOOPERS & PRAC. JOKES																		
20/20																		
WEBSTER																		
WORLD NEWS - SUN																		
YELLOW ROSE																		
TV VIEWING SPORTS EVENTS																		
BASEBALL																		
BASKETBALL - COLLEGE GAMES																		
BASKETBALL - PRO GAMES																		
BOWLING																		
BOXING																		
FOOTBALL - COLLEGE GAMES																		
FOOTBALL - PRO GAMES																		
GOLF																		
POST-SEASON COLL. FOOTBALL																		
POST-SEASON PRO FOOTBALL																		
TENNIS																		
WRESTLING - PROFESSIONAL																		

	TOTAL U.S. '000	HEAVY DUTY				REGULAR WEIGHT				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX								
TOTAL FEMALE HOMEMAKERS	80986	33322	100.0	41.1	100	56572	100.0	69.9	100								
18 - 24	9282	3083	9.3	33.2	81	6306	11.1	67.9	97								
25 - 34	19072	6921	20.8	36.3	88	14288	25.3	74.9	107								
35 - 44	14591	6435	19.3	44.1	107	10125	17.9	69.4	99								
45 - 54	11345	5686	17.1	50.1	122	7696	13.6	67.8	97								
55 - 64	11635	5741	17.2	49.3	120	7826	13.8	67.3	96								
65 OR OLDER	15061	5456	16.4	36.2	88	10330	18.3	68.6	98								
18 - 34	28354	10004	30.0	35.3	86	20595	36.4	72.6	104								
18 - 49	48339	19042	57.1	39.4	96	34621	61.2	71.6	103								
25 - 54	45008	19042	57.1	42.3	103	32109	56.8	71.3	102								
35 - 49	19985	9039	27.1	45.2	110	14027	24.8	70.2	100								
50 OR OLDER	32647	14279	42.9	43.7	106	21951	38.8	67.2	96								
GRADUATED COLLEGE	11155	4682	14.1	42.0	102	8362	14.8	75.0	107								
ATTENDED COLLEGE	13682	5643	16.9	41.2	100	10124	17.9	74.0	106								
GRADUATED HIGH SCHOOL	33880	14225	42.7	42.0	102	24137	42.7	71.2	102								
DID NOT GRADUATE HIGH SCHOOL	22270	8772	26.3	39.4	96	13949	24.7	62.6	90								
EMPLOYED	40306	16388	49.2	40.7	99	29178	51.6	72.4	104								
EMPLOYED FULL-TIME	32850	13486	40.5	41.1	100	23502	41.5	71.5	102								
EMPLOYED PART-TIME	7456	2902	8.7	38.9	95	5676	10.0	76.1	109								
NOT EMPLOYED	40680	16933	50.8	41.6	101	27394	48.4	67.3	96								
PROFESSIONAL/MANAGER	10392	4523	13.6	43.5	106	7835	13.8	75.4	108								
TECH/CLERICAL/SALES	17574	6986	21.0	39.8	97	12941	22.9	73.6	105								
PRECISION/CRAFT	985	*440	1.3	44.7	109	708	1.3	71.9	103								
OTHER EMPLOYED	11354	4440	13.3	39.1	95	7695	13.6	67.8	97								
SINGLE	9863	3446	10.3	34.9	85	6666	11.8	67.6	97								
MARRIED	51375	21942	65.8	42.7	104	37088	65.6	72.2	103								
DIVORCED/SEPARATED/WIDOWED	19748	7934	23.8	40.2	98	12818	22.7	64.9	93								
PARENTS	32590	13471	40.4	41.3	100	23379	41.3	71.7	103								
WHITE	70416	29018	87.1	41.2	100	50154	88.7	71.2	102								
BLACK	8778	3609	10.8	41.1	100	5258	9.3	69.9	86								
OTHER	1791	*694	2.1	38.7	94	1160	2.1	64.8	93								
NORTHEAST-CENSUS	17786	7193	21.6	40.4	98	12712	22.5	71.5	102								
NORTH CENTRAL	20741	8585	25.8	41.4	101	14828	26.2	71.5	102								
SOUTH	27775	11497	34.5	41.4	101	18724	33.1	67.4	97								
WEST	14683	6046	18.1	41.2	100	10308	18.2	70.2	101								
NORTHEAST-MKTG.	17961	7092	21.3	39.5	96	12708	22.5	70.8	101								
EAST CENTRAL	11885	4775	14.3	40.2	98	8410	14.9	70.8	101								
WEST CENTRAL	14090	5967	17.9	42.3	103	10322	18.2	73.3	105								
SOUTH	24081	10177	30.5	42.3	103	16109	28.5	66.9	96								
PACIFIC	12969	5311	15.9	41.0	100	9023	15.9	69.6	100								
COUNTY SIZE A	32439	12904	38.7	39.8	97	22924	40.5	70.7	101								
COUNTY SIZE B	24915	10715	32.2	43.0	105	17519	31.0	70.3	101								
COUNTY SIZE C	12930	5189	15.6	40.1	98	8916	15.8	69.0	99								
COUNTY SIZE D	10703	4514	13.5	42.2	103	7214	12.8	67.4	96								
METRO CENTRAL CITY	24518	9873	29.6	40.3	98	16866	29.8	68.8	98								
METRO SUBURBAN	35919	14735	44.2	41.0	100	25973	45.9	72.3	104								
NON METRO	20549	8714	26.2	42.4	103	13733	24.3	66.8	96								
TOP 5 ADI'S	18341	7267	21.8	39.6	96	12321	21.8	67.2	96								
TOP 10 ADI'S	25378	10145	30.4	40.0	97	17376	30.7	68.5	98								
TOP 20 ADI'S	36488	14326	43.0	39.3	95	25512	45.1	69.9	100								
HSGLD INC. \$50,000 OR MORE	6612	3167	9.5	47.9	116	5097	9.0	77.1	110								
\$40,000 OR MORE	12659	5861	17.6	46.3	113	9495	16.8	75.0	107								
\$30,000 OR MORE	24698	11205	33.6	45.4	110	18096	32.0	73.3	105								
\$25,000 OR MORE	32077	14349	43.1	44.7	109	23417	41.4	73.0	105								
\$20,000 - \$24,999	9144	3792	11.4	41.5	101	6676	11.8	73.0	105								
\$15,000 - \$19,999	8728	3523	10.6	40.4	98	6227	11.0	71.3	102								
\$10,000 - \$14,999	12562	4908	14.7	39.1	95	8932	15.8	71.1	102								
UNDER \$10,000	18475	6749	20.3	36.5	89	11320	20.0	61.3	88								
HOUSEHOLD OF 1 PERSON	11987	3960	11.9	33.0	80	8034	14.2	67.0	96								
2 PEOPLE	26577	11042	33.1	41.5	101	18842	33.3	70.9	101								
3 OR 4 PEOPLE	30617	12750	38.3	41.6	101	21969	38.8	71.8	103								
5 OR MORE PEOPLE	11804	5569	16.7	47.2	115	7727	13.7	65.5	94								
NO CHILD IN HSHLD	46165	18758	56.3	40.6	99	31765	56.1	68.8	99								
CHILD(REN) UNDER 2 YRS	5325	1766	5.3	33.2	81	3860	6.8	72.5	104								
2 - 5 YEARS	14221	5683	17.1	40.0	97	10007	17.7	70.4	101								
6 - 11 YEARS	15117	6347	19.0	42.0	102	10586	18.7	70.0	100								
12 - 17 YEARS	16611	7524	22.6	45.3	110	11629	20.6	70.0	100								
RESIDENCE OWNED	55884	24473	73.4	43.8	106	39988	70.7	71.6	102								
VALUE: \$50,000 OR MORE	31744	13996	42.0	44.1	107	23053	40.7	72.6	104								
VALUE: UNDER \$50,000	24140	10478	31.4	43.4	105	16935	29.9	70.2	100								

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	TOTAL U.S. '000	HEAVY DUTY				REGULAR WEIGHT				A				B			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS	80986	33322	100.0	41.1	100	56572	100.0	69.9	100								
ATLANTIC MONTHLY	415	*167	0.5	40.2	98	297	0.5	71.6	102								
BARRON'S	453	*167	0.5	36.9	90	330	0.6	72.8	104								
BETTER HOMES & GARDENS	16256	7185	21.6	44.2	107	11970	21.2	73.6	105								
BON APPETIT	2535	1150	3.5	45.4	110	1951	3.4	77.0	110								
BUSINESS WEEK	1278	513	1.5	40.1	98	870	1.5	68.1	97								
CAR AND DRIVER	378	*125	0.4	33.1	80	*220	0.4	58.2	83								
CBS MAGAZINE NETWORK (GROSS)	1498	562	1.7	37.5	91	1069	1.9	71.4	102								
CHANGING TIMES	1505	660	2.0	43.9	107	1130	2.0	75.1	107								
COLONIAL HOMES	1231	463	1.4	37.6	91	952	1.7	77.3	111								
CONDE NAST MAG. PKG. (GROSS)	14146	5915	17.8	41.8	102	9960	17.6	70.4	101								
CONSUMERS DIGEST	1323	677	2.0	51.2	124	901	1.6	68.1	97								
COSMOPOLITAN	7102	2994	9.0	42.2	102	4932	8.7	69.4	99								
COUNTRY LIVING	2481	1166	3.5	47.0	114	1812	3.2	73.0	105								
CUISINE	1472	768	2.3	52.2	127	972	1.7	66.0	95								
CYCLE WORLD	425	*192	0.6	45.2	110	338	0.6	79.5	114								
DCI:CREATIVE IDEAS FOR LIV	2510	1290	3.9	51.4	125	1752	3.1	69.8	100								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3285	9.9	49.1	119	4766	8.4	71.2	102								
DISCOVER	894	437	1.3	48.9	119	577	1.0	64.5	92								
EBONY	3507	1480	4.4	42.2	103	2139	3.8	61.0	87								
ESQUIRE	1083	442	1.3	40.8	99	694	1.2	64.1	92								
ESSENCE	1830	829	2.5	45.3	110	1123	2.0	61.4	88								
FAMILY CIRCLE	15930	6953	20.9	43.6	106	11695	20.7	73.4	105								
THE FAMILY HANDYMAN	1126	518	1.6	46.0	112	704	1.2	62.5	90								
FAMILY WEEKLY	11468	5113	15.3	44.6	108	8050	14.2	70.2	100								
FIELD & STREAM	2234	1010	3.0	45.2	110	1465	2.6	65.6	94								
FOOD & WINE	579	243	0.7	42.0	102	377	0.7	65.1	93								
FORBES	728	313	0.9	43.0	104	559	1.0	76.8	110								
FORTUNE	906	349	1.0	38.5	94	775	1.4	85.5	122								
GENTLEMEN'S QUARTERLY	791	333	1.0	42.1	102	531	0.9	67.1	96								
GLAMOUR	5265	2312	6.9	43.9	107	3766	6.7	71.5	102								
GOLF DIGEST	636	246	0.7	38.7	94	491	0.9	77.2	111								
GOLF DIGEST/TENNIS (GROSS)	1186	491	1.5	41.4	101	827	1.5	69.7	100								
GOLF MAGAZINE	441	*184	0.6	41.7	101	338	0.6	76.6	110								
GOLF MAGAZINE/SKI (GROSS)	922	385	1.2	41.8	101	710	1.3	77.0	110								
GOOD HOUSEKEEPING	16487	7298	21.9	44.3	108	12320	21.8	74.7	107								
HARPER'S BAZAAR	2423	1065	3.2	44.0	107	1800	3.2	74.3	106								
HEALTH	1994	846	2.5	42.4	103	1395	2.5	70.0	100								
HEARST MAG CORP. BUY (GROSS)	44101	19841	59.5	45.0	109	32093	56.7	72.8	104								
HEARST MAN POWER (GROSS)	1993	977	2.9	49.0	119	1415	2.5	71.0	102								
HEARST WOMAN POWER (GROSS)	31274	13895	41.7	44.4	108	22796	40.3	72.9	104								
HOUSE BEAUTIFUL	3623	1812	5.4	50.0	122	2531	4.5	69.9	100								
INC.	283	*153	0.5	54.1	131	*187	0.3	66.1	95								
JET	2928	1322	4.0	45.2	110	1718	3.0	58.7	84								
LADIES' HOME JOURNAL	11918	5573	16.7	46.8	114	8429	14.9	70.7	101								
LHJ FAMILY GRP COMBO(GROSS)	16764	7614	22.8	45.4	110	11922	21.1	71.1	102								
LIFE	4254	1905	5.7	44.8	109	2814	5.0	66.1	95								
L.A. TIMES HOME MAGAZINE	1145	453	1.4	39.6	96	819	1.4	71.5	102								
MADEMOISELLE	2884	1193	3.6	41.4	101	2096	3.7	72.7	104								
MC CALL'S	13460	6184	18.6	45.9	112	9567	16.9	71.1	102								
MC CALL'S/MRK MOTHER (GROSS)	14606	6738	20.2	46.1	112	10381	18.4	71.1	102								
MECHANIX ILLUSTRATED	772	366	1.1	47.4	115	541	1.0	70.1	100								
METROPOLITAN HOME	967	430	1.3	44.5	108	720	1.3	74.5	107								
MONEY	1588	698	2.1	44.0	107	1184	2.1	74.6	107								
MOTHER EARTH NEWS	1002	438	1.3	43.7	106	667	1.2	66.6	95								
MS.	825	338	1.0	41.0	100	587	1.0	71.2	102								
NATIONAL ENQUIRER	10336	4644	13.9	44.9	109	6888	12.2	66.6	95								
NATIONAL GEOGRAPHIC	9597	4374	13.1	45.6	111	6923	12.2	72.1	103								
NATIONAL SUNDAY MAGAZINE PKG	49558	20966	62.9	42.3	103	35622	63.0	71.9	103								
NATURAL HISTORY	573	274	0.8	47.8	116	453	0.8	79.1	113								
NEW WOMAN	1699	731	2.2	43.0	105	1168	2.1	68.7	98								
NEW YORK INCLUDING CUE	443	*146	0.4	33.0	80	286	0.5	64.6	92								
THE NEW YORKER	1270	506	1.5	39.8	97	960	1.7	75.6	108								
NEWSWEEK	6277	2930	8.8	46.7	113	4558	8.1	72.6	104								
THE N.Y. TIMES DAILY EDITION	1205	504	1.5	41.8	102	906	1.6	75.2	108								
THE N.Y. TIMES MAGAZINE	2081	861	2.6	41.4	101	1554	2.7	74.7	107								
OMNI	788	314	0.9	39.8	97	574	1.0	72.8	104								
ON CABLE	1158	487	1.5	42.1	102	857	1.5	74.0	106								
1001 HOME IDEAS	2852	1195	3.6	41.9	102	2097	3.7	73.5	105								
ORGANIC GARDENING	1658	681	2.0	41.1	100	1273	2.3	76.8	110								
OUTDOOR LIFE	896	449	1.3	50.1	122	589	1.0	65.7	94								
PARADE MAGAZINE	24275	10227	30.7	42.1	102	17366	30.7	71.5	102								

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	TOTAL U.S. '000	HEAVY DUTY				REGULAR WEIGHT											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	33322	100.0	41.1	100	56572	100.0	69.9	100								
PARENTS	3845	1508	4.5	39.2	95	2736	4.8	71.2	102								
PENTHOUSE	831	419	1.3	50.4	123	451	0.8	54.3	78								
PEOPLE	11645	5098	15.3	43.8	106	8300	14.7	71.3	102								
PLAYBOY	2006	901	2.7	44.9	109	1267	2.2	63.2	90								
POPULAR HOT RODDING	297	*111	0.3	37.4	91	*203	0.4	68.4	98								
POPULAR MECHANICS	1018	509	1.5	50.0	122	721	1.3	70.8	101								
POPULAR SCIENCE	878	421	1.3	47.9	117	521	0.9	59.3	85								
PREVENTION	3913	1809	5.4	46.2	112	2824	5.0	72.2	103								
PSYCHOLOGY TODAY	1710	643	1.9	37.6	91	1319	2.3	77.1	110								
READER'S DIGEST	22204	10001	30.0	45.0	109	15993	28.3	72.0	103								
REDBOOK	7684	3602	10.8	46.9	114	5545	9.8	72.2	103								
ROAD & TRACK	410	*131	0.4	32.0	78	289	0.5	70.5	101								
ROLLING STONE	969	528	1.6	54.5	132	673	1.2	69.5	99								
RUNNER'S WORLD	298	*103	0.3	34.6	84	*224	0.4	75.2	108								
SATURDAY EVENING POST	1169	537	1.6	45.9	112	888	1.6	76.0	109								
SCIENCE 84	587	275	0.8	46.8	114	376	0.7	64.1	92								
SCIENCE DIGEST	482	*252	0.8	52.3	127	331	0.6	68.7	98								
SCIENTIFIC AMERICAN	594	*195	0.6	32.8	80	473	0.8	79.6	114								
SELF	2089	848	2.5	40.6	99	1416	2.5	67.8	97								
SEVENTEEN	2411	961	2.9	39.9	97	1735	3.1	72.0	103								
SKI	480	*201	0.6	41.9	102	372	0.7	77.5	111								
SMITHSONIAN	2760	1324	4.0	48.0	117	2222	3.9	80.5	115								
SOAP OPERA DIGEST	3013	1356	4.1	45.0	109	1894	3.3	62.9	90								
SOUTHERN LIVING	4184	1995	6.0	47.7	116	3014	5.3	72.0	103								
SPORT	559	*239	0.7	42.8	104	361	0.6	64.6	92								
THE SPORTING NEWS	436	*285	0.9	65.4	159	*270	0.5	61.9	89								
SPORTS AFIELD	493	*216	0.6	43.8	106	362	0.6	73.4	105								
SPORTS ILLUSTRATED	2758	1363	4.1	49.4	120	1864	3.3	67.6	97								
STAR	7456	3247	9.7	43.5	106	4945	8.7	66.3	95								
SUNDAY	24936	10580	31.8	42.4	103	18134	32.1	72.7	104								
SUNSET	2124	908	2.7	42.7	104	1657	2.9	78.0	112								
TV GUIDE	21661	9446	28.3	43.6	106	15054	26.6	69.5	99								
TENNIS	550	*245	0.7	44.5	108	336	0.6	61.1	87								
TIME	8880	3808	11.4	42.9	104	6240	11.0	70.3	101								
TOWN & COUNTRY	917	404	1.2	44.1	107	676	1.2	73.7	106								
TRAVEL & LEISURE	972	469	1.4	48.3	117	725	1.3	74.6	107								
TRUE STORY	3356	1444	4.3	43.0	105	2171	3.8	64.7	93								
U.S. NEWS & WORLD REPORT	3410	1615	4.8	47.4	115	2592	4.6	76.0	109								
USA TODAY	1759	896	2.7	50.9	124	1394	2.5	79.2	113								
US	1873	810	2.4	43.2	105	1341	2.4	71.6	102								
VOGUE	3909	1562	4.7	40.0	97	2681	4.7	68.6	98								
HALL STREET JOURNAL	1886	904	2.7	47.9	116	1445	2.6	76.6	110								
WEIGHT WATCHERS	2120	1132	3.4	53.4	130	1507	2.7	71.1	102								
WOMAN'S DAY	14172	6601	19.8	46.6	113	10158	18.0	71.7	103								
WORKING MOTHER	1146	554	1.7	48.3	117	814	1.4	71.0	102								
WORKING WOMAN	1322	613	1.8	46.4	113	947	1.7	71.6	103								
WORLD TENNIS	*163	*77	0.2	47.2	115	*127	0.2	77.9	112								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1082	3.2	42.7	104	1824	3.2	72.0	103								
BLAIR INSERTS	43657	18601	55.8	42.6	104	31434	55.6	72.0	103								
DAILY NEWSPAPERS																	
READ ANY	51633	21808	65.4	42.2	103	36674	64.8	71.0	102								
READ ONE	43463	18110	54.3	41.7	101	30706	54.3	70.6	101								
READ TWO OR MORE	8170	3698	11.1	45.3	110	5968	10.5	73.0	105								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	22348	67.1	42.4	103	37892	67.0	71.9	103								
READ ONE	46126	19377	58.2	42.0	102	33174	58.6	71.9	103								
READ TWO OR MORE	6552	2971	8.9	45.3	110	4718	8.3	72.0	103								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.41				28.28											
30 DAY REACH	71455	29538	88.6	41.3	100	50223	88.8	70.3	101								
50 SHWG - 30 DAY AV FREQ	14.56	13.89				14.90											
30 DAY REACH	67742	28159	84.5	41.6	101	47732	84.4	70.5	101								
25 SHWG - 30 DAY AV FREQ	7.94	7.59				8.09											
30 DAY REACH	62117	25756	77.3	41.5	101	43985	77.8	70.8	101								
CABLE TV: HOME WIRED	32077	13693	41.1	42.7	104	23091	40.8	72.0	103								
HOME NOT WIRED	48909	19629	58.9	40.1	98	33481	59.2	68.5	98								
HAVE PAY CABLE	15935	7018	21.1	44.0	107	11647	20.6	73.1	105								

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	TOTAL U.S. '000	HEAVY DUTY				REGULAR WEIGHT				A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX								
TOTAL FEMALE HOMEMAKERS	80986	33322	100.0	41.1	100	56572	100.0	69.9	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	10856	32.6	41.7	101	17932	31.7	68.8	98								
NETWORK AFFILIATES - LATE	20261	8468	25.4	41.8	102	14333	25.3	70.7	101								
INDEPENDENTS - LATE	2076	830	2.5	40.0	97	1339	2.4	64.5	92								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4425	13.3	42.3	103	7108	12.6	68.0	97								
ABC MONDAY NIGHT MOVIE	A 6412	2614	7.8	40.8	99	4711	8.3	73.5	105								
ABC SUNDAY NIGHT MOVIE	A 12407	5195	15.6	41.9	102	8985	15.9	72.4	104								
ABC WORLD NEWS TONIGHT	A 6176	2694	8.1	43.6	106	4216	7.5	68.3	98								
AFTERMASH	C 5863	2328	7.0	39.7	97	4012	7.1	68.4	98								
ALICE	C 9594	3934	11.8	41.0	100	6531	11.5	68.1	97								
AMERICAN PARADE	C 6622	2857	8.6	43.1	105	4611	8.2	69.6	100								
BENSON	A 10886	4328	13.0	39.8	97	7685	13.6	70.6	101								
BLUE THUNDER	A 5036	2151	6.5	42.7	104	3692	6.5	73.3	105								
CAGNEY & LACEY	C 9965	4093	12.3	41.1	100	7102	12.6	71.3	102								
CBS EVENING NEWS-DEAN	C 3491	1470	4.4	42.1	102	2274	4.0	65.1	93								
CBS EVENING NEWS-RATHER	C 7123	2854	8.6	40.1	97	4870	8.6	68.4	98								
CBS SAT. NEWS-SCHIEFFER	C 3621	1529	4.6	42.2	103	2460	4.3	67.9	97								
CBS SATURDAY NIGHT MOVIE	C 5436	2278	6.8	41.9	102	3912	6.9	72.0	103								
CBS WEDNESDAY NIGHT MOVIE	C 6100	2516	7.6	41.2	100	4256	7.5	69.8	100								
CHEERS	N 8889	3431	10.3	38.6	94	6557	11.6	73.8	106								
DALLAS	C 22109	9151	27.5	41.4	101	15559	27.5	70.4	101								
DIFF'RENT STROKES	N 6940	2843	8.5	41.0	100	4585	8.1	66.1	95								
DOUBLE TROUBLE	N 7223	2914	8.7	40.3	98	5166	9.1	71.5	102								
DUCK FACTORY	N 5595	2059	6.2	36.8	89	4137	7.3	73.9	106								
DUKES OF HAZZARD	C 5768	2332	7.0	40.4	98	4119	7.3	71.4	102								
DYNASTY	A 20053	8146	24.4	40.6	99	13778	24.4	68.7	98								
FACTS OF LIFE	N 8087	3351	10.1	41.4	101	5689	10.1	70.3	101								
FALCON CREST	C 20046	8443	25.3	42.1	102	14104	24.9	70.4	101								
FALL GUY	A 9084	3796	11.4	41.8	102	6250	11.0	68.8	98								
FAMILY TIES	N 7964	3051	9.2	38.3	93	5615	9.9	70.5	101								
FANTASY ISLAND	A 7687	3268	9.8	42.5	103	5266	9.3	68.5	98								
FOULUPS, BLEEPs & BLUNDERS	A 8861	3771	11.3	42.6	103	6448	11.4	72.8	104								
FOUR SEASONS	C 5095	2062	6.2	40.5	98	3485	6.2	68.4	98								
GIMME A BREAK	N 8838	3380	10.1	38.2	93	6081	10.7	68.8	98								
HART TO HART	A 8978	3625	10.9	40.4	98	6140	10.9	68.4	98								
HILL STREET BLUES	N 8590	3473	10.4	40.4	98	6144	10.9	71.5	102								
HOTEL	A 14085	5730	17.2	40.7	99	9769	17.3	69.4	99								
JEFFERSONS	C 9360	3763	11.3	40.2	98	6322	11.2	67.5	97								
JENNIFER SLEPT HERE	N 5841	2414	7.2	41.3	100	3890	6.9	66.6	95								
KATE & ALLIE	C 9206	3606	10.8	39.2	95	6565	11.6	71.3	102								
KNIGHT RIDER	N 7076	2939	8.8	41.5	101	5017	8.9	70.9	101								
LOVE BOAT	A 12219	4945	14.8	40.5	98	8336	14.7	68.2	98								
MAGNUM PI	C 11199	4841	14.5	43.2	105	7845	13.9	70.1	100								
MAMA'S FAMILY	N 6057	2539	7.6	41.9	102	4056	7.2	67.0	96								
MASTER, THE	N 3598	1310	3.9	36.4	88	2517	4.4	70.0	100								
MATT HOUSTON	A 6344	2572	7.7	40.5	99	4601	8.1	72.5	104								
NBC MONDAY NIGHT MOVIE	N 11994	5100	15.3	42.5	103	8257	14.6	68.8	99								
NBC NIGHTLY NEWS	N 5132	2240	6.7	43.6	106	3676	6.5	71.6	103								
NBC NIGHTLY NEWS-SAT	N 3375	1306	3.9	38.7	94	2339	4.1	69.3	99								
NBC NIGHTLY NEWS-SUN	N 3130	1293	3.9	41.3	100	2214	3.9	70.7	101								
NBC SUNDAY NIGHT MOVIE	N 8284	3249	9.8	39.2	95	5804	10.3	70.1	100								
NEW HART	C 9240	3809	11.4	41.2	100	6489	11.5	70.2	101								
ONE DAY AT A TIME	C 7288	2994	9.0	41.1	100	5168	9.1	70.9	102								
PEOPLE ARE FUNNY	N 4855	2102	6.3	43.3	105	3325	5.9	68.5	98								
REAL PEOPLE	N 8869	3566	10.7	40.2	98	6151	10.9	69.4	99								
REMINGTON STEELE	N 7743	3164	9.5	40.9	99	5301	9.4	68.5	98								
RIPLEY'S BELIEVE IT - NOT	A 5345	2147	6.4	40.2	98	4025	7.1	75.3	108								
RIPTIDE	N 6988	2987	9.0	42.7	104	4928	8.7	70.5	101								
SCARECROW & MRS. KING	C 10002	4250	12.8	42.5	103	6769	12.0	67.7	97								
SIMON & SIMON	C 10638	4749	14.3	44.6	108	7204	12.7	67.7	97								
60 MINUTES	C 13293	5437	16.3	40.9	99	9178	16.2	69.0	99								
ST. ELSEWHERE	N 7017	3083	9.3	43.9	107	4963	8.8	70.7	101								
THREE'S COMPANY	A 10917	4462	13.4	40.9	99	7518	13.3	68.9	99								
T.J. HOOKER	A 9204	3918	11.8	42.6	103	6432	11.4	69.9	100								
TONIGHT SHOW	N 2372	987	3.0	41.6	101	1746	3.1	73.6	105								
TRAPPER JOHN, M.D.	C 9846	4077	12.2	41.4	101	6724	11.9	68.3	98								
TV BLOOPERS & PRAC. JOKES	N 9105	3681	11.0	40.4	98	6587	11.6	72.3	104								
20/20	A 9387	3987	12.0	42.5	103	6822	12.1	72.7	104								
WEBSTER	A 11067	4423	13.3	40.0	97	7779	13.8	70.3	101								
WORLD NEWS - SUN	A 3062	1329	4.0	43.4	105	2128	3.8	69.5	99								
YELLOW ROSE	N 4978	2104	6.3	42.3	103	3531	6.2	70.9	102								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	4148	12.4	46.7	114	6182	10.9	69.6	100								
BASKETBALL - COLLEGE GAMES	4080	1658	5.0	40.6	99	2975	5.3	72.9	104								
BASKETBALL - PRO GAMES	3607	1784	5.4	49.5	120	2402	4.2	66.6	95								
BOWLING	3883	1906	5.7	49.1	119	2485	4.4	64.0	92								
BOXING	3928	1922	5.8	48.9	119	2356	4.2	60.0	86								
FOOTBALL - COLLEGE GAMES	6366	3048	9.1	47.9	116	4351	7.7	68.3	98								
FOOTBALL - PRO GAMES	11300	5136	15.4	45.5	110	8294	14.7	73.4	105								
GOLF	3378	1611	4.8	47.7	116	2414	4.3	71.5	102								
POST-SEASON COLL. FOOTBALL	4906	2269	6.8	46.2	112	3315	5.9	67.6	97								
POST-SEASON PRO FOOTBALL	6120	2807	8.4	45.9	111	4419	7.8	72.2	103								
TENNIS	3033	1218	3.7	40.2	98	2103	3.7	69.3	99								
WRESTLING - PROFESSIONAL	3344	1929	5.8	57.7	140	1956	3.5	58.5	84								

	TOTAL U.S. '000	DIAMOND FOIL				REYNOLDS				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX												
TOTAL FEMALE HOMEMAKERS	80986	14173	100.0	17.5	100	61046	100.0	75.4	100												
18 - 24	9282	1692	11.9	18.2	104	6424	10.5	69.2	92												
25 - 34	19072	3866	27.3	20.3	116	14307	23.4	75.0	100												
35 - 44	14591	2487	17.5	17.0	97	10897	17.9	74.7	99												
45 - 54	11345	1999	14.1	17.6	101	8877	14.5	78.2	104												
55 - 64	11635	1798	12.7	15.5	88	9259	15.2	79.6	106												
65 OR OLDER	15061	2332	16.5	15.5	88	11282	18.5	74.9	99												
18 - 34	28354	5558	39.2	19.6	112	20731	34.0	73.1	97												
18 - 49	48339	9072	64.0	18.8	107	35782	58.6	74.0	98												
25 - 54	45008	8351	58.9	18.6	106	34081	55.8	75.7	100												
35 - 49	19985	3514	24.8	17.6	100	15051	24.7	75.3	100												
50 OR OLDER	32647	5101	36.0	15.6	89	25264	41.4	77.4	103												
GRADUATED COLLEGE	11155	1765	12.5	15.8	90	8741	14.3	78.4	104												
ATTENDED COLLEGE	13682	2381	16.8	17.4	99	10220	16.7	74.7	99												
GRADUATED HIGH SCHOOL	33880	5931	41.8	17.5	100	26063	42.7	76.9	102												
DID NOT GRADUATE HIGH SCHOOL	22270	4097	28.9	18.4	105	16022	26.2	71.9	95												
EMPLOYED	40306	6816	48.1	16.9	97	30430	49.8	75.5	100												
EMPLOYED FULL-TIME	32850	5607	39.6	17.1	98	24719	40.5	75.2	100												
EMPLOYED PART-TIME	7456	1209	8.5	16.2	93	5711	9.4	76.6	102												
NOT EMPLOYED	40680	7357	51.9	18.1	103	30616	50.2	75.3	100												
PROFESSIONAL/MANAGER	10392	1521	10.7	14.6	84	8190	13.4	78.8	105												
TECH/CLERICAL/SALES	17574	2829	20.0	16.1	92	13139	21.5	74.8	99												
PRECISION/CRAFT	985	137	1.0	13.9	79	743	1.2	75.4	100												
OTHER EMPLOYED	11354	2329	16.4	20.5	117	8358	13.7	73.6	98												
SINGLE	9863	1724	12.2	17.5	100	7109	11.6	72.1	96												
MARRIED	51375	8947	63.1	17.4	100	39569	64.8	77.0	102												
DIVORCED/SEPARATED/WIDOWED	19748	3502	24.7	17.7	101	14368	23.5	72.8	97												
PARENTS	32590	6516	46.0	20.0	114	24321	39.8	74.6	99												
WHITE	70416	11681	82.4	16.6	95	54157	88.7	76.9	102												
BLACK	8778	2234	15.8	25.4	145	5676	9.3	64.7	86												
OTHER	1791	258	1.8	14.4	82	1213	2.0	67.7	90												
NORTHEAST-CENSUS	17786	2178	15.4	12.2	70	13885	22.7	78.1	104												
NORTH CENTRAL	20741	3491	24.6	16.8	96	16202	26.5	78.1	104												
SOUTH	27775	5620	39.7	20.2	116	19802	32.4	71.3	95												
WEST	14683	2885	20.4	19.6	112	11157	18.3	76.0	101												
NORTHEAST-MKTG.	17961	2208	15.6	12.3	70	13673	22.4	76.1	101												
EAST CENTRAL	11885	1639	11.6	13.8	79	9122	14.9	76.8	102												
WEST CENTRAL	14090	2676	18.9	19.0	109	11098	18.2	78.8	104												
SOUTH	24081	5144	36.3	21.4	122	17335	28.4	72.0	95												
PACIFIC	12969	2507	17.7	19.3	110	9818	16.1	75.7	100												
COUNTY SIZE A	32439	4667	32.9	14.4	82	23784	39.0	73.3	97												
COUNTY SIZE B	24915	4619	32.6	18.5	106	19564	32.0	78.5	104												
COUNTY SIZE C	12930	2793	19.7	21.6	123	9472	15.5	73.3	97												
COUNTY SIZE D	10703	2094	14.8	19.6	112	8226	13.5	76.9	102												
METRO CENTRAL CITY	24618	4413	31.1	18.0	103	18342	30.0	74.8	99												
METRO SUBURBAN	35919	5602	39.5	15.6	89	27346	44.8	76.1	101												
NON METRO	20549	4158	29.3	20.2	116	15359	25.2	74.7	99												
TOP 5 ADI'S	18341	2448	17.3	13.3	76	13688	22.4	74.6	99												
TOP 10 ADI'S	25378	3304	23.3	13.0	74	18517	30.3	73.0	97												
TOP 20 ADI'S	36488	5155	36.4	14.1	81	26874	44.0	73.7	98												
MSHLD INC. \$50,000 OR MORE	6612	843	5.9	12.7	73	5429	8.9	82.1	109												
\$40,000 OR MORE	12659	1741	12.3	13.8	79	10212	16.7	80.7	107												
\$30,000 OR MORE	24698	3852	27.2	15.6	89	19435	31.8	78.7	104												
\$25,000 OR MORE	32077	4976	35.1	15.5	89	25209	41.3	78.6	104												
\$20,000 - \$24,999	9144	1462	10.3	16.0	91	7155	11.7	78.2	104												
\$15,000 - \$19,999	8728	1456	10.3	16.7	95	6562	10.7	75.2	100												
\$10,000 - \$14,999	12562	2572	18.1	20.5	117	9587	15.7	76.3	101												
UNDER \$10,000	18475	3707	26.2	20.1	115	12534	20.5	67.8	90												
HOUSEHOLD OF 1 PERSON	11987	1729	12.2	14.4	82	8822	14.5	73.6	98												
2 PEOPLE	26577	4238	29.9	15.9	91	20179	33.1	75.9	101												
3 OR 4 PEOPLE	30617	5635	39.8	18.4	105	23240	38.1	75.9	101												
5 OR MORE PEOPLE	11804	2571	18.1	21.8	124	8805	14.4	74.6	99												
NO CHILD IN MSHLD	46165	7119	50.2	15.4	88	35051	57.4	75.9	101												
CHILD(REN) UNDER 2 YRS	5325	1224	8.6	23.0	131	3847	6.3	72.2	96												
2 - 5 YEARS	14221	3234	22.8	22.7	130	10508	17.2	73.9	98												
6 - 11 YEARS	15117	3227	22.8	21.3	122	11493	18.8	76.0	101												
12 - 17 YEARS	16611	3397	24.0	20.5	117	12243	20.1	73.7	98												
RESIDENCE OWNED	55884	9717	68.6	17.4	99	43606	71.4	78.0	104												
VALUE: \$50,000 OR MORE	31744	4849	34.2	15.3	87	24993	40.9	78.7	104												
VALUE: UNDER \$50,000	24140	4868	34.3	20.2	115	18613	30.5	77.1	102												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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		TOTAL	DIAMOND FOIL				REYNOLDS											
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS			DOWN	ACROSS		
TOTAL FEMALE HOMEMAKERS		80986	14173	100.0	17.5	100	61046	100.0	75.4	100								
MAGAZINES	QUINTILE 1	15799	3082	21.7	19.5	111	12430	20.4	78.7	104								
	QUINTILE 2	17259	3073	21.7	17.8	102	13488	22.1	78.2	104								
	QUINTILE 3	13545	1974	14.0	14.6	83	10460	17.1	77.2	102								
	QUINTILE 4	15133	2665	18.8	17.6	101	11110	18.2	73.4	97								
	QUINTILE 5	19250	3375	23.8	17.5	100	13559	22.2	70.4	93								
NEWSPAPERS	QUINTILE 1	12413	1567	11.1	12.6	72	9973	16.3	80.3	107								
	QUINTILE 2	24116	4492	31.7	18.6	106	18686	30.6	77.5	103								
	QUINTILE 3	11261	2160	15.2	19.2	110	8592	14.1	76.3	101								
	QUINTILE 4	20255	3632	25.6	17.9	102	14703	24.1	72.6	96								
	QUINTILE 5	12940	2322	16.4	17.9	103	9092	14.9	70.3	93								
OUTDOOR	QUINTILE 1	14852	2698	19.0	18.2	104	11472	18.8	77.2	102								
	QUINTILE 2	15725	2955	20.8	18.8	107	11798	19.3	75.0	100								
	QUINTILE 3	16330	2534	17.9	15.5	89	12394	20.3	75.9	101								
	QUINTILE 4	16744	3000	21.2	17.9	102	12524	20.5	74.8	99								
	QUINTILE 5	17334	2985	21.1	17.2	98	12857	21.1	74.2	98								
RADIO-DRIVE TIME	QUINTILE 1	15911	3036	21.4	19.1	109	12251	20.1	77.0	102								
	QUINTILE 2	14837	2875	20.3	19.4	111	11581	19.0	78.1	104								
	QUINTILE 3	15339	2581	18.2	16.8	96	11287	18.5	73.6	98								
	QUINTILE 4	16723	2617	18.5	15.6	89	12442	20.4	74.4	99								
	QUINTILE 5	18176	3064	21.6	16.9	96	13485	22.1	74.2	98								
RADIO-MID- DAY	TERCILE 1	21020	4023	28.4	19.1	109	16231	26.6	77.2	102								
	TERCILE 2	21610	4167	29.4	19.3	110	16379	26.8	75.8	101								
	TERCILE 3	38355	5983	42.2	15.6	89	28436	46.6	74.1	98								
RADIO-TOTAL	QUINTILE 1	15988	2946	20.8	18.4	105	12397	20.3	77.5	103								
	QUINTILE 2	15626	2956	20.9	18.9	108	12004	19.7	76.8	102								
	QUINTILE 3	16723	3104	21.9	18.6	106	12507	20.5	74.8	99								
	QUINTILE 4	16342	2542	17.9	15.6	89	12209	20.0	74.7	99								
	QUINTILE 5	16306	2625	18.5	16.1	92	11928	19.5	73.2	97								
TV-PRIME TIME	QUINTILE 1	15953	2735	19.3	17.1	98	12068	19.8	75.6	100								
	QUINTILE 2	16137	2755	19.4	17.1	98	12688	20.8	78.6	104								
	QUINTILE 3	16420	2563	18.1	15.6	89	12455	20.4	75.9	101								
	QUINTILE 4	16687	3148	22.2	18.9	108	12387	20.3	74.2	98								
	QUINTILE 5	15789	2973	21.0	18.8	108	11448	18.8	72.5	96								
TV-DAYTIME	TERCILE 1	27736	5189	36.6	18.7	107	20660	33.8	74.5	99								
	TERCILE 2	26489	4539	32.0	17.1	98	20022	32.8	75.6	100								
	TERCILE 3	26761	4444	31.4	16.6	95	20364	33.4	76.1	101								
TV-TOTAL	QUINTILE 1	16345	2970	21.0	18.2	104	12079	19.8	73.9	98								
	QUINTILE 2	16447	2910	20.5	17.7	101	12842	21.0	78.1	104								
	QUINTILE 3	15980	2642	18.6	16.5	94	12264	20.1	76.7	102								
	QUINTILE 4	15887	2720	19.2	17.1	98	11907	19.5	74.9	99								
	QUINTILE 5	16326	2931	20.7	18.0	103	11954	19.6	73.2	97								
MAGAZINES-NEWSPAPERS: DUAL		20721	3777	26.6	18.2	104	16381	26.8	79.1	105								
MAGAZINE IMPERATIVE		19186	3488	24.6	18.2	104	14742	24.1	76.8	102								
NEWSPAPER IMPERATIVE		21899	3347	23.6	15.3	87	16861	27.6	77.0	102								
MAGAZINES-OUTDOOR: DUAL		15451	2838	20.0	18.4	105	12261	20.1	79.4	105								
MAGAZINE IMPERATIVE		25953	4533	32.0	17.5	100	19948	32.7	76.9	102								
OUTDOOR IMPERATIVE		24400	4112	29.0	16.9	96	17834	29.2	73.1	97								
MAGAZINES-RADIO: DUAL		18049	3501	24.7	19.4	111	14206	23.3	78.7	104								
MAGAZINE IMPERATIVE		23571	3900	27.5	16.5	95	18286	30.0	77.6	103								
RADIO IMPERATIVE		23278	4257	30.0	18.3	104	17293	28.3	74.3	99								
MAGAZINES-TELEVISION: DUAL		15459	2837	20.0	18.4	105	12231	20.0	79.1	105								
MAGAZINE IMPERATIVE		25829	4432	31.3	17.2	98	19829	32.5	76.8	102								
TELEVISION IMPERATIVE		26039	4331	30.6	16.6	95	19205	31.5	73.8	98								
NEWSPAPERS-OUTDOOR: DUAL		16605	3137	22.1	18.9	108	13226	21.7	79.7	106								
NEWSPAPER IMPERATIVE		26834	4376	30.9	16.3	93	20794	34.1	77.5	103								
OUTDOOR IMPERATIVE		23346	4041	28.5	17.3	99	17012	27.9	72.9	97								
NEWSPAPERS-RADIO: DUAL		17133	3107	21.9	18.1	104	13473	22.1	78.6	104								
NEWSPAPER IMPERATIVE		25892	4141	29.2	16.0	91	20032	32.8	77.4	103								
RADIO IMPERATIVE		23167	4549	32.1	19.6	112	17278	28.3	74.6	99								
NEWSPAPERS-TELEVISION: DUAL		17159	2948	20.8	17.2	98	13733	22.5	80.0	106								
NEWSPAPER IMPERATIVE		26214	4363	30.8	16.6	95	20058	32.9	76.5	102								
TELEVISION IMPERATIVE		23412	4286	30.2	18.3	105	16858	27.6	72.0	96								
OUTDOOR-RADIO: DUAL		15303	3039	21.4	19.9	113	11846	19.4	77.4	103								
OUTDOOR IMPERATIVE		24901	4053	28.6	16.3	93	18579	30.4	74.6	99								
RADIO IMPERATIVE		26492	4684	33.0	17.7	101	20125	33.0	76.0	101								
OUTDOOR-TELEVISION: DUAL		14794	2856	20.2	19.3	110	11329	18.6	76.6	102								
OUTDOOR IMPERATIVE		25437	4355	30.7	17.1	98	19382	31.7	76.2	101								
TELEVISION IMPERATIVE		27877	4711	33.2	16.9	97	21225	34.8	76.1	101								
RADIO-TELEVISION: DUAL		15996	2962	20.9	18.5	106	12543	20.5	78.4	104								
RADIO IMPERATIVE		25478	4656	32.9	18.3	104	19354	31.7	76.0	101								
TELEVISION IMPERATIVE		26573	4571	32.3	17.2	98	19798	32.4	74.5	99								

	TOTAL U.S. '000	DIAMOND FOIL				REYNOLDS				A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX												
TOTAL FEMALE HOME MAKERS	80986	14173	100.0	17.5	100	61046	100.0	75.4	100												
ATLANTIC MONTHLY	415	**46	0.3	11.1	63	330	0.5	79.5	105												
BARRON'S	453	**77	0.5	17.0	97	369	0.6	81.5	108												
BETTER HOMES & GARDENS	16256	3076	21.7	18.9	108	12765	20.9	78.5	104												
BON APPETIT	2535	418	2.9	16.5	94	1961	3.2	77.4	103												
BUSINESS WEEK	1278	*129	0.9	10.1	58	936	1.5	73.2	97												
CAR AND DRIVER	378	**65	0.5	17.2	98	*211	0.3	55.8	74												
CBS MAGAZINE NETWORK (GROSS)	1498	*244	1.7	16.3	93	1088	1.8	72.6	96												
CHANGING TIMES	1505	288	2.0	19.1	109	1148	1.9	76.3	101												
COLONIAL HOMES	1231	*168	1.2	13.6	78	930	1.5	75.5	100												
CONDE NAST MAG. PKG. (GROSS)	14146	2286	16.1	16.2	92	10714	17.6	75.7	100												
CONSUMERS DIGEST	1323	263	1.9	19.9	114	965	1.6	72.9	97												
COSMOPOLITAN	7102	1219	8.6	17.2	98	5382	8.8	75.8	101												
COUNTRY LIVING	2481	419	3.0	16.9	97	1915	3.1	77.2	102												
CUISINE	1472	*213	1.5	14.5	83	1181	1.9	80.2	106												
CYCLE WORLD	425	**77	0.5	18.1	104	343	0.6	80.7	107												
DCI:CREATIVE IDEAS FOR LIV	2510	536	3.8	21.4	122	1998	3.3	79.6	106												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1333	9.4	19.9	114	5307	8.7	79.3	105												
DISCOVER	894	*195	1.4	21.8	125	600	1.0	67.1	89												
EBONY	3507	923	6.5	26.3	150	2312	3.8	65.9	87												
ESQUIRE	1083	257	1.8	23.7	136	751	1.2	69.3	92												
ESSENCE	1830	570	4.0	31.1	178	1215	2.0	66.4	88												
FAMILY CIRCLE	15930	2888	20.4	18.1	104	12693	20.8	79.7	106												
TME FAMILY HANDYMAN	1126	232	1.6	20.6	118	860	1.4	76.4	101												
FAMILY WEEKLY	11468	2290	16.2	20.0	114	9163	15.0	79.9	106												
FIELD & STREAM	2234	420	3.0	18.8	107	1677	2.7	75.1	100												
FOOD & WINE	579	*110	0.8	19.0	109	466	0.8	80.5	107												
FORBES	728	**90	0.6	12.4	71	622	1.0	85.4	113												
FORTUNE	906	**114	0.8	12.6	72	755	1.2	83.3	111												
GENTLEMEN'S QUARTERLY	791	*182	1.3	23.0	131	564	0.9	71.3	95												
GLAMOUR	5265	963	6.8	18.3	105	4044	6.6	76.8	102												
GOLF DIGEST	636	**105	0.7	16.5	94	531	0.9	83.5	111												
GOLF DIGEST/TENNIS (GROSS)	1186	*172	1.2	14.5	83	901	1.5	76.0	101												
GOLF MAGAZINE	441	**60	0.4	13.6	78	367	0.6	83.2	110												
GOLF MAGAZINE/SKI (GROSS)	922	*175	1.2	19.0	108	740	1.2	80.3	106												
GOOD HOUSEKEEPING	16487	3172	22.4	19.2	110	13151	21.5	79.8	106												
HARPER'S BAZAAR	2423	415	2.9	17.1	98	1901	3.1	78.5	104												
HEALTH	1994	505	3.6	25.3	145	1590	2.6	79.7	106												
HEARST MAG CORP. BUY (GROSS)	44101	7984	56.3	18.1	103	34540	56.6	78.3	104												
HEARST MAN POWER (GROSS)	1993	385	2.7	19.3	110	1543	2.5	77.4	103												
HEARST WOMAN POWER (GROSS)	31274	5795	40.9	18.5	106	24606	40.3	78.7	104												
HOUSE BEAUTIFUL	3623	597	4.2	16.5	94	2747	4.5	75.8	101												
INC.	283	**36	0.3	12.7	73	*241	0.4	85.2	113												
JET	2928	771	5.4	26.3	150	1953	3.2	66.7	88												
LADIES' HOME JOURNAL	11918	2128	15.0	17.9	102	9369	15.3	78.6	104												
LHJ FAMILY GRP COMBO(GROSS)	16764	3161	22.3	18.9	108	13143	21.5	78.4	104												
LIFE	4254	815	5.8	19.2	109	3107	5.1	73.0	97												
L.A. TIMES HOME MAGAZINE	1145	**86	0.6	7.5	43	862	1.4	75.3	100												
MADEMOISELLE	2884	404	2.9	14.0	80	2284	3.7	79.2	105												
MC CALL'S	13460	2579	18.2	19.2	109	10721	17.6	79.7	106												
MC CALL'S/WRK MOTHER (GROSS)	14606	2833	20.0	19.4	111	11616	19.0	79.5	106												
MECHANIX ILLUSTRATED	772	*147	1.0	19.0	109	532	0.9	68.9	91												
METROPOLITAN HOME	967	*150	1.1	15.5	89	713	1.2	73.7	98												
MONEY	1588	*249	1.8	15.7	90	1229	2.0	77.4	103												
MOTHER EARTH NEWS	1002	*229	1.6	22.9	131	745	1.2	74.4	99												
MS.	825	*201	1.4	24.4	139	653	1.1	79.2	105												
NATIONAL ENQUIRER	10336	1968	13.9	19.0	109	7967	13.1	77.1	102												
NATIONAL GEOGRAPHIC	9597	1438	10.1	15.0	86	7518	12.3	78.3	104												
NATIONAL SUNDAY MAGAZINE PKG	49558	8384	59.2	16.9	97	38551	63.2	77.8	103												
NATURAL HISTORY	573	**79	0.6	13.8	79	466	0.8	81.3	108												
NEW WOMAN	1699	332	2.3	19.5	112	1278	2.1	75.2	100												
NEW YORK INCLUDING CUE	443	**53	0.4	12.0	68	330	0.5	74.5	99												
THE NEW YORKER	1270	*161	1.1	12.7	72	943	1.5	74.3	99												
NEWSWEEK	6277	1098	7.7	17.5	100	4902	8.0	78.1	104												
THE N.Y. TIMES DAILY EDITION	1205	**96	0.7	8.0	46	992	1.6	82.3	109												
THE N.Y. TIMES MAGAZINE	2081	*153	1.1	7.4	42	1656	2.7	79.6	106												
OMNI	788	*162	1.1	20.6	117	558	0.9	70.8	94												
ON CABLE	1158	*349	2.5	30.1	172	820	1.3	70.8	94												
1001 HOME IDEAS	2852	529	3.7	18.5	106	2184	3.6	76.6	102												
ORGANIC GARDENING	1658	397	2.8	23.9	137	1311	2.1	79.1	105												
OUTDOOR LIFE	896	*189	1.3	21.1	121	669	1.1	74.7	99												
PARADE MAGAZINE	24275	4316	30.5	17.8	102	18572	30.4	76.5	101												

	TOTAL U.S. '000	DIAMOND FOIL				REYNOLDS				A	B	C	D	A	B	C	D
		A	B	C	D	A	B	C	D								
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	14173	100.0	17.5	100	61046	100.0	75.4	100								
PARENTS	3845	913	6.4	23.7	136	2929	4.8	76.2	101								
PENTHOUSE	831	*176	1.2	21.2	121	567	0.9	68.2	91								
PEOPLE	11645	1985	14.0	17.0	97	8918	14.6	76.6	102								
PLAYBOY	2006	385	2.7	19.2	110	1426	2.3	71.1	94								
POPULAR HOT RODDING	297	*278	0.6	26.3	150	*204	0.3	68.7	91								
POPULAR MECHANICS	1018	*187	1.3	18.4	105	787	1.3	77.3	103								
POPULAR SCIENCE	878	*125	0.9	14.2	81	673	1.1	76.7	102								
PREVENTION	3913	740	5.2	18.9	108	3043	5.0	77.8	103								
PSYCHOLOGY TODAY	1710	290	2.0	17.0	97	1337	2.2	78.2	104								
READER'S DIGEST	22204	3961	27.9	17.8	102	17461	28.6	78.6	104								
REDBOOK	7684	1404	9.9	18.3	104	6072	9.9	79.0	105								
ROAD & TRACK	410	*84	0.6	20.5	117	299	0.5	72.9	97								
ROLLING STONE	969	*248	1.7	25.6	146	762	1.2	78.6	104								
RUNNER'S WORLD	298	*70	0.5	23.5	134	*200	0.3	67.1	89								
SATURDAY EVENING POST	1169	*222	1.6	19.0	109	876	1.4	74.9	99								
SCIENCE 84	587	*70	0.5	11.9	68	458	0.8	78.0	104								
SCIENCE DIGEST	482	*90	0.6	18.7	107	392	0.6	81.3	108								
SCIENTIFIC AMERICAN	594	*92	0.6	15.5	89	453	0.7	76.3	101								
SELF	2089	292	2.1	14.0	80	1500	2.5	71.8	95								
SEVENTEEN	2411	418	2.9	17.3	99	1865	3.1	77.4	103								
SKI	480	*114	0.8	23.8	136	373	0.6	77.7	103								
SMITHSONIAN	2760	398	2.8	14.4	82	2237	3.7	81.1	108								
SOAP OPERA DIGEST	3013	682	4.8	22.6	129	2240	3.7	74.3	99								
SOUTHERN LIVING	4184	796	5.6	19.0	109	3308	5.4	79.1	105								
SPORT	559	*85	0.6	15.2	87	335	0.5	59.9	80								
THE SPORTING NEWS	436	*98	0.7	22.5	128	*309	0.5	70.9	94								
SPORTS AFIELD	493	*109	0.8	22.1	126	364	0.6	73.8	98								
SPORTS ILLUSTRATED	2758	423	3.0	15.3	88	2168	3.6	78.6	104								
STAR	7456	1513	10.7	20.3	116	5752	9.4	77.1	102								
SUNDAY	24936	3709	26.2	14.9	85	19270	31.6	77.3	103								
SUNSET	2124	526	3.7	24.8	142	1665	2.7	78.4	104								
TV GUIDE	21661	4080	28.8	18.8	108	16619	27.2	76.7	102								
TENNIS	550	*68	0.5	12.4	71	370	0.6	67.3	89								
TIME	8880	1306	9.2	14.7	84	6712	11.0	75.6	100								
TOWN & COUNTRY	917	*178	1.3	19.4	111	784	1.3	85.5	113								
TRAVEL & LEISURE	972	*191	1.3	19.7	112	788	1.3	81.1	108								
TRUE STORY	3356	754	5.3	22.5	128	2472	4.0	73.7	98								
U.S. NEWS & WORLD REPORT	3410	580	4.1	17.0	97	2735	4.5	80.2	106								
USA TODAY	1759	331	2.3	18.8	108	1434	2.3	81.5	108								
US	1873	352	2.5	18.8	107	1432	2.3	76.5	101								
VOGUE	3909	627	4.4	16.0	92	2886	4.7	73.8	98								
WALL STREET JOURNAL	1886	*213	1.5	11.3	65	1476	2.4	78.3	104								
WEIGHT WATCHERS	2120	374	2.6	17.6	101	1690	2.8	79.7	106								
WOMAN'S DAY	14172	2656	18.7	18.7	107	11346	18.6	80.1	106								
WORKING MOTHER	1146	254	1.8	22.2	127	895	1.5	78.1	104								
WORKING WOMAN	1322	287	2.0	21.7	124	1025	1.7	77.5	103								
WORLD TENNIS	*163	*8	0.1	4.9	28	*143	0.2	87.7	116								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	491	3.5	19.4	111	1885	3.1	74.4	99								
BLAIR INSERTS	43657	6997	49.4	16.0	92	33705	55.2	77.2	102								
DAILY NEWSPAPERS																	
READ ANY	51633	9024	63.7	17.5	100	39753	65.1	77.0	102								
READ ONE	43463	7925	55.9	18.2	104	33141	54.3	76.3	101								
READ TWO OR MORE	8170	1099	7.8	13.5	77	6612	10.8	80.9	107								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	8811	62.2	16.7	96	40823	66.9	77.5	103								
READ ONE	46126	7920	55.9	17.2	98	35593	58.3	77.2	102								
READ TWO OR MORE	6552	891	6.3	13.6	78	5230	8.6	79.8	106								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.78				27.81											
30 DAY REACH	71455	12444	87.8	17.4	100	54072	88.6	75.7	100								
50 SHWG - 30 DAY AV FREQ	14.56	14.61				14.68											
30 DAY REACH	67742	11824	83.4	17.5	100	51344	84.1	75.8	101								
25 SHWG - 30 DAY AV FREQ	7.94	7.88				7.98											
30 DAY REACH	62117	10994	77.6	17.7	101	47191	77.3	76.0	101								
CABLE TV: HOME WIRED	32077	5688	40.1	17.7	101	25173	41.2	78.5	104								
HOME NOT WIRED	48909	8485	59.9	17.3	99	35873	58.8	73.3	97								
HAVE PAY CABLE	15935	3045	21.5	19.1	109	12553	20.6	78.8	105								

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	80986	14173	100.0	17.5	100	61046	100.0	75.4	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	7967	56.2	18.1	104	33606	55.1	76.5	102								
10:00 AM - 3:00 PM	30659	5898	41.6	19.2	110	23515	38.5	76.7	102								
3:00 PM - 7:00 PM	31045	5664	40.0	18.2	104	23799	39.0	76.7	102								
7:00 PM - MIDNIGHT	15767	3081	21.7	19.5	112	12091	19.8	76.7	102								
MIDNIGHT - 6:00 AM	9120	1554	11.0	17.0	97	7049	11.5	77.3	103								
6:00 AM - MIDNIGHT	58527	10489	74.0	17.9	102	44642	73.1	76.3	101								
ENTIRE DAY	59311	10555	74.5	17.8	102	45250	74.1	76.3	101								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	2766	19.5	17.1	98	12749	20.9	78.8	105								
ALL NEWS	2256	*247	1.7	10.9	63	1664	2.7	73.8	98								
AOR/PROGRESSIVE	3874	747	5.3	19.3	110	2981	4.9	76.9	102								
BEAUTIFUL MUSIC	5660	894	6.3	15.8	90	4452	7.3	78.7	104								
BLACK	2204	478	3.4	21.7	124	1522	2.5	69.1	92								
CLASSICAL	1418	*216	1.5	15.2	87	1102	1.8	77.7	103								
CHR/ROCK	9538	1881	13.3	19.7	113	7381	12.1	77.4	103								
COUNTRY	12648	2584	18.2	20.4	117	9581	15.7	75.8	100								
GOLDEN OLDIES	1191	*184	1.3	15.4	88	851	1.4	71.5	95								
MOR/NOSTALGIA	4757	809	5.7	17.0	97	3842	6.3	80.8	107								
NEWS/TALK	3863	745	5.3	19.3	110	2893	4.7	74.9	99								
RELIGIOUS	3084	632	4.5	20.5	117	2163	3.5	70.1	93								
SOFT ROCK	521	**38	0.3	7.3	42	362	0.6	69.5	92								
URBAN CONTEMPORARY	1585	416	2.9	26.2	150	1096	1.8	69.1	92								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	628	4.4	19.3	110	2328	3.8	71.4	95								
ABC DIRECTION	2316	392	2.8	16.9	97	1806	3.0	78.0	103								
ABC ENTERTAINMENT	4834	825	5.8	17.1	98	3607	5.9	74.6	99								
ABC FM	2202	542	3.8	24.6	141	1662	2.7	75.5	100								
ABC INFORMATION	5425	985	6.9	18.2	104	4217	6.9	77.7	103								
ABC ROCK	1677	*250	1.8	14.9	85	1269	2.1	75.7	100								
CBS	4430	860	6.1	19.4	111	3451	5.7	77.9	103								
MUTUAL	4992	1110	7.8	22.2	127	3799	6.2	76.1	101								
NBC	4679	758	5.3	16.2	93	3734	6.1	79.8	106								
RADIORADIO	1994	444	3.1	22.3	127	1485	2.4	74.5	99								
RKO ONE	2298	466	3.3	20.3	116	1813	3.0	78.9	105								
RKO TWO	3311	639	4.5	19.3	110	2336	3.8	70.6	94								
THE SOURCE	2114	580	4.1	27.4	157	1509	2.5	71.4	95								
NON-WIRED : BLAIR	8654	1521	10.7	17.6	100	6875	11.3	79.4	105								
INTERNET	12025	2453	17.3	20.4	117	9212	15.1	76.6	102								
KATZ RADIO GROUP	15359	2653	18.7	17.3	99	11830	19.4	77.0	102								
SUPERNET	10628	2112	14.9	19.9	114	8238	13.5	77.5	103								
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1428	10.1	16.5	94	6375	10.4	73.6	98								
WKDAY 9:00 AM - 1:00 PM	12163	2239	15.8	18.4	105	9025	14.8	74.2	98								
WKDAY 1:00 PM - 4:30 PM	16150	2998	21.2	18.6	106	11941	19.6	73.9	98								
WKDAY 4:30 PM - 7:30 PM	22463	3943	27.8	17.6	100	17011	27.9	75.7	100								
WKDAY 7:30 PM - 8:00 PM	31795	5410	38.2	17.0	97	24114	39.5	75.8	101								
WKDAY 11:00 PM - 11:30 PM	23977	4192	29.6	17.5	100	18435	30.2	76.9	102								
WKDAY 11:30 PM - 1:00 AM	7703	1444	10.2	18.7	107	5862	9.6	76.1	101								
M-SAT 8-11 PM+SUN 7-11 PM	33800	5794	40.9	17.1	98	25773	42.2	76.3	101								
WKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	1265	8.9	19.3	111	4960	8.1	75.9	101							
ANOTHER WORLD	N	4620	883	6.2	19.1	109	3366	5.5	72.9	97							
AS THE WORLD TURNS	C	5614	1062	7.5	18.9	108	4069	6.7	72.5	96							
CAPITOL	C	3396	688	4.9	20.3	116	2354	3.9	69.3	92							
CBS MORN. NEWS 1	C	1446	165	1.2	11.4	65	1034	1.7	71.5	95							
CBS MORN. NEWS 2	C	1207	133	0.9	11.0	63	853	1.4	70.7	94							
DAYS OF OUR LIVES	N	5877	1164	8.2	19.8	113	4381	7.2	74.5	99							
FACTS OF LIFE - DAYTIME	N	2290	442	3.1	19.3	110	1556	2.5	67.9	90							
FAMILY FEUD	A	3023	597	4.2	19.7	113	2139	3.5	70.8	94							
GENERAL HOSPITAL	A	6097	1102	7.8	18.1	103	4531	7.4	74.3	99							
GOOD MORNING, AMERICA-730	A	3515	623	4.4	17.7	101	2663	4.4	75.8	101							
GOOD MORNING, AMERICA-830	A	2818	554	3.9	19.7	112	2191	3.6	77.8	103							
GUIDING LIGHT	C	5339	916	6.5	17.2	98	3839	6.3	71.9	95							
ONE LIFE TO LIVE	A	4478	816	5.8	18.2	104	3512	5.8	78.4	104							
PRESS YOUR LUCK	C	2244	396	2.8	17.6	101	1785	2.9	79.5	106							
PRICE IS RIGHT 1	C	4348	888	6.3	20.4	117	3250	5.3	74.7	99							
PRICE IS RIGHT 2	C	5014	973	6.9	19.4	111	3718	6.1	74.2	98							
RYAN'S HOPE	A	3150	619	4.4	19.7	112	2415	4.0	76.7	102							
SALE OF THE CENTURY	N	2695	400	2.8	14.8	85	1950	3.2	72.4	96							
SEARCH FOR TOMORROW	N	2319	460	3.2	19.8	113	1701	2.8	73.4	97							
TODAY SHOW 1	N	2693	474	3.3	17.6	101	1889	3.1	70.1	93							
TODAY SHOW 2	N	2498	384	2.7	15.4	88	1798	2.9	72.0	95							
\$25,000 PYRAMID	C	2753	516	3.6	18.7	107	2093	3.4	76.0	101							
WHEEL OF FORTUNE	N	4388	730	5.2	16.6	95	3184	5.2	72.6	96							
YOUNG AND THE RESTLESS	C	5695	1099	7.8	19.3	110	4004	6.6	70.3	93							
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	299	2.1	17.0	97	1318	2.2	74.9	99								
NBA PLAYOFF GAME -1	C	1136	255	1.8	22.4	128	829	1.4	73.0	97							
NBC MAJOR LEAGUE PRE-GAME	N	953	*220	1.6	23.1	132	661	1.1	69.4	92							
SPORTSWORLD - SUN	N	1233	246	1.7	20.0	114	927	1.5	75.2	100							
SUNDAY MORNING	C	1611	224	1.6	13.9	79	1188	1.9	73.7	98							

	TOTAL U.S. '000	DIAMOND FOIL				REYNOLDS											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	14173	100.0	17.5	100	61046	100.0	75.4	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	4488	31.7	17.2	98	19908	32.6	76.4	101								
NETWORK AFFILIATES - LATE	20261	3658	25.8	18.1	103	15592	25.5	77.0	102								
INDEPENDENTS - LATE	2076	256	1.8	12.3	70	1550	2.5	74.7	99								
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	2070	14.6	19.8	113	7957	13.0	76.1	101								
ABC MONDAY NIGHT MOVIE	A 6412	1075	7.6	16.8	96	5060	8.3	78.9	105								
ABC SUNDAY NIGHT MOVIE	A 12407	2017	14.2	16.3	93	9494	15.6	76.5	102								
ABC WORLD NEWS TONIGHT	A 6176	1143	8.1	18.5	106	4920	8.1	79.7	106								
AFTERMASH	C 5863	1009	7.1	17.2	98	4417	7.2	75.3	100								
ALICE	C 9594	1503	10.6	15.7	90	7319	12.0	76.3	101								
AMERICAN PARADE	C 6622	1067	7.5	16.1	92	4978	8.2	75.2	100								
BENSON	A 10886	1980	14.0	18.2	104	8129	13.3	74.7	99								
BLUE THUNDER	A 5036	1076	7.6	21.4	122	3871	6.3	76.9	102								
CAGNEY & LACEY	C 9965	1757	12.4	17.6	101	7831	12.8	78.6	104								
CBS EVENING NEWS-DEAN	C 3491	543	3.8	15.6	89	2557	4.2	73.2	97								
CBS EVENING NEWS-RATHER	C 7123	1195	8.4	16.8	96	5421	8.9	76.1	101								
CBS SAT. NEWS-SCHIEFFER	C 3621	519	3.7	14.3	82	2759	4.5	76.2	101								
CBS SATURDAY NIGHT MOVIE	C 5436	853	6.0	15.7	90	4137	6.8	76.1	101								
CBS WEDNESDAY NIGHT MOVIE	C 6100	1193	8.4	19.6	112	4650	7.6	76.2	101								
CHEERS	N 8889	1678	11.8	18.9	108	6698	11.0	75.4	100								
DALLAS	C 22109	3651	25.8	16.5	94	16854	27.6	76.2	101								
DIFF'RENT STROKES	N 6940	1376	9.7	19.8	113	5208	8.5	75.0	100								
DOUBLE TROUBLE	N 7223	1393	9.8	19.3	110	5517	9.0	76.4	101								
DUCK FACTORY	N 5595	1046	7.4	18.7	107	4143	6.8	74.0	98								
DUKES OF HAZZARD	C 5768	935	6.6	16.2	93	4340	7.1	75.2	100								
DYNASTY	A 20053	3564	25.1	17.8	102	14981	24.5	74.7	99								
FACTS OF LIFE	N 8087	1611	11.4	19.9	114	6170	10.1	76.3	101								
FALCON CREEK	C 20046	3244	22.9	16.2	92	15457	25.3	77.1	102								
FALL GUY	A 9084	1897	13.4	20.9	119	6831	11.2	75.2	100								
FAMILY TIES	N 7964	1513	10.7	19.0	109	6127	10.0	76.9	102								
FANTASY ISLAND	A 7687	1248	8.8	16.2	93	5685	9.3	74.0	98								
FOULUPS, BLEEPERS & BLUNDERS	A 8861	1587	11.2	17.9	102	6959	11.4	78.5	104								
FOUR SEASONS	C 5095	824	5.8	16.2	92	3900	6.4	76.5	102								
GIMME A BREAK	N 8838	1766	12.5	20.0	114	6540	10.7	74.0	98								
HART TO HART	A 8978	1606	11.3	17.9	102	6748	11.1	75.2	100								
HILL STREET BLUES	N 8590	1797	12.7	20.9	120	6439	10.5	75.0	99								
HOTEL	A 14085	2440	17.2	17.3	99	10905	17.9	77.4	103								
JEFFERSONS	C 9360	1598	11.3	17.1	98	7002	11.5	74.8	99								
JENNIFER SLEPT HERE	N 5841	1131	8.0	19.4	111	4386	7.2	75.1	100								
KATE & ALLIE	C 9206	1630	11.5	17.7	101	7120	11.7	77.3	103								
KNIGHT RIDER	N 7076	1409	9.9	19.9	114	5496	9.0	77.7	103								
LOVE BOAT	A 12219	2021	14.3	16.5	95	9163	15.0	75.0	99								
MAGNUM PI	C 11199	1912	13.5	17.1	98	8762	14.4	78.2	104								
MAMA'S FAMILY	N 6057	1183	8.3	19.5	112	4609	7.6	76.1	101								
MASTER, THE	N 3598	727	5.1	20.2	115	2579	4.2	71.7	95								
MATT HOUSTON	A 6344	1113	7.9	17.5	100	4918	8.1	77.5	103								
NBC MONDAY NIGHT MOVIE	N 11994	2256	15.9	18.8	107	9009	14.8	75.1	100								
NBC NIGHTLY NEWS	N 5132	831	5.9	16.2	93	3934	6.4	76.7	102								
NBC NIGHTLY NEWS-SAT	N 3375	466	3.3	13.8	79	2519	4.1	74.6	99								
NBC NIGHTLY NEWS-SUN	N 3130	474	3.3	15.1	87	2275	3.7	72.7	96								
NBC SUNDAY NIGHT MOVIE	N 8284	1710	12.1	20.6	118	6159	10.1	74.3	99								
NEWHART	C 9240	1652	11.7	17.9	102	7200	11.8	77.9	103								
ONE DAY AT A TIME	C 7288	1167	8.2	16.0	91	5525	9.1	75.8	101								
PEOPLE ARE FUNNY	N 4855	937	6.6	19.3	110	3799	6.2	78.2	104								
REAL PEOPLE	N 8869	1591	11.2	17.9	103	6753	11.1	76.1	101								
REMINGTON STEELE	N 7743	1264	8.9	16.3	93	6002	9.8	77.5	103								
RIPLEY'S BELIEVE IT - NOT	A 5345	973	6.9	18.2	104	4272	7.0	79.9	106								
RIPTIDE	N 6988	1393	9.8	19.9	114	5399	8.8	77.3	102								
SCARECROW & MRS. KING	C 10002	1738	12.3	17.4	99	7634	12.5	76.3	101								
SIMON & SIMON	C 10638	1795	12.7	16.9	96	8284	13.6	77.9	103								
60 MINUTES	C 13293	1995	14.1	15.0	86	10120	16.6	76.1	101								
ST. ELSEWHERE	N 7017	1303	9.2	18.6	106	5400	8.8	77.0	102								
THREE'S COMPANY	A 10917	2027	14.3	18.6	106	8217	13.5	75.3	100								
T.J. HOOKER	A 9204	1590	11.2	17.3	99	7147	11.7	77.7	103								
TONIGHT SHOW	N 2372	399	2.8	16.8	96	1790	2.9	75.5	100								
TRAPPER JOHN, M.D.	C 9846	1698	12.0	17.2	99	7444	12.2	75.6	100								
TV BLOOPERS & PRAC. JOKES	N 9105	1706	12.0	18.7	107	6928	11.3	76.1	101								
20/20	A 9387	1457	10.3	15.5	89	7466	12.2	79.5	106								
WEBSTER	A 11067	2079	14.7	18.8	107	8437	13.8	76.2	101								
WORLD NEWS - SUN	A 3062	459	3.2	15.0	86	2427	4.0	79.3	105								
YELLOW ROSE	N 4978	892	6.3	17.9	102	3895	6.4	78.2	104								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	1726	12.2	19.4	111	7099	11.6	80.0	106								
BASKETBALL - COLLEGE GAMES	4080	928	6.5	22.7	130	3210	5.3	78.7	104								
BASKETBALL - PRO GAMES	3607	824	5.8	22.8	131	2610	4.3	72.4	96								
BOWLING	3883	679	4.8	17.5	100	3090	5.1	79.6	106								
BOXING	3928	725	5.1	18.5	105	2883	4.7	73.4	97								
FOOTBALL - COLLEGE GAMES	6366	1065	7.5	16.7	96	5007	8.2	78.7	104								
FOOTBALL - PRO GAMES	11300	2108	14.9	18.7	107	8824	14.5	78.1	104								
GOLF	3378	597	4.2	17.7	101	2662	4.4	78.8	105								
POST-SEASON COLL. FOOTBALL	4906	1059	7.5	21.6	123	3692	6.0	75.3	100								
POST-SEASON PRO FOOTBALL	6120	1201	8.5	19.6	112	4762	7.8	77.8	103								
TENNIS	3033	*401	2.8	13.2	76	2289	3.7	75.5	100								
WRESTLING - PROFESSIONAL	3344	885	6.2	26.5	151	2594	4.2	77.6	103								

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DISPOSABLE CUPS/DISPOSABLE CUP DISPENSER

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-22

DISPOSABLE CUPS

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>						
1A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?										
	YES	31458	38.8	3535						
	NO	49527	61.2	5900						
		<u>ALL</u>		<u>SOLE</u>		<u>PRIMARY</u>		<u>SECONDARY</u>		<u>UNWEIGHTED</u>
		<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	
IF YES										
1B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?										
DIXIE		20323	25.1	13904	17.2	5565	6.9	854	1.1	2288
LILY		2080	2.6	696	.9	872	1.1	512	.6	218
PATHMARK		884	1.1	525	.6	230	.3	129	.2	141
SCOTT		1847	2.3	796	1.0	823	1.0	228	.3	219
SOLO		7350	9.1	3158	3.9	2669	3.3	1523	1.9	799
OTHER BRANDS		7481	9.2	4508	5.6	1679	2.1	1294	1.6	815
DO NOT KNOW		403	.5							41

DISPOSABLE CUP DISPENSER

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>
1C.	DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD HAVE A DISPOSABLE CUP DISPENSER?			
	YES	18181	22.4	2070
	NO	12400	15.3	1349
	DO NOT KNOW	877	1.1	116
IF YES				
1D.	WHERE DO YOU HAVE THE DISPENSER? (MARK AS MANY AS APPLY)			
	BATHROOM	15154	18.7	1699
	KITCHEN	7445	9.2	852
	OTHER	1014	1.3	129
	DO NOT KNOW	27	*	6

	TOTAL U.S. '000	USE DISPOSABLE CUPS				DIXIE				SOLO				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	31458	100.0	38.8	100	20323	100.0	25.1	100	7350	100.0	9.1	100				
18 - 24	9282	2448	7.8	26.4	68	1597	7.9	17.2	69	674	9.2	7.3	80				
25 - 34	19072	7513	23.9	39.4	101	4820	23.7	25.3	101	1942	26.4	10.2	112				
35 - 44	14591	6542	20.8	44.8	115	4094	20.1	28.1	112	1539	20.9	10.5	116				
45 - 54	11345	4878	15.5	43.0	111	3262	16.1	28.8	115	1100	15.0	9.7	107				
55 - 64	11635	4777	15.2	41.1	106	3123	15.4	26.8	107	1020	13.9	8.8	97				
65 OR OLDER	15061	5300	16.8	35.2	91	3428	16.9	22.8	91	1075	14.6	7.1	79				
18 - 34	28354	9961	31.7	35.1	90	6417	31.6	22.6	90	2615	35.6	9.2	102				
18 - 49	48339	18707	59.5	38.7	100	12063	59.4	25.0	99	4655	63.3	9.6	106				
25 - 54	45008	18933	60.2	42.1	108	12175	59.9	27.1	108	4581	62.3	10.2	112				
35 - 49	19985	8746	27.8	43.8	113	5645	27.8	28.2	113	2040	27.8	10.2	112				
50 OR OLDER	32647	12752	40.5	39.1	101	8261	40.6	25.3	101	2695	36.7	8.3	91				
GRADUATED COLLEGE	11155	4585	14.6	41.1	106	2990	14.7	26.8	107	1139	15.5	10.2	113				
ATTENDED COLLEGE	13682	5240	16.7	38.3	99	3379	16.6	24.7	98	1399	19.0	10.2	113				
GRADUATED HIGH SCHOOL	33880	13887	44.1	41.0	106	9041	44.5	26.7	106	3261	44.4	9.6	106				
DID NOT GRADUATE HIGH SCHOOL	22270	7747	24.6	34.8	90	4913	24.2	22.1	88	1550	21.1	7.0	77				
EMPLOYED	40306	15998	50.9	39.7	102	10373	51.0	25.7	103	3914	53.3	9.7	107				
EMPLOYED FULL-TIME	32850	12818	40.7	39.0	100	8314	40.9	25.3	101	3025	41.2	9.2	101				
EMPLOYED PART-TIME	7456	3180	10.1	42.7	110	2060	10.1	27.6	110	890	12.1	11.9	132				
NOT EMPLOYED	40680	15461	49.1	38.0	98	9950	49.0	24.5	97	3435	46.7	8.4	93				
PROFESSIONAL/MANAGER	10392	4129	13.1	39.7	102	2648	13.0	25.5	102	1059	14.4	10.2	112				
TECH/CLERICAL/SALES	17574	6933	22.0	39.5	102	4586	22.6	26.1	104	1475	20.1	8.4	92				
PRECISION/CRAFT	985	*482	1.5	48.9	126	**294	1.4	29.8	119	**148	2.0	15.0	166				
OTHER EMPLOYED	11354	4454	14.2	39.2	101	2846	14.0	25.1	100	1232	16.8	10.9	120				
SINGLE	9863	2897	9.2	29.4	76	1945	9.6	19.7	79	687	9.3	7.0	77				
MARRIED	51375	21773	69.2	42.4	109	13880	68.3	27.0	108	5204	70.8	10.1	112				
DIVORCED/SEPARATED/WIDOWED	19748	6788	21.6	34.4	88	4498	22.1	22.8	91	1459	19.9	7.4	81				
PARENTS	32590	13954	44.4	42.8	110	8743	43.0	26.8	107	3664	49.9	11.2	124				
WHITE	70416	27300	86.8	38.8	100	17649	86.8	25.1	100	6310	85.9	9.0	99				
BLACK	8778	3497	11.1	39.8	103	2241	11.0	25.5	102	923	12.6	10.5	116				
OTHER	1791	*662	2.1	37.0	95	**433	2.1	24.2	96	**117	1.6	6.5	72				
NORTHEAST-CENSUS	17786	8041	25.6	45.2	116	5476	26.9	30.8	123	1394	19.0	7.8	86				
NORTH CENTRAL	20741	7705	24.5	37.1	96	4843	23.8	23.3	93	2133	29.0	10.3	113				
SOUTH	27775	11212	35.6	40.4	104	7093	34.9	25.5	102	2537	34.5	9.1	101				
WEST	14683	4500	14.3	30.6	79	2911	14.3	19.8	79	1285	17.5	8.8	96				
NORTHEAST-MKTG.	17961	7991	25.4	44.5	115	5234	25.8	29.1	116	1297	17.6	7.2	80				
EAST CENTRAL	11885	4560	14.5	38.4	99	3057	15.0	25.7	102	924	12.6	7.8	86				
WEST CENTRAL	14090	5054	16.1	35.9	92	3044	15.0	21.6	86	1552	21.1	11.0	121				
SOUTH	24081	9971	31.7	41.4	107	6501	32.0	27.0	108	2439	33.2	10.1	112				
PACIFIC	12969	3883	12.3	29.9	77	2487	12.2	19.2	76	1138	15.5	8.8	97				
COUNTY SIZE A	32439	12150	38.6	37.5	96	7834	38.5	24.1	96	2829	38.5	8.7	96				
COUNTY SIZE B	24915	10020	31.9	40.2	104	6464	31.8	25.9	103	2353	32.0	9.4	104				
COUNTY SIZE C	12930	5066	16.1	39.2	101	3403	16.7	26.3	105	1027	14.0	7.9	88				
COUNTY SIZE D	10703	4223	13.4	39.5	102	2623	12.9	24.5	98	1141	15.5	10.7	117				
METRO CENTRAL CITY	24518	8486	27.0	34.6	89	5660	27.9	23.1	92	2201	29.9	9.0	99				
METRO SUBURBAN	35919	14815	47.1	41.2	106	9673	47.6	26.9	107	3191	43.4	8.9	98				
NON METRO	20549	8158	25.9	39.7	102	4990	24.6	24.3	97	1958	26.6	9.5	105				
TOP 5 ADI'S	18341	7086	22.5	38.6	99	4540	22.3	24.8	99	1711	23.3	9.3	103				
TOP 10 ADI'S	25378	9957	31.7	39.2	101	6366	31.3	25.1	100	2245	30.5	8.8	97				
TOP 20 ADI'S	36488	14115	44.9	38.7	100	9056	44.6	24.8	99	3224	43.9	8.8	97				
HSGLD INC. \$50,000 OR MORE	6612	2990	9.5	45.2	116	1991	9.8	30.1	120	782	10.6	11.8	130				
\$40,000 OR MORE	12659	5556	17.7	43.9	113	3662	18.0	28.9	115	1917	17.9	10.4	115				
\$30,000 OR MORE	24698	10736	34.1	43.5	112	7329	36.1	29.7	118	2628	35.8	10.6	117				
\$25,000 OR MORE	32077	14066	44.7	43.9	113	9539	46.9	29.7	119	3454	47.0	10.8	119				
\$20,000 - \$24,999	9144	3592	11.4	39.3	101	2283	11.2	25.0	99	798	10.9	8.7	96				
\$15,000 - \$19,999	8728	3458	11.0	39.6	102	1962	9.7	22.5	90	782	10.6	9.0	99				
\$10,000 - \$14,999	12562	4690	14.9	37.3	96	2913	14.3	23.2	92	1171	15.9	9.3	103				
UNDER \$10,000	18475	5652	18.0	30.6	79	3626	17.8	19.6	78	1144	15.6	6.2	68				
HOUSEHOLD OF 1 PERSON	11987	3609	11.5	30.1	78	2355	11.6	19.6	78	771	10.5	6.4	71				
2 PEOPLE	26577	9612	30.6	36.2	93	6300	31.0	23.7	94	1985	27.0	7.5	82				
3 OR 4 PEOPLE	30617	13089	41.6	42.8	110	8728	42.9	28.5	114	3143	42.8	10.3	113				
5 OR MORE PEOPLE	11804	5149	16.4	43.6	112	2940	14.5	24.9	99	1450	19.7	12.3	135				
NO CHILD IN HSHLD	46165	16580	52.7	35.9	92	11052	54.4	23.9	95	3464	47.1	7.5	83				
CHILD(REN) UNDER 2 YRS	5325	1795	5.7	33.7	87	1155	5.7	21.7	86	*400	5.4	7.5	83				
2 - 5 YEARS	14221	5859	18.6	41.2	106	3680	18.1	25.9	103	1541	21.0	10.8	119				
6 - 11 YEARS	15117	6881	21.9	45.5	117	4279	21.1	28.3	113	1870	25.4	12.4	136				
12 - 17 YEARS	16611	7578	24.1	45.6	117	4564	22.5	27.5	109	2026	27.6	12.2	134				
RESIDENCE OWNED	55884	24152	76.8	43.2	111	15737	77.4	28.2	112	5813	79.1	10.4	115				
VALUE: \$50,000 OR MORE	31744	14042	44.6	44.2	114	9359	46.1	29.5	117	3336	45.4	10.5	116				
VALUE: UNDER \$50,000	24140	10111	32.1	41.9	108	6378	31.4	26.4	105	2476	33.7	10.3	113				

DISPOSABLE CUPS: USE AND BRANDS USED
(FEMALE HOMEMAKERS)

			TOTAL	USE DISPOSABLE CUPS				DIXIE				SOLO							
			U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS			80986	31458	100.0	38.8	100	20323	100.0	25.1	100	7350	100.0	9.1	100				
MAGAZINES	QUINTILE 1	15799	7418	23.6	47.0	121	5104	25.1	32.3	129	1870	25.4	11.8	130					
	QUINTILE 2	17259	7237	23.0	41.9	108	4773	23.5	27.7	110	1892	25.7	11.0	121					
	QUINTILE 3	13545	5358	17.0	39.6	102	3642	17.9	26.9	107	1084	14.7	8.0	88					
	QUINTILE 4	15133	5401	17.2	35.7	92	3223	15.9	21.3	85	1237	16.8	8.2	90					
	QUINTILE 5	19250	6044	19.2	31.4	81	3581	17.6	18.6	74	1267	17.2	6.6	73					
NEWSPAPERS	QUINTILE 1	12413	5629	17.9	45.3	117	3801	18.7	30.6	122	1216	16.5	9.8	108					
	QUINTILE 2	24116	10246	32.6	42.5	109	6746	33.2	28.0	111	2541	34.6	10.5	116					
	QUINTILE 3	11261	4187	13.3	37.2	96	2824	13.9	25.1	100	957	13.0	8.5	94					
	QUINTILE 4	20255	7088	22.5	35.0	90	4424	21.8	21.8	87	1738	23.6	8.6	95					
	QUINTILE 5	12940	4309	13.7	33.3	86	2529	12.4	19.5	78	898	12.2	6.9	76					
OUTDOOR	QUINTILE 1	14852	5619	17.9	37.8	97	3630	17.9	24.4	97	1457	19.8	9.8	108					
	QUINTILE 2	15725	5859	18.6	37.3	96	3844	18.9	24.4	97	1436	19.5	9.1	101					
	QUINTILE 3	16330	6500	20.7	39.8	102	4194	20.6	25.7	102	1577	21.5	9.7	106					
	QUINTILE 4	16744	6611	21.0	39.5	102	4340	21.4	25.9	103	1341	18.2	8.0	88					
	QUINTILE 5	17334	6870	21.8	39.6	102	4317	21.2	24.9	99	1539	20.9	8.9	98					
RADIO-DRIVE TIME	QUINTILE 1	15911	6751	21.5	42.4	109	4439	21.8	27.9	111	1757	23.9	11.0	122					
	QUINTILE 2	14837	5886	18.7	39.7	102	3710	18.3	25.0	100	1405	19.1	9.5	104					
	QUINTILE 3	15339	5908	18.8	38.5	99	3653	18.0	23.8	95	1331	18.1	8.7	96					
	QUINTILE 4	16723	6117	19.4	36.6	94	4040	19.9	24.2	96	1440	19.6	8.6	95					
	QUINTILE 5	18176	6796	21.6	37.4	96	4481	22.0	24.7	98	1417	19.3	7.8	86					
RADIO-MID- DAY	TERCILE 1	21020	8600	27.3	40.9	105	5532	27.2	26.3	105	2222	30.2	10.6	116					
	TERCILE 2	21610	8823	28.0	40.8	105	5601	27.6	25.9	103	2229	30.3	10.3	114					
	TERCILE 3	38355	14036	44.6	36.6	94	9190	45.2	24.0	95	2899	39.4	7.6	83					
RADIO-TOTAL	QUINTILE 1	15988	6626	21.1	41.4	107	4277	21.0	26.8	107	1677	22.8	10.5	116					
	QUINTILE 2	15626	6428	20.4	41.1	106	3987	19.6	25.5	102	1522	20.7	9.7	107					
	QUINTILE 3	16723	6391	20.3	38.2	98	4118	20.3	24.6	98	1622	22.1	9.7	107					
	QUINTILE 4	16342	5967	19.0	36.5	94	3870	19.0	23.7	94	1366	18.6	8.4	92					
	QUINTILE 5	16306	6047	19.2	37.1	95	4072	20.0	25.0	100	1163	15.8	7.1	79					
TV-PRIME TIME	QUINTILE 1	15953	6665	21.2	41.8	108	4429	21.8	27.8	111	1498	20.4	9.4	103					
	QUINTILE 2	16137	6312	20.1	39.1	101	4084	20.1	25.3	101	1693	23.0	10.5	116					
	QUINTILE 3	16420	6494	20.6	39.5	102	4404	21.7	26.8	107	1465	19.9	8.9	98					
	QUINTILE 4	16687	6373	20.3	38.2	98	4070	20.0	24.4	97	1357	18.5	8.1	90					
	QUINTILE 5	15789	5615	17.8	35.6	92	3336	16.4	21.1	84	1337	18.2	8.5	93					
TV-DAYTIME	TERCILE 1	27736	10841	34.5	39.1	101	7154	35.2	25.8	103	2279	31.0	8.2	91					
	TERCILE 2	26489	10249	32.6	38.7	100	6549	32.2	24.7	99	2327	31.7	8.8	97					
	TERCILE 3	26761	10368	33.0	38.7	100	6620	32.6	24.7	99	2744	37.3	10.3	113					
TV-TOTAL	QUINTILE 1	16345	6162	19.6	37.7	97	4029	19.8	24.6	98	1334	18.1	8.2	90					
	QUINTILE 2	16447	6679	21.2	40.6	105	4474	22.0	27.2	108	1529	20.8	9.3	102					
	QUINTILE 3	15980	6582	20.9	41.2	106	4208	20.7	26.3	105	1619	22.0	10.1	112					
	QUINTILE 4	15887	6314	20.1	39.7	102	4029	19.8	25.4	101	1532	20.8	9.6	106					
	QUINTILE 5	16326	5722	18.2	35.0	90	3583	17.6	21.9	87	1336	18.2	8.2	90					
MAGAZINES-NEWSPAPERS: DUAL			20721	9597	30.5	46.3	119	6617	32.6	31.9	127	2421	32.9	11.7	129				
MAGAZINE IMPERATIVE			19186	7657	24.3	39.9	103	5013	24.7	26.1	104	1931	26.3	10.1	111				
NEWSPAPER IMPERATIVE			21899	8282	26.3	37.8	97	5268	25.9	24.1	96	1793	24.4	8.2	90				
MAGAZINES-OUTDOOR: DUAL			15451	6263	19.9	40.5	104	4398	21.6	28.5	113	1661	22.6	10.8	118				
MAGAZINE IMPERATIVE			25953	11649	37.0	44.9	116	7824	38.5	30.1	120	2685	36.5	10.3	114				
OUTDOOR IMPERATIVE			24400	8366	26.6	34.3	88	4992	24.6	20.5	82	1950	26.5	8.0	88				
MAGAZINES-RADIO: DUAL			18049	8213	26.1	45.5	117	5277	26.0	29.2	117	1943	26.4	10.8	119				
MAGAZINE IMPERATIVE			23571	9819	31.2	41.7	107	6860	33.8	29.1	116	2443	33.2	10.4	114				
RADIO IMPERATIVE			23278	8218	26.1	35.3	91	4943	24.3	21.2	85	2067	28.1	8.9	98				
MAGAZINES-TELEVISION: DUAL			15459	6978	22.2	45.1	116	4911	24.2	31.8	127	1727	23.5	11.2	123				
MAGAZINE IMPERATIVE			25829	10876	34.6	42.1	108	7148	35.2	27.7	110	2680	36.5	10.4	114				
TELEVISION IMPERATIVE			26039	9209	29.3	35.4	91	5678	27.9	21.8	87	1907	25.9	7.3	81				
NEWSPAPERS-OUTDOOR: DUAL			16605	6977	22.2	42.0	108	4580	22.5	27.6	110	1609	21.9	9.7	107				
NEWSPAPER IMPERATIVE			26834	11591	36.8	43.2	111	7707	37.9	28.7	114	2678	36.4	10.0	110				
OUTDOOR IMPERATIVE			23346	7973	25.3	34.2	88	5146	25.3	22.0	88	2068	28.1	8.9	98				
NEWSPAPERS-RADIO: DUAL			17133	7571	24.1	44.2	114	5154	25.4	30.1	120	1785	24.3	10.4	115				
NEWSPAPER IMPERATIVE			25892	10682	34.0	41.3	106	7064	34.8	27.3	109	2507	34.1	9.7	107				
RADIO IMPERATIVE			23167	8361	26.6	36.1	93	4980	24.5	21.5	86	2149	29.2	9.3	102				
NEWSPAPERS-TELEVISION: DUAL			17159	7153	22.7	41.7	107	4837	23.8	28.2	112	1633	22.2	9.5	105				
NEWSPAPER IMPERATIVE			26214	11076	35.2	42.3	109	7236	35.6	27.6	110	2706	36.8	10.3	114				
TELEVISION IMPERATIVE			23412	8428	26.8	36.0	93	5282	26.0	22.6	90	1917	26.1	8.2	90				
OUTDOOR-RADIO: DUAL			15303	5784	18.4	37.8	97	3790	18.6	24.8	99	1580	21.5	10.3	114				
OUTDOOR IMPERATIVE			24901	9268	29.5	37.2	96	5972	29.4	24.0	96	2195	29.9	8.8	97				
RADIO IMPERATIVE			26492	11046	35.1	41.7	107	6979	34.3	26.3	105	2587	35.2	9.8	108				
OUTDOOR-TELEVISION: DUAL			14794	5718	18.2	38.7	100	3743	18.4	25.3	101	1534	20.9	10.4	114				
OUTDOOR IMPERATIVE			25437	9647	30.7	37.9	98	6236	30.7	24.5	98	2309	31.4	9.1	100				
TELEVISION IMPERATIVE			27877	11198	35.6	40.2	103	7402	36.4	26.6	106	2400	32.7	8.6	95				
RADIO-TELEVISION: DUAL			15996	6826	21.7	42.7	110	4612	22.7	28.8	115	1639	22.3	10.2	113				
RADIO IMPERATIVE			25478	10151	32.3	39.8	103	6224	30.6	24.4	97	2579	35.1	10.1	112				
TELEVISION IMPERATIVE			26573	10028	31.9	37.7	97	6521	32.1	24.5	98	2185	29.7	8.2	91				

	TOTAL U.S. '000	USE DISPOSABLE CUPS				DIXIE				SOLO				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	31458	100.0	38.8	100	20323	100.0	25.1	100	7390	100.0	9.1	100				
ATLANTIC MONTHLY	415	*249	0.8	60.0	154	**161	0.8	38.8	155	**57	0.8	13.7	151				
BARRON'S	453	*268	0.9	59.2	152	**189	0.9	41.7	166	**107	1.5	23.6	260				
BETTER HOMES & GARDENS	16256	7493	23.8	46.1	119	4872	24.0	30.0	119	1885	25.6	11.6	128				
BON APPETIT	2535	1169	3.7	46.1	119	801	3.9	31.6	126	*261	3.6	10.3	113				
BUSINESS WEEK	1278	553	1.8	43.3	111	346	1.7	27.1	108	**116	1.6	9.1	100				
CAR AND DRIVER	378	*180	0.6	47.6	123	**106	0.5	28.0	112	**53	0.7	14.0	154				
CBS MAGAZINE NETWORK (GROSS)	1498	597	1.9	39.9	103	364	1.8	24.3	97	**141	1.9	9.4	104				
CHANGING TIMES	1505	695	2.2	46.2	119	424	2.1	28.2	112	**112	1.5	7.4	82				
COLONIAL HOMES	1231	673	2.1	54.7	141	347	1.7	28.2	112	*157	2.1	12.8	141				
CONDE NAST MAG. PKG. (GROSS)	14146	5885	18.7	41.6	107	3921	19.3	27.7	110	1614	22.0	11.4	126				
CONSUMERS DIGEST	1323	646	2.1	48.8	126	433	2.1	32.7	130	**104	1.4	7.9	87				
COSMOPOLITAN	7102	2850	9.1	40.1	103	1914	9.4	27.0	107	754	10.3	10.6	117				
COUNTRY LIVING	2481	1200	3.8	48.4	125	816	4.0	32.9	131	317	4.3	12.8	141				
CUISINE	1472	649	2.1	44.1	114	375	1.8	25.5	102	**148	2.0	10.1	111				
CYCLE WORLD	425	*242	0.8	56.9	147	**112	0.6	26.4	105	**69	0.9	16.2	179				
DCI:CREATIVE IDEAS FOR LIV	2510	1228	3.9	48.9	126	888	4.4	35.4	141	442	6.0	17.6	194				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3297	10.5	49.3	127	2369	11.7	35.4	141	895	12.2	13.4	147				
DISCOVER	894	346	1.1	38.7	100	*224	1.1	25.1	100	**89	1.2	10.0	110				
EBONY	3507	1464	4.7	41.7	107	1017	5.0	29.0	116	431	5.9	12.3	135				
ESQUIRE	1083	491	1.6	45.3	117	315	1.5	29.1	116	*201	2.7	18.6	204				
ESSENCE	1830	802	2.5	43.8	113	499	2.5	27.3	109	265	3.6	14.5	160				
FAMILY CIRCLE	15930	7091	22.5	44.5	115	4998	24.6	31.4	125	1758	23.9	11.0	122				
THE FAMILY HANDYMAN	1126	583	1.9	51.8	133	440	2.2	39.1	156	**80	1.1	7.1	78				
FAMILY WEEKLY	11468	4767	15.2	41.6	107	3259	16.0	28.4	113	1105	15.0	9.6	106				
FIELD & STREAM	2234	1091	3.5	48.8	126	665	3.3	29.8	119	*308	4.2	13.8	152				
FOOD & WINE	579	*178	0.6	30.7	79	*120	0.6	20.7	83	**41	0.6	7.1	78				
FORBES	728	378	1.2	51.9	134	*205	1.0	28.2	112	**156	2.1	21.4	236				
FORTUNE	906	443	1.4	48.9	126	331	1.6	36.5	146	**160	2.2	17.7	195				
GENTLEMEN'S QUARTERLY	791	309	1.0	39.1	101	*181	0.9	22.9	91	**130	1.8	16.4	181				
GLAMOUR	5265	2299	7.3	43.7	112	1579	7.8	30.0	120	599	8.1	11.4	125				
GOLF DIGEST	636	290	0.9	45.6	117	*235	1.2	36.9	147	**35	0.5	5.5	61				
GOLF DIGEST/TENNIS (GROSS)	1186	547	1.7	46.1	119	410	2.0	34.6	138	**111	1.5	9.4	103				
GOLF MAGAZINE	441	*210	0.7	47.6	123	**162	0.8	36.7	146	**41	0.6	9.3	102				
GOLF MAGAZINE/SKI (GROSS)	922	434	1.4	47.1	121	315	1.5	34.2	136	**87	1.2	9.4	104				
GOOD HOUSEKEEPING	16487	7551	24.0	45.8	118	5121	25.2	31.1	124	1931	26.3	11.7	129				
HARPER'S BAZAAR	2423	1236	3.9	51.0	131	763	3.8	31.5	125	340	4.6	14.0	155				
HEALTH	1994	995	3.2	49.9	128	732	3.6	36.7	146	*272	3.7	13.6	150				
HEARST MAG CORP. BUY (GROSS)	44101	19955	63.4	45.2	116	13422	66.0	30.4	121	5147	70.0	11.7	129				
HEARST MAN POWER (GROSS)	1993	1049	3.3	52.6	136	769	3.8	38.6	154	*245	3.3	12.3	135				
HEARST WOMAN POWER (GROSS)	31274	13619	43.3	43.5	112	9234	45.4	29.5	118	3550	48.3	11.4	125				
HOUSE BEAUTIFUL	3623	1706	5.4	47.1	121	1162	5.7	32.1	128	445	6.1	12.3	135				
INC.	283	*167	0.5	59.0	152	**104	0.5	36.7	146	**52	0.7	18.4	202				
JET	2928	1245	4.0	42.5	109	834	4.1	28.5	114	444	6.0	15.2	167				
LADIES' HOME JOURNAL	11918	5203	16.5	43.7	112	3532	17.4	29.6	118	1312	17.9	11.0	121				
LHJ FAMILY GRP COMBO(GROSS)	16764	7421	23.6	44.3	114	5026	24.7	30.0	119	1906	25.9	11.4	125				
LIFE	4254	1793	5.7	42.1	109	1179	5.8	27.7	110	446	6.1	10.5	116				
L.A. TIMES HOME MAGAZINE	1145	374	1.2	32.7	84	239	1.2	20.9	83	*195	2.7	17.0	188				
MADMOISELLE	2884	1282	4.1	44.5	114	879	4.3	30.5	121	394	5.4	13.7	151				
MC CALL'S	13460	5999	19.1	44.6	115	4161	20.5	30.9	123	1611	21.9	12.0	132				
MC CALL'S/MRK MOTHER (GROSS)	14606	6509	20.7	44.6	115	4543	22.4	31.1	124	1762	24.0	12.1	133				
MECHANIX ILLUSTRATED	772	423	1.3	54.8	141	315	1.5	40.8	163	**166	2.3	21.5	237				
METROPOLITAN HOME	967	370	1.2	38.3	99	269	1.3	27.8	111	**103	1.4	10.7	117				
MONEY	1588	760	2.4	47.9	123	526	2.6	33.1	132	*183	2.5	11.5	127				
MOTHER EARTH NEWS	1002	431	1.4	43.0	111	*258	1.3	25.7	103	**94	1.3	9.4	103				
MS.	825	271	0.9	32.8	85	*170	0.8	20.6	82	**63	0.9	7.6	84				
NATIONAL ENQUIRER	10336	4327	13.8	41.9	108	2831	13.9	27.4	109	1098	14.9	10.6	117				
NATIONAL GEOGRAPHIC	9597	4472	14.2	46.6	120	2943	14.5	30.7	122	1195	16.3	12.5	137				
NATIONAL SUNDAY MAGAZINE PKG	49558	20580	65.4	41.5	107	13614	67.0	27.5	109	4983	67.8	10.1	111				
NATURAL HISTORY	573	*251	0.8	43.8	113	*153	0.8	26.7	106	**32	0.4	5.6	62				
NEW WOMAN	1699	603	1.9	35.5	91	351	1.7	20.7	82	*197	2.7	11.6	128				
NEW YORK INCLUDING CUE	443	*220	0.7	49.7	128	*130	0.6	29.3	117	**28	0.4	6.3	70				
THE NEW YORKER	1270	546	1.7	43.0	111	317	1.6	25.0	99	**110	1.5	8.7	95				
NEWSWEEK	6277	2763	8.8	44.0	113	1989	9.8	31.7	126	680	9.3	10.8	119				
THE N.Y. TIMES DAILY EDITION	1205	543	1.7	45.1	116	371	1.8	30.8	123	**148	2.0	12.3	135				
THE N.Y. TIMES MAGAZINE	2081	914	2.9	43.9	113	628	3.1	30.2	120	*189	2.6	9.1	100				
OMNI	788	294	0.9	37.3	96	*176	0.9	22.3	89	**97	1.3	12.3	136				
ON CABLE	1158	445	1.4	38.4	99	325	1.6	28.1	112	**97	1.3	8.4	92				
1001 HOME IDEAS	2852	1223	3.9	42.9	110	762	3.7	26.7	106	322	4.4	11.3	124				
ORGANIC GARDENING	1658	776	2.5	46.8	120	457	2.2	27.6	110	*148	2.0	8.9	98				
OUTDOOR LIFE	896	511	1.6	57.0	147	304	1.5	33.9	135	*151	2.1	16.9	186				
PARADE MAGAZINE	24275	10400	33.1	42.8	110	6672	32.8	27.5	110	2418	32.9	10.0	110				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	USE DISPOSABLE CUPS				DIXIE				SOLO				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	31458	100.0	38.8	100	20323	100.0	25.1	100	7350	100.0	9.1	100				
PARENTS	3845	1734	5.5	45.1	116	1106	5.4	28.8	115	403	5.5	10.5	115				
PENTHOUSE	831	358	1.1	43.1	111	*211	1.0	25.4	101	**97	1.3	11.7	129				
PEOPLE	11645	4988	15.9	42.8	110	3395	16.7	29.2	116	1262	17.2	10.8	119				
PLAYBOY	2006	852	2.7	42.5	109	549	2.7	27.4	109	*206	2.8	10.3	113				
POPULAR HOT RODDING	297	**112	0.4	37.7	97	**31	0.2	10.4	42	**59	0.8	19.9	219				
POPULAR MECHANICS	1018	596	1.9	58.5	151	469	2.3	46.1	184	**151	2.1	14.8	163				
POPULAR SCIENCE	878	434	1.4	49.4	127	*244	1.2	27.8	111	*339	0.5	4.4	49				
PREVENTION	3913	1947	6.2	49.8	128	1246	6.1	31.8	127	496	6.7	12.7	140				
PSYCHOLOGY TODAY	1710	735	2.3	43.0	111	487	2.4	28.5	113	**126	1.7	7.4	81				
READER'S DIGEST	22204	9874	31.4	44.5	114	6603	32.5	29.7	119	2694	36.7	12.1	134				
REDBOOK	7684	3218	10.2	41.9	108	2199	10.8	28.6	114	865	11.8	11.3	124				
ROAD & TRACK	410	*138	0.4	33.7	87	**103	0.5	25.1	100	*334	0.5	8.3	91				
ROLLING STONE	969	346	1.1	35.7	92	230	1.1	23.7	95	**106	1.4	10.9	121				
RUNNER'S WORLD	298	*120	0.4	40.3	104	**101	0.5	33.9	135	*41	0.6	13.8	152				
SATURDAY EVENING POST	1169	546	1.7	46.7	120	309	1.5	26.4	105	*176	2.4	15.1	166				
SCIENCE 84	587	*225	0.7	38.3	99	*185	0.9	31.5	126	**25	0.3	4.3	47				
SCIENCE DIGEST	482	255	0.8	52.9	136	*170	0.8	35.3	141	**48	0.7	10.0	101				
SCIENTIFIC AMERICAN	594	*211	0.7	35.5	91	*141	0.7	23.7	95	**35	0.5	5.9	65				
SELF	2089	713	2.3	34.1	88	458	2.3	21.9	87	*223	3.0	10.7	118				
SEVENTEEN	2411	1111	3.5	46.1	119	760	3.7	31.5	126	*286	3.9	11.9	131				
SKI	480	*225	0.7	46.9	121	*153	0.8	31.9	127	**46	0.6	9.6	106				
SMITHSONIAN	2760	1192	3.8	43.2	111	766	3.8	27.8	111	*277	3.8	10.0	111				
SOAP OPERA DIGEST	3013	1304	4.1	43.3	111	886	4.4	29.4	117	328	4.5	10.9	120				
SOUTHERN LIVING	4184	2069	6.6	49.5	127	1481	7.3	35.4	141	452	6.1	10.8	119				
SPORT	559	*266	0.8	47.6	123	*167	0.8	29.9	119	**84	1.1	15.0	166				
THE SPORTING NEWS	436	**150	0.5	34.4	89	**118	0.6	27.1	108	*41	0.6	9.4	104				
SPORTS AFIELD	493	*198	0.6	40.2	103	**130	0.6	26.4	105	**46	0.6	9.3	103				
SPORTS ILLUSTRATED	2758	1228	3.9	44.5	115	959	4.7	34.8	139	236	3.2	8.6	94				
STAR	7456	3201	10.2	42.9	111	2199	10.8	29.5	118	724	9.9	9.7	107				
SUNDAY	24936	10126	32.2	40.6	105	6859	33.7	27.5	110	2391	32.5	9.6	106				
SUNSET	2124	878	2.8	41.3	106	599	2.9	28.2	112	*243	3.3	11.4	126				
TV GUIDE	21661	9402	29.9	43.4	112	6444	31.7	29.7	119	2374	32.3	11.0	121				
TENNIS	550	*257	0.8	46.7	120	*175	0.9	31.8	127	*77	1.0	14.0	154				
TIME	8880	3855	12.3	43.4	112	2689	13.2	30.3	121	1039	14.1	11.7	129				
TOWN & COUNTRY	917	391	1.2	42.6	110	295	1.5	32.2	128	**76	1.0	8.3	91				
TRAVEL & LEISURE	972	453	1.4	46.6	120	291	1.4	29.9	119	*103	1.4	10.6	117				
TRUE STORY	3356	1555	4.9	46.3	119	993	4.9	29.6	118	308	4.2	9.2	101				
U.S. NEWS & WORLD REPORT	3410	1526	4.9	44.8	115	1099	5.4	32.2	128	*236	3.2	6.9	76				
USA TODAY	1759	784	2.5	44.6	115	524	2.6	29.8	119	*200	2.7	11.4	125				
US	1873	765	2.4	40.8	105	552	2.7	29.5	117	*224	3.0	12.0	132				
VOGUE	3909	1590	5.1	40.7	105	1005	4.9	25.7	102	398	5.4	10.2	112				
WALL STREET JOURNAL	1886	746	2.4	39.6	102	483	2.4	25.6	102	*174	2.4	9.2	102				
WEIGHT WATCHERS	2120	943	3.0	44.5	115	532	2.6	25.1	100	277	3.8	13.1	144				
WOMAN'S DAY	14172	6792	21.6	47.9	123	4599	22.6	32.5	129	1668	22.7	11.8	130				
WORKING MOTHER	1146	511	1.6	44.6	115	382	1.9	33.3	133	*151	2.1	13.2	145				
WORKING WOMAN	1322	613	1.9	46.4	119	430	2.1	32.5	130	*157	2.1	11.9	131				
WORLD TENNIS	*163	**79	0.3	48.5	125	*48	0.2	29.4	117	**18	0.2	11.0	122				
ZIFF-DAVIS MAG MATHK (GROSS)	2532	1071	3.4	42.3	109	705	3.5	27.8	111	*250	3.4	9.9	109				
BLAIR INSERTS	43657	18300	58.2	41.9	108	11944	58.8	27.4	109	4468	60.8	10.2	113				
DAILY NEWSPAPERS																	
READ ANY	51633	21214	67.4	41.1	106	14033	69.0	27.2	108	5092	69.3	9.9	109				
READ ONE	43463	17450	55.5	40.1	103	11506	56.6	26.5	105	4330	58.9	10.0	110				
READ TWO OR MORE	8170	3764	12.0	46.1	119	2527	12.4	30.9	123	762	10.4	9.3	103				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	21856	69.5	41.5	107	14390	70.8	27.3	109	5254	71.5	10.0	110				
READ ONE	46126	18813	59.8	40.8	105	12364	60.8	26.8	107	4647	63.2	10.1	111				
READ TWO OR MORE	6552	3043	9.7	46.4	120	2026	10.0	30.9	123	607	8.3	9.3	102				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.24				27.16				28.90							
30 DAY REACH	71455	27353	87.0	38.3	99	17785	87.5	24.9	99	6435	87.6	9.0	99				
50 SHWG - 30 DAY AV FREQ	14.56	14.31				14.30				15.25							
30 DAY REACH	67742	26072	82.9	38.5	99	16934	83.3	25.0	100	6109	83.1	9.0	99				
25 SHWG - 30 DAY AV FREQ	7.94	7.79				7.76				8.18							
30 DAY REACH	62117	23919	76.0	38.5	99	15546	76.5	25.0	100	5707	77.6	9.2	101				
CABLE TV: HOME WIRED	32077	13421	42.7	41.8	108	9301	45.8	29.0	116	3062	41.7	9.5	105				
HOMES NOT WIRED	48909	18038	57.3	36.9	95	11022	54.2	22.5	90	4288	58.3	8.8	97				
HAVE PAY CABLE	15935	7130	22.7	44.7	115	5082	25.0	31.9	127	1782	24.2	11.2	123				

	TOTAL U.S. '000	USE DISPOSABLE CUPS				DIXIE				SOLO				A				B				C				D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
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	TOTAL U.S. '000	USE DISPOSABLE CUPS				DIXIE				SOLO				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	31458	100.0	38.8	100	20323	100.0	25.1	100	7350	100.0	9.1	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	10298	32.7	39.5	102	6799	33.5	26.1	104	2188	29.8	8.4	93				
NETWORK AFFILIATES - LATE	20261	8270	26.3	40.8	105	5263	25.9	26.0	104	2016	27.4	10.0	110				
INDEPENDENTS - LATE	2076	851	2.7	41.0	106	611	3.0	29.4	117	172	2.3	8.3	91				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	4356	13.8	41.7	107	2950	14.5	28.2	112	1050	14.3	10.0	111				
ABC MONDAY NIGHT MOVIE	N 6412	2598	8.3	40.5	104	1793	8.8	28.0	111	560	7.6	8.7	96				
ABC SUNDAY NIGHT MOVIE	A 12407	5041	16.0	40.6	105	3280	16.1	26.4	105	1195	16.3	9.6	106				
ABC WORLD NEWS TONIGHT	A 6176	2286	7.3	37.0	95	1533	7.5	24.8	99	510	6.9	8.3	91				
AFTERMASH	C 5863	2129	6.8	36.3	93	1322	6.5	22.5	90	531	7.2	9.1	100				
ALICE	C 9594	3993	12.7	41.6	107	2598	12.8	27.1	108	938	12.8	9.8	108				
AMERICAN PARADE	C 6622	2650	8.4	40.0	103	1832	9.0	27.7	110	577	7.9	8.7	96				
NEWSOM	A 10886	4166	13.2	38.3	99	2679	13.2	24.6	98	993	13.5	9.1	101				
BLUE THUNDER	A 5036	2047	6.5	40.6	105	1417	7.0	28.1	112	461	6.3	9.2	101				
CAGNEY & LACEY	C 9965	4130	13.1	41.4	107	2697	13.3	27.1	108	1024	13.9	10.3	113				
CBS EVENING NEWS-DEAN	C 3491	1326	4.2	38.0	98	877	4.3	25.1	100	311	4.2	8.9	98				
CBS EVENING NEWS-RATHER	C 7123	2890	9.2	40.6	104	1894	9.3	26.6	106	599	8.1	8.4	93				
CBS SAT. NEWS-SCHIEFFER	C 3621	1384	4.4	38.2	98	978	4.8	27.0	108	226	3.1	6.2	69				
CBS SATURDAY NIGHT MOVIE	C 5436	2275	7.2	41.9	108	1431	7.0	26.3	105	566	7.7	10.4	115				
CBS WEDNESDAY NIGHT MOVIE	C 6100	2311	7.3	37.9	98	1563	7.7	25.6	102	556	7.6	9.1	100				
CHEERS	N 8889	3434	10.9	38.6	99	2108	10.4	23.7	95	844	11.5	9.5	105				
DALLAS	C 22109	8946	28.4	40.5	104	5498	27.1	24.9	99	2301	31.3	10.4	115				
DIFF'RENT STROKES	N 6940	2581	8.2	37.2	96	1657	8.2	23.7	95	572	7.8	8.2	91				
DOUBLE TROUBLE	N 7223	2823	9.0	39.1	101	1847	9.1	25.6	102	681	9.3	9.4	104				
DUCK FACTORY	N 5595	2192	7.0	39.2	101	1299	6.4	23.2	93	538	7.3	9.6	106				
DUKES OF HAZZARD	C 5768	2285	7.3	39.6	102	1547	7.6	26.8	107	535	7.3	9.3	102				
DYNASTY	A 20053	7729	24.6	38.5	99	4796	23.6	23.9	95	1943	26.4	9.7	107				
FACTS OF LIFE	N 8087	3212	10.2	39.7	102	2160	10.6	26.7	106	771	10.5	9.5	105				
FALCON CREST	C 20046	8206	26.1	40.9	105	5140	25.3	25.6	102	2128	29.0	10.6	117				
FALL GUY	A 9084	3572	11.4	39.3	101	2427	11.9	26.7	106	878	11.9	9.7	106				
FAMILY TIES	N 7964	3210	10.2	40.3	104	2049	10.1	25.7	103	831	11.3	10.4	115				
FANTASY ISLAND	A 7687	3105	9.9	40.4	104	1992	9.8	25.9	103	793	10.8	10.3	114				
FOULUPS, BLEEPERS & BLUNDERS	A 8861	3224	10.2	36.4	94	2121	10.4	23.9	95	799	10.9	9.0	99				
FOUR SEASONS	C 5095	1929	6.1	37.9	97	1270	6.2	24.9	99	491	6.7	9.6	106				
GIMME A BREAK	N 8838	3527	11.2	39.9	103	2234	11.0	25.3	101	791	10.8	8.9	99				
HART TO HART	A 8978	3462	11.0	38.6	99	2136	10.5	23.8	95	796	10.8	8.9	98				
HILL STREET BLUES	N 8590	3437	10.9	40.0	103	2057	10.1	23.9	95	972	13.2	11.3	125				
MOTEL	A 14085	5570	17.7	39.5	102	3748	18.4	26.6	106	1332	18.1	9.5	104				
JEFFERSONS	C 9360	3772	12.0	40.3	104	2579	12.7	27.6	110	813	11.1	8.7	96				
JENNIFER SLEPT HERE	N 5841	2277	7.2	39.0	100	1426	7.0	24.4	97	457	6.2	7.8	86				
KATE & ALLIE	C 9206	3702	11.8	40.2	104	2401	11.8	26.1	104	814	11.1	8.8	97				
KNIGHT RIDER	N 7076	2755	8.8	38.9	100	1886	9.3	26.7	106	642	8.7	9.1	100				
LOVE BOAT	A 12219	4746	15.1	38.8	100	2989	14.7	24.5	97	1055	14.4	8.6	95				
MAGNUM PI	C 11199	4553	14.5	40.7	105	3028	14.9	27.0	108	1136	15.5	10.1	112				
MAMA'S FAMILY	N 6057	2366	7.5	39.1	101	1556	7.7	25.7	102	548	7.5	9.0	100				
MASTER, THE	N 3598	1505	4.8	41.8	108	989	4.9	27.5	110	313	4.3	8.7	96				
MATT HOUSTON	A 6344	2623	8.3	41.3	106	1635	8.0	25.8	103	675	9.2	10.6	117				
NBC MONDAY NIGHT MOVIE	N 11994	4861	15.5	40.5	104	3115	15.3	26.0	103	1162	15.8	9.7	107				
NBC NIGHTLY NEWS	N 5132	2141	6.8	41.7	107	1413	7.0	27.5	110	512	7.0	10.0	110				
NBC NIGHTLY NEWS-SAT	N 3375	1157	3.7	34.3	88	715	3.5	21.2	84	*245	3.3	7.3	80				
NBC NIGHTLY NEWS-SUN	N 3130	1151	3.7	36.8	95	781	3.8	25.0	99	*227	3.1	7.3	80				
NBC SUNDAY NIGHT MOVIE	N 8284	3184	10.1	38.4	99	2097	10.3	25.3	101	736	10.0	8.9	98				
MEMPHIS	C 9240	3670	11.7	39.7	102	2428	11.9	26.3	105	847	11.5	9.2	101				
ONE DAY AT A TIME	C 7288	2906	9.2	39.9	103	1774	8.7	24.3	97	668	9.1	9.2	101				
PEOPLE ARE FUNNY	N 4855	1826	5.8	37.6	97	1236	6.1	25.5	101	446	6.1	9.2	101				
REAL PEOPLE	N 8869	3553	11.3	40.1	103	2337	11.5	26.4	105	884	12.0	10.0	110				
REMINGTON STEELE	N 7743	3018	9.6	39.0	100	1869	9.2	24.1	96	787	10.7	10.2	112				
RIPLEY'S BELIEVE IT - NOT	A 5345	2161	6.9	40.4	104	1513	7.4	28.3	113	473	6.4	8.8	98				
RIPTIDE	N 6988	2923	9.3	41.8	108	1844	9.1	26.4	105	725	9.9	10.4	114				
SCARECROW & MRS. KING	C 10002	3944	12.5	39.4	102	2554	12.6	25.5	102	1165	15.9	11.6	128				
SIMON & SIMON	C 10638	4269	13.6	40.1	103	2872	14.1	27.0	108	1056	14.4	9.9	109				
60 MINUTES	C 13293	5184	16.5	39.0	100	3472	17.1	26.1	104	1172	15.9	8.8	97				
ST. ELSEWHERE	N 7017	3083	9.8	43.9	113	1882	9.3	26.8	107	827	11.3	11.8	130				
THREE'S COMPANY	A 10917	4295	13.7	39.3	101	2578	12.7	23.6	94	1190	16.2	10.9	120				
T.J. HOOKER	A 9204	3503	11.1	38.1	98	2365	11.6	25.7	102	814	11.1	8.8	97				
TONIGHT SHOW	N 2372	1010	3.2	42.6	110	597	2.9	25.2	100	258	3.5	10.9	120				
TRAPPER JOHN, M.D.	C 9846	4145	13.2	42.1	108	2795	13.8	28.4	113	937	12.7	9.5	105				
TV BLOOPERS & PRAC. JOKES	N 9105	3426	10.9	37.6	97	2349	11.6	25.8	103	707	9.6	7.8	86				
20/20	A 9387	3457	11.0	36.8	95	2480	12.2	26.4	105	708	9.6	7.5	83				
WEBSTER	A 11067	4353	13.8	39.3	101	2821	13.9	25.5	102	1019	13.9	9.2	101				
WORLD NEWS - SUN	A 3062	1198	3.8	39.1	101	800	3.9	26.1	104	*292	4.0	9.5	105				
YELLOW ROSE	N 4978	2127	6.8	42.7	110	1287	6.3	25.9	103</								

DISPOSABLE CUP DISPENSER: HAVE & WHERE LOCATED
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	HAVE DISPOSABLE CUP DISPENSER				IN BATHROOM				IN KITCHEN							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	ACROSS	'000	%	%	ACROSS	'000	%	%	ACROSS	'000	%	%	ACROSS
			DOWN	%	INDX		DOWN	%	INDX		DOWN	%	INDX		DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	18181	100.0	22.4	100	15154	100.0	18.7	100	7445	100.0	9.2	100				
18 - 24	9282	1495	8.2	16.1	72	1248	8.2	13.4	72	553	7.4	6.0	65				
25 - 34	19072	4046	22.3	21.2	94	3262	21.5	17.1	91	1590	21.4	8.3	91				
35 - 44	14591	3282	18.1	22.5	100	2750	18.1	18.8	101	1622	21.8	11.1	121				
45 - 54	11345	3098	17.0	27.3	122	2648	17.5	23.3	125	1190	16.0	10.5	114				
55 - 64	11635	2782	15.3	23.9	107	2380	15.7	20.5	109	1126	15.1	9.7	105				
65 OR OLDER	15061	3478	19.1	23.1	103	2867	18.9	19.0	102	1365	18.3	9.1	99				
18 - 34	28354	5541	30.5	19.5	87	4510	29.8	15.9	85	2143	28.8	7.6	82				
18 - 49	48339	10072	55.4	20.8	93	8319	54.9	17.2	92	4189	56.3	8.7	94				
25 - 54	45008	10426	57.3	23.2	103	8660	57.1	19.2	103	4401	59.1	9.8	106				
35 - 49	19985	4532	24.9	22.7	101	3810	25.1	19.1	102	2046	27.5	10.2	111				
50 OR OLDER	32647	8109	44.6	24.8	111	6834	45.1	20.9	112	3256	43.7	10.0	108				
GRADUATED COLLEGE	11155	2234	12.3	20.0	89	1965	13.0	17.6	94	644	8.7	5.8	63				
ATTENDED COLLEGE	13682	2808	15.4	20.5	91	2364	15.6	17.3	92	1252	16.8	9.2	100				
GRADUATED HIGH SCHOOL	33880	8483	46.7	25.0	112	7171	47.3	21.2	113	3418	45.9	10.1	110				
DID NOT GRADUATE HIGH SCHOOL	22270	4656	25.6	20.9	93	3653	24.1	16.4	88	2130	28.6	9.6	104				
EMPLOYED	40306	8603	47.3	21.3	95	7074	46.7	17.6	94	3547	47.6	8.8	96				
EMPLOYED FULL-TIME	32850	6949	38.2	21.2	94	5685	37.5	17.3	92	2845	38.2	8.7	94				
EMPLOYED PART-TIME	7456	1655	9.1	22.2	99	1390	9.2	18.6	100	701	9.4	9.4	102				
NOT EMPLOYED	40680	9578	52.7	23.5	105	8079	53.3	19.9	106	3898	52.4	9.6	104				
PROFESSIONAL/MANAGER	10392	2147	11.8	20.7	92	1807	11.9	17.4	93	772	10.4	7.4	81				
TECH/CLERICAL/SALES	17574	3777	20.8	21.5	96	3096	20.4	17.6	94	1593	21.4	9.1	99				
PRECISION/CRAFT	985	2270	1.5	27.4	122	2231	1.5	23.5	125	161	2.2	16.3	178				
OTHER EMPLOYED	11354	2410	13.3	21.2	95	1941	12.8	17.1	91	1021	13.7	9.0	98				
SINGLE	9863	1635	9.0	16.6	74	1400	9.2	14.2	76	656	8.8	6.7	72				
MARRIED	51375	12516	68.8	24.4	109	10377	68.5	20.2	108	5244	70.4	10.2	111				
DIVORCED/SEPARATED/WIDOWED	19748	4030	22.2	20.4	91	3377	22.3	17.1	91	1545	20.8	7.8	85				
PARENTS	32590	7534	41.4	23.1	103	6243	41.2	19.2	102	3469	46.6	10.6	116				
WHITE	70416	15985	87.9	22.7	101	13502	89.1	19.2	102	6217	83.5	8.8	96				
BLACK	8778	1969	10.8	22.4	100	1450	9.6	16.5	88	1137	15.3	13.0	141				
OTHER	1791	2227	1.2	12.7	56	2202	1.3	11.3	60	292	1.2	5.1	56				
NORTHEAST-CENSUS	17786	5095	28.0	28.6	128	4451	29.4	25.0	134	1698	22.8	9.5	104				
NORTH CENTRAL	20741	4442	25.5	22.4	100	4002	26.4	19.3	103	1888	25.4	9.1	99				
SOUTH	27775	6139	33.8	22.1	98	4825	31.8	17.4	93	2978	40.0	10.7	117				
WEST	14683	2305	12.7	15.7	70	1875	12.4	12.8	68	882	11.8	6.0	65				
NORTHEAST-MKTG.	17961	5155	28.4	28.7	128	4370	28.8	24.3	130	1904	25.6	10.6	115				
EAST CENTRAL	11885	2918	16.0	24.6	109	2464	16.3	20.7	111	1047	14.1	8.8	96				
WEST CENTRAL	14090	2813	15.5	20.0	89	2394	15.8	17.0	91	1169	15.7	8.3	90				
SOUTH	24081	5338	29.4	22.2	99	4315	28.5	17.9	96	2579	34.6	10.7	116				
PACIFIC	12969	1956	10.8	15.1	67	1611	10.6	12.4	66	746	10.0	5.8	63				
COUNTY SIZE A	32439	7095	39.0	21.9	97	5978	39.4	18.4	98	2869	38.5	8.8	96				
COUNTY SIZE B	24915	5767	31.7	23.1	103	4727	31.2	19.0	101	2386	32.0	9.6	104				
COUNTY SIZE C	12930	2710	14.9	21.0	93	2344	15.5	18.1	97	1068	14.3	8.3	90				
COUNTY SIZE D	10703	2608	14.3	24.4	109	2105	13.9	19.7	105	1122	15.1	10.5	114				
METRO CENTRAL CITY	24518	5041	27.7	20.6	92	4317	28.5	17.6	94	1989	26.7	8.1	88				
METRO SUBURBAN	35919	8455	46.5	23.5	105	6922	45.7	19.3	103	3322	44.6	9.2	101				
NON METRO	20549	4685	25.8	22.8	102	3915	25.8	19.1	102	2134	28.7	10.4	113				
TOP 5 ADI'S	18341	4286	23.6	23.4	104	3759	24.8	20.5	110	1590	21.4	8.7	94				
TOP 10 ADI'S	25378	5896	32.4	23.2	103	5072	33.5	20.0	107	2395	32.2	9.4	103				
TOP 20 ADI'S	36488	8391	46.2	23.0	102	7064	46.6	19.4	103	3452	46.4	9.5	103				
MSHLD INC. \$50,000 OR MORE	6612	1596	8.8	24.1	108	1371	9.0	20.7	111	697	9.4	10.5	115				
\$40,000 OR MORE	12659	2934	16.1	23.2	103	2526	16.7	20.0	107	1315	17.7	10.4	113				
\$30,000 OR MORE	24698	5817	32.0	23.6	105	4983	32.9	20.2	108	2450	32.9	9.9	108				
\$25,000 OR MORE	32077	7704	42.4	24.0	107	6473	42.7	20.2	108	3216	43.2	10.0	109				
\$20,000 - \$24,999	9144	2093	11.5	22.9	102	1783	11.8	19.5	104	703	9.4	7.7	84				
\$15,000 - \$19,999	8728	2090	11.5	23.9	107	1791	11.8	20.5	110	861	11.6	9.9	107				
\$10,000 - \$14,999	12562	2816	15.5	22.4	100	2280	15.0	18.1	97	1170	15.7	9.3	101				
UNDER \$10,000	18475	3479	19.1	18.8	84	2826	18.6	15.3	82	1495	20.1	8.1	88				
HOUSEHOLD OF 1 PERSON	11987	2183	12.0	18.2	81	1835	12.1	15.3	82	712	9.6	5.9	65				
2 PEOPLE	26577	5964	32.8	22.4	100	4959	32.7	18.7	100	2268	30.5	8.5	93				
3 OR 4 PEOPLE	30617	7408	40.7	24.2	108	6211	41.0	20.3	108	3175	42.6	10.4	113				
5 OR MORE PEOPLE	11804	2626	14.4	22.2	99	2149	14.2	18.2	97	1290	17.3	10.9	119				
NO CHILD IN MSHLD	46165	10171	55.9	22.0	98	8521	56.2	18.5	99	3840	51.6	8.3	90				
CHILD(REN) UNDER 2 YRS	5325	959	5.3	18.0	80	841	5.5	15.8	84	417	5.6	7.8	85				
2 - 5 YEARS	14221	3162	17.4	22.2	99	2531	16.7	17.8	95	1313	17.6	9.2	100				
6 - 11 YEARS	15117	3738	20.6	24.7	110	3066	20.2	20.3	108	1737	23.3	11.5	125				
12 - 17 YEARS	16611	3999	22.0	24.1	107	3374	22.3	20.3	109	1895	25.5	11.4	124				
RESIDENCE OWNED	55884	14233	78.3	25.5	113	11983	79.1	21.4	115	5839	78.4	10.4	114				
VALUE: \$50,000 OR MORE	31744	8178	45.0	25.8	115	6977	46.0	22.0	117	3257	43.7	10.3	112				
VALUE: UNDER \$50,000	24140	6055	33.3	25.1	112	5005	33.0	20.7	111	2582	34.7	10.7	116				

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DISPOSABLE CUP DISPENSER: HAVE & WHERE LOCATED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	HAVE DISPOSABLE CUP DISPENSER				IN BATHROOM				IN KITCHEN				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	18181	100.0	22.4	100	15154	100.0	18.7	100	7445	100.0	9.2	100				
ATLANTIC MONTHLY	415	**153	0.8	36.9	164	**130	0.9	31.3	167	**25	0.3	6.0	66				
BARRON'S	453	**189	1.0	41.7	186	**174	1.1	38.4	205	**112	1.5	24.7	269				
BETTER HOMES & GARDENS	16256	4053	22.3	24.9	111	3453	22.8	21.2	114	1505	20.2	9.3	101				
BON APPETIT	2535	597	3.3	23.6	105	520	3.4	20.5	110	*191	2.6	7.5	82				
BUSINESS WEEK	1278	243	1.3	19.0	85	*200	1.3	15.6	84	*118	1.6	9.2	100				
CAR AND DRIVER	378	**128	0.7	33.9	151	**114	0.8	30.2	161	**54	0.7	14.3	155				
CBS MAGAZINE NETWORK (GROSS)	1498	359	2.0	24.0	107	286	1.9	19.1	102	*130	1.7	8.7	94				
CHANGING TIMES	1505	361	2.0	24.0	107	319	2.1	21.2	113	*136	1.8	9.0	98				
COLONIAL HOMES	1231	277	1.5	22.5	100	225	1.5	18.3	98	*95	1.3	7.7	84				
CONDE NAST MAG. PKG. (GROSS)	14146	3304	18.2	23.4	104	2743	18.1	19.4	104	1390	18.7	9.8	107				
CONSUMERS DIGEST	1323	360	2.0	27.2	121	312	2.1	23.6	126	*195	2.6	14.7	160				
COSMOPOLITAN	7102	1741	9.6	24.5	109	1474	9.7	20.8	111	557	7.5	7.8	85				
COUNTRY LIVING	2481	603	3.3	24.3	108	524	3.5	21.1	113	*204	2.7	8.2	89				
CUISINE	1472	289	1.6	19.6	87	*223	1.5	15.1	81	*152	2.0	10.3	112				
CYCLE WORLD	425	**121	0.7	28.5	127	**105	0.7	24.7	132	**29	0.4	6.8	74				
DCI:CREATIVE IDEAS FOR LIV	2510	625	3.4	24.9	111	528	3.5	21.0	112	*244	3.3	9.7	106				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1743	9.6	26.0	116	1460	9.6	21.8	117	633	8.5	9.5	103				
DISCOVER	894	*191	1.1	21.4	95	*159	1.0	17.8	95	**99	1.3	11.1	120				
EBONY	3507	854	4.7	24.4	108	693	4.6	19.8	106	424	5.7	12.1	132				
ESQUIRE	1083	302	1.7	27.9	124	*252	1.7	23.3	124	*167	2.2	15.4	168				
ESSENCE	1830	436	2.4	23.8	106	303	2.0	16.6	88	225	3.0	12.3	134				
FAMILY CIRCLE	15930	4323	23.8	27.1	121	3713	24.5	23.3	125	1757	23.6	11.0	120				
THE FAMILY HANDYMAN	1126	376	2.1	33.4	149	317	2.1	28.2	150	*127	1.7	11.3	123				
FAMILY WEEKLY	11468	2674	14.7	23.3	104	2292	15.1	20.0	107	991	13.3	8.6	94				
FIELD & STREAM	2234	717	3.9	32.1	143	636	4.2	28.5	152	*247	3.3	11.1	120				
FOOD & WINE	579	*139	0.8	24.0	107	**91	0.6	15.7	84	**67	0.9	11.6	126				
FORBES	728	*220	1.2	30.2	135	*178	1.2	24.5	131	**110	1.5	15.1	164				
FORTUNE	906	*257	1.4	28.4	126	*207	1.4	22.8	122	*145	1.9	16.0	174				
GENTLEMEN'S QUARTERLY	791	*149	0.8	18.8	84	**114	0.8	14.4	77	**82	1.1	10.4	113				
GLAMOUR	5265	1321	7.3	25.1	112	1146	7.6	21.8	116	534	7.2	10.1	110				
GOLF DIGEST	636	*173	1.0	27.2	121	*168	1.1	26.4	141	**50	0.7	7.9	86				
GOLF DIGEST/TENNIS (GROSS)	1186	308	1.7	26.0	116	300	2.0	25.3	135	**118	1.6	9.9	108				
GOLF MAGAZINE	441	*163	0.9	37.0	165	**142	0.9	32.2	172	**79	1.1	17.9	195				
GOLF MAGAZINE/SKI (GROSS)	922	298	1.6	32.3	144	*257	1.7	27.9	149	**126	1.7	13.7	149				
GOOD HOUSEKEEPING	16487	4541	25.0	27.5	123	3771	24.9	22.9	122	1855	24.9	11.3	122				
HARPER'S BAZAAR	2423	660	3.6	27.2	121	554	3.7	22.9	122	319	4.3	13.2	143				
HEALTH	1994	574	3.2	28.8	128	516	3.4	25.9	138	*222	3.0	11.1	121				
HEARST MAG CORP. BUY (GROSS)	44101	11748	64.6	26.6	119	9943	65.6	22.5	120	4605	61.9	10.4	114				
HEARST MAN POWER (GROSS)	1993	689	3.8	34.6	154	649	4.3	32.6	174	*182	2.4	9.1	99				
HEARST WOMAN POWER (GROSS)	31274	8314	45.7	26.6	118	7012	46.3	22.4	120	3287	44.2	10.5	114				
HOUSE BEAUTIFUL	3623	973	5.4	26.9	120	767	5.1	21.2	113	438	5.9	12.1	132				
INC.	283	**107	0.6	37.8	168	**90	0.6	31.8	170	**79	1.1	27.9	304				
JET	2928	704	3.9	24.0	107	534	3.5	18.2	97	422	5.7	14.4	157				
LADIES' HOME JOURNAL	11918	3026	16.6	25.4	113	2615	17.3	21.9	117	1208	16.2	10.1	110				
LHJ FAMILY GRP COMBO(GROSS)	16764	4269	23.5	25.5	113	3682	24.3	22.0	117	1722	23.1	10.3	112				
LIFE	4254	968	5.3	22.8	101	833	5.5	19.6	105	427	5.7	10.0	109				
L.A. TIMES HOME MAGAZINE	1145	*243	1.3	21.2	95	*227	1.5	19.8	106	**128	1.7	11.2	122				
MADemoiselle	2884	787	4.3	27.3	122	636	4.2	22.1	118	328	4.4	11.4	124				
MC CALL'S	13460	3563	19.6	26.5	118	3046	20.1	22.6	121	1420	19.1	10.5	115				
MC CALL'S/MRK MOTHER (GROSS)	14606	3875	21.3	26.5	118	3330	22.0	22.8	122	1516	20.4	10.4	113				
MECHANIX ILLUSTRATED	772	*279	1.5	36.1	161	*268	1.8	34.7	186	**85	1.1	11.0	120				
METROPOLITAN HOME	967	*190	1.0	19.6	88	*135	0.9	14.0	75	**67	0.9	6.9	75				
MONEY	1588	434	2.4	27.3	122	397	2.6	25.0	134	*220	3.0	13.9	151				
MOTHER EARTH NEWS	1002	*243	1.3	24.3	108	*232	1.5	23.2	124	*51	0.7	5.1	55				
MS.	825	*153	0.8	18.5	83	*130	0.9	15.8	84	*54	0.7	6.5	71				
NATIONAL ENQUIRER	10336	2588	14.2	25.0	112	2182	14.4	21.1	113	1082	14.5	10.5	114				
NATIONAL GEOGRAPHIC	9597	2380	13.1	24.8	110	2077	13.7	21.6	116	847	11.4	8.8	96				
NATIONAL SUNDAY MAGAZINE PKG	49558	12192	67.1	24.6	110	10295	67.9	20.8	111	4966	66.7	10.0	109				
NATURAL HISTORY	573	**63	0.3	11.0	49	**54	0.4	9.4	50	**27	0.4	4.7	51				
NEW WOMAN	1699	346	1.9	20.4	91	293	1.9	17.2	92	*82	1.1	4.8	53				
NEW YORK INCLUDING CUE	443	**101	0.6	22.8	102	**86	0.6	19.4	104	**23	0.3	5.2	56				
THE NEW YORKER	1270	247	1.4	19.4	87	*198	1.3	15.6	83	**87	1.2	6.9	75				
NEWSWEEK	6277	1485	8.2	23.7	105	1334	8.8	21.3	114	609	8.2	9.7	106				
THE N.Y. TIMES DAILY EDITION	1205	326	1.8	27.1	121	290	1.9	24.1	129	*98	1.3	8.1	88				
THE N.Y. TIMES MAGAZINE	2081	525	2.9	25.2	112	459	3.0	22.1	118	*173	2.3	8.3	90				
OMNI	788	**144	0.8	18.3	81	**129	0.9	16.4	87	**50	0.7	6.3	69				
ON CABLE	1158	*221	1.2	19.1	85	*207	1.4	17.9	96	*151	2.0	13.0	142				
1001 HOME IDEAS	2852	669	3.7	23.5	104	552	3.6	19.4	103	293	3.9	10.3	112				
ORGANIC GARDENING	1658	417	2.3	25.2	112	372	2.5	22.4	120	*116	1.6	7.0	76				
OUTDOOR LIFE	896	*254	1.4	28.3	126	*234	1.5	26.1	140	**98	1.3	10.9	119				
PARADE MAGAZINE	24275	6100	33.6	25.1	112	4935	32.6	20.3	109	2537	34.1	10.5	114				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	HAVE DISPOSABLE CUP DISPENSER				IN BATHROOM				IN KITCHEN							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	18181	100.0	22.4	100	15194	100.0	18.7	100	7445	100.0	9.2	100				
PARENTS	3845	893	4.9	23.2	103	722	4.8	18.8	100	382	5.1	9.9	108				
PENTHOUSE	831	*175	1.0	21.1	94	*170	1.1	20.5	109	**40	0.5	4.8	52				
PEOPLE	11645	2989	16.4	25.7	114	2587	17.1	22.2	119	1208	16.2	10.4	113				
PLAYBOY	2006	493	2.7	24.6	109	395	2.6	19.7	105	*157	2.1	7.8	85				
POPULAR HOT RODDING	297	**74	0.4	24.9	111	**60	0.4	20.2	108	**34	0.5	11.4	125				
POPULAR MECHANICS	1018	438	2.4	43.0	192	*427	2.8	41.9	224	**65	0.9	6.4	69				
POPULAR SCIENCE	878	*284	1.6	32.3	144	*214	1.4	24.4	130	**104	1.4	11.8	129				
PREVENTION	3913	1160	6.4	29.6	132	977	6.4	25.0	133	380	5.1	9.7	106				
PSYCHOLOGY TODAY	1710	478	2.6	28.0	125	416	2.7	24.3	130	*187	2.5	10.9	119				
READER'S DIGEST	22204	5763	31.7	26.0	116	4931	32.5	22.2	119	2312	31.1	10.4	113				
REDBOOK	7684	2033	11.2	26.5	118	1767	11.7	23.0	123	874	11.7	11.4	124				
ROAD & TRACK	410	**105	0.6	25.6	114	**90	0.6	22.0	117	**34	0.5	8.3	90				
ROLLING STONE	969	205	1.1	21.2	94	*171	1.1	17.6	94	*59	0.8	6.1	66				
RUNNER'S WORLD	298	**70	0.4	23.5	105	**66	0.4	22.1	118	**11	0.1	3.7	40				
SATURDAY EVENING POST	1169	323	1.8	27.6	123	266	1.8	22.8	122	**96	1.3	8.2	89				
SCIENCE 84	587	*179	1.0	30.5	136	*169	1.1	28.8	154	*20	0.3	3.4	37				
SCIENCE DIGEST	482	*152	0.8	31.5	140	*135	0.9	28.0	150	*60	0.8	12.4	135				
SCIENTIFIC AMERICAN	594	**88	0.5	14.8	66	**88	0.6	14.8	79	*10	0.1	1.7	18				
SELF	2089	365	2.0	17.5	78	294	1.9	14.1	75	*175	2.4	8.4	91				
SEVENTEEN	2411	655	3.6	27.2	121	550	3.6	22.8	122	318	4.3	13.2	143				
SKI	480	*135	0.7	28.1	125	**115	0.8	24.0	128	*47	0.6	9.8	107				
SMITHSONIAN	2760	577	3.2	20.9	93	482	3.2	17.5	93	*163	2.2	5.9	64				
SOAP OPERA DIGEST	3013	766	4.2	25.4	113	649	4.3	21.5	115	429	5.8	14.2	155				
SOUTHERN LIVING	4184	1118	6.1	26.7	119	932	6.2	22.3	119	389	5.2	9.3	101				
SPORT	559	*157	0.9	28.1	125	**128	0.8	22.9	122	**75	1.0	13.4	146				
THE SPORTING NEWS	436	**124	0.7	28.4	127	**118	0.8	27.1	145	**79	1.1	18.1	197				
SPORTS AFIELD	493	**100	0.6	20.3	90	**87	0.6	17.6	94	*57	0.8	11.6	126				
SPORTS ILLUSTRATED	2758	712	3.9	25.8	115	618	4.1	22.4	120	260	3.5	9.4	103				
STAR	7456	2041	11.2	27.4	122	1745	11.5	23.4	125	881	11.8	11.8	129				
SUNDAY	24936	6335	34.8	25.4	113	5450	36.0	21.9	117	2626	35.3	10.5	115				
SUNSET	2124	366	2.0	17.2	77	289	1.9	13.6	73	**125	1.7	5.9	64				
TV GUIDE	21661	5691	31.3	26.3	117	4965	32.8	22.9	122	2465	33.1	11.4	124				
TENNIS	550	*136	0.7	24.7	110	**131	0.9	23.8	127	*68	0.9	12.4	134				
TIME	8880	2249	12.4	25.3	113	1973	13.0	22.2	119	880	11.8	9.9	108				
TOWN & COUNTRY	917	*195	1.1	21.3	95	*175	1.2	19.1	102	*66	0.9	7.2	78				
TRAVEL & LEISURE	972	263	1.4	27.1	121	*241	1.6	24.8	133	**43	0.6	4.4	48				
TRUE STORY	3356	902	5.0	26.9	120	834	5.5	24.9	133	460	6.2	13.7	149				
U.S. NEWS & WORLD REPORT	3410	758	4.2	22.2	99	669	4.4	19.6	105	284	3.8	8.3	91				
USA TODAY	1759	399	2.2	22.7	101	311	2.1	17.7	94	*191	2.6	10.9	118				
US	1873	478	2.6	25.5	114	426	2.8	22.7	122	*186	2.5	9.9	108				
VOGUE	3909	830	4.6	21.2	95	667	4.4	17.1	91	354	4.8	9.1	99				
WALL STREET JOURNAL	1886	333	1.8	17.7	79	278	1.8	14.7	79	*112	1.5	5.9	65				
WEIGHT WATCHERS	2120	455	2.5	21.5	96	393	2.6	18.5	99	*156	2.1	7.4	80				
WOMAN'S DAY	14172	4188	23.0	29.6	132	3648	24.1	25.7	138	1672	22.5	11.8	128				
WORKING MOTHER	1146	312	1.7	27.2	121	*284	1.9	24.8	132	**95	1.3	8.3	90				
WORKING WOMAN	1322	362	2.0	27.4	122	278	1.8	21.0	112	*156	2.1	11.8	128				
WORLD TENNIS	*163	**44	0.2	27.0	120	**33	0.2	20.2	108	*30	0.4	18.4	200				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	699	3.8	27.6	123	593	3.9	23.4	125	*215	2.9	8.5	92				
BLAIR INSERTS	43657	10828	59.6	24.8	110	9102	60.1	20.8	111	4505	60.5	10.3	112				
DAILY NEWSPAPERS																	
READ ANY	51633	12763	70.2	24.7	110	10790	71.2	20.9	112	5236	70.3	10.1	110				
READ ONE	43463	10619	58.4	24.4	109	8874	58.6	20.4	109	4459	59.9	10.3	112				
READ TWO OR MORE	8170	2145	11.8	26.3	117	1916	12.6	23.5	125	776	10.4	9.5	103				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12867	70.8	24.4	109	10818	71.4	20.5	110	5283	71.0	10.0	109				
READ ONE	46126	11184	61.5	24.2	108	9340	61.6	20.2	108	4611	61.9	10.0	109				
READ TWO OR MORE	6552	1683	9.3	25.7	114	1478	9.8	22.6	121	672	9.0	10.3	112				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	26.96				27.30				24.42							
30 DAY REACH	71455	15732	86.5	22.0	98	13111	86.5	18.3	98	6356	85.4	8.9	97				
50 SHWG - 30 DAY AV FREQ	14.56	14.29				14.48				12.76							
30 DAY REACH	67742	14883	81.9	22.0	98	12393	81.8	18.3	98	6102	82.0	9.0	98				
25 SHWG - 30 DAY AV FREQ	7.94	7.82				7.94				6.96							
30 DAY REACH	62117	13554	74.6	21.8	97	11260	74.3	18.1	97	5546	74.5	8.9	97				
CABLE TV: HOME WIRED	32077	8087	44.5	25.2	112	7016	46.3	21.9	117	3119	41.9	9.7	106				
HOME NOT WIRED	48909	10094	55.5	20.6	92	8138	53.7	16.6	89	4326	58.1	8.8	96				
HAVE PAY CABLE	15935	4410	24.3	27.7	123	3965	26.2	24.9	133	1881	25.3	11.8	128				

	TOTAL U.S. '000	HAVE DISPOSABLE CUP DISPENSER				IN BATHROOM				IN KITCHEN				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	18181	100.0	22.4	100	15154	100.0	18.7	100	7445	100.0	9.2	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10330	56.8	23.5	105	8686	57.3	19.8	106	4243	57.0	9.7	105				
10:00 AM - 3:00 PM	30659	7563	41.6	24.7	110	6328	41.8	20.6	110	3045	40.9	9.9	108				
3:00 PM - 7:00 PM	31045	7031	38.7	22.6	101	5830	38.5	18.8	100	2913	39.1	9.4	102				
7:00 PM - MIDNIGHT	15767	3465	19.1	22.0	98	2839	18.7	18.0	96	1409	18.9	8.9	97				
MIDNIGHT - 6:00 AM	9120	2329	12.8	25.5	114	1850	12.2	20.3	108	992	13.3	10.9	118				
6:00 AM - MIDNIGHT	58527	13329	73.3	22.8	101	11198	73.9	19.1	102	5435	73.0	9.3	101				
ENTIRE DAY	59311	13557	74.6	22.9	102	11348	74.9	19.1	102	5574	74.9	9.4	102				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3913	21.5	24.2	108	3409	22.5	21.1	113	1633	21.9	10.1	110				
ALL NEWS	2256	658	3.6	29.2	130	515	3.4	22.8	122	267	3.6	11.8	129				
AOR/PROGRESSIVE	3874	889	4.9	22.9	102	786	5.2	20.3	108	303	4.1	7.8	85				
BEAUTIFUL MUSIC	5660	1551	8.5	27.4	122	1225	8.1	21.6	116	582	7.8	10.3	112				
BLACK	2204	405	2.2	18.4	82	297	2.0	13.5	72	212	2.8	9.6	105				
CLASSICAL	1418	*282	1.6	19.9	89	*228	1.5	16.1	86	*999	1.3	7.0	76				
CHR/ROCK	9538	2080	11.4	21.8	97	1743	11.5	18.3	98	768	10.3	8.1	88				
COUNTRY	12648	2936	16.1	23.2	103	2486	16.4	19.7	105	1285	17.3	10.2	111				
GOLDEN OLDIES	1191	*190	1.0	16.0	71	*156	1.0	13.1	70	*777	1.0	6.5	70				
MOR/NOSTALGIA	4757	1058	5.8	22.2	99	880	5.8	18.5	99	487	6.5	10.2	111				
NEWS/TALK	3863	723	4.0	18.7	83	590	3.9	15.3	82	256	3.4	6.6	72				
RELIGIOUS	3084	585	3.2	19.0	84	459	3.0	14.9	80	*227	3.0	7.4	80				
SOFT ROCK	521	*104	0.6	20.0	89	*92	0.6	17.7	94	*12	0.2	2.3	25				
URBAN CONTEMPORARY	1585	469	2.6	29.6	132	374	2.5	23.6	126	*200	2.7	12.6	137				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	717	3.9	22.0	98	591	3.9	18.1	97	265	3.6	8.1	88				
ABC DIRECTION	2316	604	3.3	26.1	116	524	3.5	22.6	121	*253	3.4	10.9	119				
ABC ENTERTAINMENT	4834	1298	7.1	26.9	120	1059	7.0	21.9	117	649	8.7	13.4	146				
ABC FM	2202	433	2.4	19.7	88	360	2.4	16.3	87	*181	2.4	8.2	89				
ABC INFORMATION	5425	1065	5.9	19.6	87	849	5.6	15.6	84	442	5.9	8.1	89				
ABC ROCK	1677	381	2.1	22.7	101	358	2.4	21.3	114	*122	1.6	7.3	79				
CBS	4430	1181	6.5	26.7	119	935	6.2	21.1	113	460	6.2	10.4	113				
MUTUAL	4992	1297	7.1	26.0	116	1055	7.0	21.1	113	673	9.0	13.5	147				
NBC	4679	1068	5.9	22.8	102	930	6.1	19.9	106	497	6.7	10.6	116				
RADIORADIO	1994	443	2.4	22.2	99	388	2.6	19.5	104	*121	1.6	6.1	66				
RKO ONE	2298	457	2.5	19.9	89	354	2.3	15.4	82	*205	2.8	8.9	97				
RKO TWO	3311	853	4.7	25.8	115	767	5.1	23.2	124	308	4.1	9.3	101				
THE SOURCE	2114	600	3.3	28.4	126	540	3.6	25.5	137	*260	3.5	12.3	134				
NON-WIRED: BLAIR	8654	1841	10.1	21.3	95	1566	10.3	18.1	97	738	9.9	8.5	93				
INTERNET	12025	2651	14.6	22.0	98	2261	14.9	18.8	100	1071	14.4	8.9	97				
KATZ RADIO GROUP	15359	3699	20.3	24.1	107	3121	20.6	20.3	109	1539	20.7	10.0	109				
SUPERNET	10628	2563	14.1	24.1	107	2113	13.9	19.9	106	1047	14.1	9.9	107				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	1876	10.3	21.7	97	1510	10.0	17.4	93	767	10.3	8.9	96				
WKDAY 9:00 AM - 1:00 PM	12163	2712	14.9	22.3	99	2238	14.8	18.4	98	1123	15.1	9.2	100				
WKDAY 1:00 PM - 4:30 PM	16190	3604	19.8	22.3	99	2972	19.6	18.4	98	1554	20.9	9.6	105				
WKDAY 4:30 PM - 7:30 PM	22463	5113	28.1	22.8	101	4268	28.2	19.0	102	1987	26.7	8.8	96				
WKDAY 7:30 PM - 8:00 PM	31795	7567	41.6	23.8	106	6379	42.1	20.1	107	2894	38.9	9.1	99				
WKDAY 11:00 PM - 11:30 PM	23977	5878	32.3	24.5	109	4867	32.1	20.3	108	2500	33.6	10.4	113				
WKDAY 11:30 PM - 1:00 AM	7703	1712	9.4	22.2	99	1381	9.1	17.9	96	779	10.5	10.1	110				
W-SAT 8-11 PM-SUN 7-11 PM	33800	8034	44.2	23.8	106	6684	44.1	19.8	106	3310	44.5	9.8	107				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1376	7.6	21.0	94	1178	7.8	18.0	96	581	7.8	8.9	97				
ANOTHER WORLD	M 4620	1112	6.1	24.1	107	871	5.7	18.9	101	549	7.4	11.9	129				
AS THE WORLD TURNS	M 5614	1193	6.6	21.3	95	983	6.5	17.5	94	478	6.4	8.5	93				
CAPITOL	C 3396	654	3.6	19.3	86	516	3.4	15.2	81	278	3.7	8.2	89				
CBS MORN. NEWS 1	C 1446	292	1.6	20.2	90	226	1.5	15.6	84	85	1.1	5.9	64				
CBS MORN. NEWS 2	C 1207	261	1.4	21.6	96	187	1.2	15.5	83	82	1.1	6.8	74				
DAYS OF OUR LIVES	N 5877	1392	7.7	23.7	106	1104	7.3	18.8	100	703	9.4	12.0	130				
FACTS OF LIFE - DAYTIME	N 2290	429	2.4	18.7	83	345	2.3	15.1	81	206	2.8	9.0	98				
FAMILY FEUD	A 3023	617	3.4	20.4	91	511	3.4	16.9	90	230	3.1	7.6	83				
GENERAL HOSPITAL	A 6097	1214	6.7	19.9	89	984	6.5	16.1	86	588	7.9	9.6	105				
GOOD MORNING, AMERICA-730	A 3515	745	4.1	21.2	94	605	4.0	17.2	92	311	4.2	8.8	96				
GOOD MORNING, AMERICA-830	A 2818	640	3.5	22.7	101	523	3.5	18.6	99	253	3.4	9.0	98				
GUIDING LIGHT	C 5339	1224	6.7	22.9	102	976	6.4	18.3	98	482	6.5	9.0	98				
ONE LIFE TO LIVE	A 4478	935	5.1	20.9	93	787	5.2	17.6	94	443	6.0	9.9	108				
PRESS YOUR LUCK	C 2244	538	3.0	24.0	107	447	2.9	19.9	106	202	2.7	9.0	98				
PRICE IS RIGHT 1	C 4348	1080	5.9	24.8	111	936	6.2	21.5	115	346	4.6	8.0	87				
PRICE IS RIGHT 2	C 5014	1260	6.9	25.1	112	1085	7.2	21.6	116	428	5.7	8.5	93				
RYAN'S HOPE	A 3150	791	4.4	25.1	112	656	4.3	20.8	111	344	4.6	11.0	119				
SALE OF THE CENTURY	M 2695	594	3.3	22.0	98	465	3.1	17.3	92	264	3.5	9.8	107				
SEARCH FOR TOMORROW	N 2319	588	3.2	25.4	113	399	2.6	17.2	92	356	4.8	15.4	167				
TODAY SHOW 1	N 2693	598	3.3	22.2	99	482	3.2	17.9	96	231	3.1	8.6	93				
TODAY SHOW 2	N 2498	604	3.3	24.2	108	486	3.2	19.5	104	225	3.0	9.0	98				
\$25,000 PYRAMID	C 2753	649	3.6	23.6	105	476	3.1	17.3	92	272	3.7	9.9	107				
WHEEL OF FORTUNE	N 4388	1081	5.9	24.6	110	871	5.7	19.8	106	492	6.6	11.2	122				
YOUNG AND THE RESTLESS	C 5695	1210	6.7	21.2	95	1015	6.7	17.8	95	513	6.9	9.0	98				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC HIDE WORLD-SPORTS SAT A	1760	438	2.4	24.9	111	359	2.4	20.4	109	178	2.4	10.1	110				
NBA PLAYOFF GAME -1	C 1136	315	1.7	27.7	124	290	1.9	25.5	136	*73	1.0	6.4	70				
NBC MAJOR LEAGUE PRE-GAME	N 953	*160	0.9	16.8	75	*124	0.8	13.0	70	*87	1.2	9.1	99				
SPORTSWORLD - SUN	N 1233	267	1.5	21.7	96	218	1.4	17.7	94	*103	1.4	8.4	91				
SUNDAY MORNING	C 1611	341	1.9	21.2	94	250	1.6	15.5	83	*99	1.3	6.1	67				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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DISPOSABLE CUP DISPENSER: HAVE & WHERE LOCATED
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	HAVE DISPOSABLE CUP DISPENSER				IN BATHROOM				IN KITCHEN							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	18181	100.0	22.4	100	15154	100.0	18.7	100	7445	100.0	9.2	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	6191	34.1	23.8	106	5148	34.0	19.8	106	2329	31.3	8.9	97				
NETWORK AFFILIATES - LATE	20261	4957	27.3	24.5	109	4104	27.1	20.3	108	2085	28.0	10.3	112				
INDEPENDENTS - LATE	2076	510	2.8	24.6	109	442	2.9	21.3	114	198	2.7	9.5	104				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	2730	15.0	26.1	116	2293	15.1	21.9	117	1089	14.6	10.4	113				
ABC MONDAY NIGHT MOVIE	A 6412	1472	8.1	23.0	102	1242	8.2	19.4	104	716	9.6	11.2	121				
ABC SUNDAY NIGHT MOVIE	A 12407	2834	15.6	22.8	102	2372	15.7	19.1	102	1214	16.3	9.8	106				
ABC WORLD NEWS TONIGHT	A 6176	1383	7.6	22.4	100	1187	7.8	19.2	103	556	7.5	9.0	98				
AFTERMASH	C 5863	1181	6.5	20.1	90	1048	6.9	17.9	96	413	5.5	7.0	77				
ALICE	C 9594	2360	13.0	24.6	110	2027	13.4	21.1	113	879	11.8	9.2	100				
AMERICAN PARADE	C 6622	1732	9.5	26.2	117	1441	9.5	21.8	116	703	9.4	10.6	115				
BENSON	A 10886	2577	14.2	23.7	105	2104	13.9	19.3	103	1042	14.0	9.6	104				
BLUE THUNDER	A 5036	1261	6.9	25.0	112	1125	7.4	22.3	119	574	7.7	11.4	124				
CAGNEY & LACEY	C 9965	2500	13.8	25.1	112	2099	13.9	21.1	113	1040	14.0	10.4	114				
CBS EVENING NEWS-DEAN	C 3491	828	4.6	23.7	106	674	4.4	19.3	103	339	4.6	9.7	106				
CBS EVENING NEWS-RATHER	C 7123	1669	9.2	23.4	104	1386	9.1	19.5	104	560	7.5	7.9	86				
CBS SAT. NEWS-SCHIEFFER	C 3621	886	4.9	24.5	109	745	4.9	20.6	110	307	4.1	8.5	92				
CBS SATURDAY NIGHT MOVIE	C 5436	1295	7.1	23.8	106	1026	6.8	18.9	101	513	6.9	9.4	103				
CBS WEDNESDAY NIGHT MOVIE	C 6100	1334	7.3	21.9	97	1070	7.1	17.5	94	574	7.7	9.4	102				
CHEERS	N 8889	1965	10.8	22.1	98	1554	10.3	17.5	93	832	11.2	9.4	102				
DALLAS	C 22109	5199	28.6	23.5	105	4315	28.5	19.5	104	2173	29.2	9.8	107				
DIFF'RENT STROKES	N 6940	1504	8.3	21.7	97	1285	8.5	18.5	99	460	6.2	6.6	72				
DOUBLE TROUBLE	N 7223	1685	9.3	23.3	104	1421	9.4	19.7	105	828	11.1	11.5	125				
DUCK FACTORY	N 5595	1245	6.8	22.3	99	934	6.2	16.7	89	583	7.8	10.4	113				
DUKES OF HAZZARD	C 5768	1366	7.5	23.7	105	1106	7.3	19.2	102	570	7.7	9.9	107				
DYNASTY	A 20053	4571	25.1	22.8	102	3719	24.5	18.5	99	1809	24.3	9.0	98				
FACTS OF LIFE	N 8087	2005	11.0	24.8	110	1666	11.0	20.6	110	932	12.5	11.5	125				
FALCON CREST	C 20046	4793	26.4	23.9	107	3978	26.3	19.8	106	2137	28.7	10.7	116				
FALL GUY	A 9084	2249	12.4	24.8	110	1881	12.4	20.7	111	1040	14.0	11.4	125				
FAMILY TIES	N 7964	1869	10.3	23.5	105	1519	10.0	19.1	102	770	10.3	9.7	105				
FANTASY ISLAND	A 7687	1828	10.1	23.8	106	1510	10.0	19.6	105	758	10.2	9.9	107				
FOULUPS, BLEEP & BLUNDERS	A 8861	1937	10.7	21.9	97	1611	10.6	18.2	97	698	9.4	7.9	86				
FOUR SEASONS	C 5095	1084	6.0	21.3	95	974	6.4	19.1	102	353	4.7	6.9	75				
GIMME A BREAK	N 8838	2122	11.7	24.0	107	1749	11.5	19.8	106	918	12.3	10.4	113				
HART TO HART	A 8978	2060	11.3	22.9	102	1775	11.7	19.8	106	861	11.6	9.6	104				
HILL STREET BLUES	N 8590	1925	10.6	22.4	100	1606	10.6	18.7	100	819	11.0	9.5	104				
HOTEL	A 14085	3450	19.0	24.5	109	2851	18.8	20.2	108	1535	20.6	10.9	119				
JEFFERSONS	C 9360	2320	12.8	24.8	110	2010	13.3	21.5	115	796	10.7	8.5	93				
JENNIFER SLEPT HERE	N 5841	1319	7.3	22.6	101	1063	7.0	18.2	97	549	7.4	9.4	102				
KATE & ALLIE	C 9206	2202	12.1	23.9	107	1855	12.2	20.1	108	827	11.1	9.0	98				
KNIGHT RIDER	N 7076	1479	8.1	20.9	93	1230	8.1	17.4	93	611	8.2	8.6	94				
LOVE BOAT	A 12219	2844	15.6	23.3	104	2356	15.5	19.3	103	1158	15.6	9.5	103				
MAGNUM PI	C 11199	2729	15.0	24.4	109	2254	14.9	20.1	108	1210	16.3	10.8	118				
MAMA'S FAMILY	N 6057	1442	7.9	23.8	106	1133	7.5	18.7	100	604	8.1	10.0	108				
MASTER, THE	N 3598	784	4.3	21.8	97	627	4.1	17.4	93	294	3.9	8.2	89				
MATT HOUSTON	A 6344	1578	8.7	24.9	111	1348	8.9	21.2	114	588	7.9	9.3	101				
NBC MONDAY NIGHT MOVIE	N 11994	2768	15.2	23.1	103	2185	14.4	18.2	97	1243	16.7	10.4	113				
NBC NIGHTLY NEWS	N 5132	1353	7.4	26.4	117	1106	7.3	21.6	115	604	8.1	11.8	128				
NBC NIGHTLY NEWS-SAT	N 3375	661	3.6	19.6	87	555	3.7	16.4	88	194	2.6	5.7	63				
NBC NIGHTLY NEWS-SUN	N 3130	710	3.9	22.7	101	598	3.9	19.1	102	274	3.7	8.8	95				
NBC SUNDAY NIGHT MOVIE	N 8284	1840	10.1	22.2	99	1475	9.7	17.8	95	870	11.7	10.5	114				
NEWMART	C 9240	2317	12.7	25.1	112	1922	12.7	20.8	111	961	12.9	10.4	113				
ONE DAY AT A TIME	C 7288	1446	8.0	19.8	88	1211	8.0	16.6	89	516	6.9	7.1	77				
PEOPLE ARE FUNNY	N 4855	1145	6.3	23.6	105	912	6.0	18.8	100	455	6.1	9.4	102				
REAL PEOPLE	N 8869	2224	12.2	25.1	112	1878	12.4	21.2	113	896	12.0	10.1	110				
REMINGTON STEELE	N 7743	1869	10.3	24.1	108	1470	9.7	19.0	101	874	11.7	11.3	123				
RIPLEY'S BELIEVE IT - NOT	A 5345	1212	6.7	22.7	101	1051	6.9	19.7	105	480	6.4	9.0	98				
RIPTIDE	N 6988	1665	9.2	23.8	106	1331	8.8	19.0	102	742	10.0	10.6	116				
SCARECROW & MRS. KING	C 10002	2429	13.4	24.3	108	2002	13.2	20.0	107	1055	14.2	10.5	115				
SIMON & SIMON	C 10638	2680	14.7	25.2	112	2234	14.7	21.0	112	1094	14.7	10.3	112				
60 MINUTES	C 13293	3300	18.2	24.8	111	2740	18.1	20.6	110	1289	17.3	9.7	105				
ST. ELSEWHERE	N 7017	1740	9.6	24.8	110	1470	9.7	20.9	112	831	11.2	11.8	129				
THREE'S COMPANY	A 10917	2435	13.4	22.3	99	2036	13.4	18.6	100	948	12.7	8.7	94				
T.J. HOOKER	A 9204	2189	12.0	23.8	106	1785	11.8	19.4	104	888	11.9	9.6	105				
TONIGHT SHOW	N 2372	582	3.2	24.5	109	447	2.9	18.8	101	223	3.0	9.4	102				
TRAPPER JOHN, M.D.	C 9846	2461	13.5	25.0	111	2120	14.0	21.5	115	945	12.7	9.6	104				
TV BLOOPERS & PRAC. JOKES	N 9105	2022	11.1	22.2	99	1755	11.6	19.3	103	746	10.0	8.2	89				
20/20	A 9387	2102	11.6	22.4	100	1776	11.7	18.9	101	938	12.6	10.0	109				
WEBSTER	A 11067	2649	14.6	23.9	107	2145	14.2	19.4	104	1086	14.6	9.8	107				
WORLD NEWS - SUN	A 3062	691	3.8	22.6	101	571	3.8	18.6	100	*276	3.7	9.0	98				
YELLOW ROSE	N 4978	1188	6.5	23.9	106	999	6.3										

FACIAL TISSUES

BASE = FEMALE HOMEMAKERS (#0986)

QUESTIONNAIRE PAGE H-21

		'000	%	UNWEIGHTED													
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?																	
		YES	65029	80.3	7642												
		NO	15957	19.7	1793												
		ALL		SOLE		PRIMARY		SECONDARY									
		'000	%	'000	%	'000	%	'000	%							UNWEIGHTED	
IF YES																	
5B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?																	
FLAT BOX		51588	63.7	35316	43.6	14605	18.0	1667	2.1							6047	
UPRIGHT BOX		22967	28.4	8668	10.7	8202	10.1	6097	7.5							2674	
POCKET PACK		8258	10.2	822	1.0	3484	4.3	3952	4.9							985	
DO NOT KNOW		3078	3.8													388	
5C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?																	
AURORA		785	1.0	119	.1	501	.6	165	.2							96	
CHIFFON/CHIFFON VERA		1179	1.5	131	.2	689	.9	360	.4							140	
CORONET		2940	3.6	466	.6	1631	2.0	842	1.0							306	
HUDSON		823	1.0	278	.3	435	.5	109	.1							88	
KLEENEX BOUTIQUE		18369	22.7	4381	5.4	9937	12.3	4051	5.0							2176	
KLEENEX FAMILY SIZE		19658	24.3	6856	8.5	10972	13.5	1830	2.3							2200	
KLEENEX SOFTIQUE		10311	12.7	2070	2.6	5938	7.3	2303	2.8							1185	
OTHER KLEENEX		14576	18.0	3954	4.9	7753	9.6	2869	3.5							1718	
LADY SCOTT		3561	4.4	765	.9	1877	2.3	919	1.1							407	
MARCAL		2130	2.6	336	.4	1342	1.7	452	.6							272	
NICE 'N SOFT		2385	2.9	419	.5	1450	1.8	516	.6							293	
NORTHERN		2868	3.5	428	.5	1643	2.0	796	1.0							337	
POSH PUFFS		5023	6.2	786	1.0	2874	3.5	1363	1.7							620	
PUFFS FAMILY SIZE		9522	11.8	2563	3.2	5553	6.9	1406	1.7							1132	
OTHER PUFFS		3578	4.4	675	.8	2002	2.5	901	1.1							440	
SCOTTIES JUMBO PACK		4093	5.1	814	1.0	2141	2.6	1137	1.4							474	
OTHER SCOTTIES		5260	6.5	590	.7	3041	3.8	1629	2.0							611	
VANITY FAIR		2713	3.3	512	.6	1416	1.7	785	1.0							316	
WALDORF		1093	1.3	113	.1	553	.7	428	.5							140	
OTHER BRANDS		13332	16.5	5530	6.8	5185	6.4	2617	3.2							1527	
DO NOT KNOW		382	.5													56	
		'000	%	UNWEIGHTED													
5D. ABOUT HOW MANY BOXES OF ABOUT 200 FACIAL TISSUES OR EQUIVALENT WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?																	
10 OR MORE		H	1520	1.9	169												
8 - 9		H	1179	1.5	137												
6 - 7		H	1694	2.1	204												
5		H	2978	3.7	298												
4		H	6281	7.8	662												
3		H	8158	10.1	794												
2		H	18517	22.9	2124												
1		L	15637	19.3	1932												
LESS THAN 1		L	8300	10.2	1081												
NONE		L	765	.9	101												

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	65029	100.0	80.3	100	13653	100.0	16.9	100	26674	100.0	32.9	100	24702	100.0	30.5	100
18 - 24	9282	6382	9.8	68.8	86	1309	9.6	14.1	84	2293	8.6	24.7	75	2780	11.3	30.0	98
25 - 34	19072	15089	21.2	79.1	99	2571	18.8	13.5	80	6181	23.2	32.4	98	6338	25.7	33.2	109
35 - 44	14591	11955	12.4	81.9	102	3093	22.7	21.2	126	5126	19.2	35.1	107	3736	15.1	25.6	84
45 - 54	11345	9664	14.9	85.2	106	2285	16.7	20.1	119	4322	16.2	34.1	116	3057	12.4	26.9	88
55 - 64	11635	9781	15.0	84.1	105	2267	16.6	19.5	116	4028	15.1	34.6	105	3486	14.1	30.0	98
65 OR OLDER	15061	12158	12.7	80.7	101	2128	15.6	14.1	84	4725	17.7	31.4	95	5305	21.5	35.2	115
18 - 34	28354	21471	33.0	75.7	94	3880	28.4	13.7	81	8474	31.8	29.9	91	9117	36.9	32.2	105
18 - 49	44339	38021	58.5	78.7	98	7962	58.3	16.5	98	15517	58.2	32.1	97	14542	58.9	30.1	99
25 - 54	48008	36708	56.4	81.6	102	7948	58.2	17.7	105	15629	58.6	34.7	105	13131	53.2	29.2	96
35 - 49	19985	16550	25.5	82.8	103	4082	29.9	20.4	121	7043	26.4	35.2	107	5425	22.0	27.1	89
50 OR OLDER	32647	27008	41.5	82.7	103	5691	41.7	17.4	103	11157	41.8	34.2	104	10160	41.1	31.1	102
GRADUATED COLLEGE	11155	9670	14.9	86.7	108	2119	15.5	19.0	113	4250	15.9	38.1	116	3301	13.4	29.6	97
ATTENDED COLLEGE	13682	11625	17.9	85.0	106	2362	17.3	17.3	102	4745	17.8	34.7	105	4518	18.3	33.0	108
GRADUATED HIGH SCHOOL	33880	27566	42.4	81.4	101	6012	44.0	17.7	105	11233	42.1	33.2	101	10321	41.8	30.5	100
DID NOT GRADUATE HIGH SCHOOL	22270	16168	24.9	72.6	90	3160	23.1	14.2	84	6446	24.2	28.9	88	6563	26.6	29.5	97
EMPLOYED	40306	33519	51.5	83.2	104	6666	48.8	16.5	98	14395	54.0	35.7	108	12458	50.4	30.9	101
EMPLOYED FULL-TIME	32850	27122	41.7	82.6	103	5179	37.9	15.8	94	11969	44.9	36.4	111	9974	40.4	30.4	100
EMPLOYED PART-TIME	7456	6396	9.8	85.8	107	1487	10.9	19.9	118	2426	9.1	32.5	99	2483	10.1	33.3	109
NOT EMPLOYED	40680	31511	48.5	77.5	96	6987	51.2	17.2	102	12279	46.0	30.2	92	12245	49.6	30.1	99
PROFESSIONAL/MANAGER	10392	9048	13.9	87.1	108	1741	12.8	16.8	99	4192	15.7	40.3	122	3115	12.6	30.0	98
TECH/CLERICAL/SALES	17574	14854	22.8	84.5	105	3360	24.6	19.1	113	6054	22.7	34.4	105	5441	22.0	31.0	102
PRECISION/CRAFT	985	838	1.3	85.1	106	142	1.0	14.4	86	375	1.4	38.1	116	321	1.3	32.6	107
OTHER EMPLOYED	11354	8778	13.5	77.3	96	1423	10.4	12.5	74	3774	14.1	33.2	101	3581	14.5	31.5	103
SINGLE	9863	7519	11.6	76.2	95	1832	13.4	18.6	110	2716	10.2	27.5	84	2971	12.0	30.1	99
MARRIED	51375	42110	64.8	82.0	102	9118	66.8	17.7	105	17920	67.2	34.9	106	15072	61.0	29.3	96
DIVORCED/SEPARATED/WIDOWED	19748	15400	23.7	78.0	97	2703	19.8	13.7	81	6038	22.6	30.6	93	6659	27.0	33.7	111
PARENTS	32590	25283	38.9	77.6	97	6007	44.0	18.4	109	10359	38.8	31.8	97	8918	34.1	27.4	90
WHITE	70416	57773	88.8	82.0	102	11733	85.9	16.7	99	24010	90.0	34.1	104	22030	89.2	31.3	103
BLACK	8778	5928	9.1	67.5	84	1473	10.8	16.8	100	2188	8.2	24.9	76	2267	9.2	25.8	85
OTHER	1791	1329	2.0	74.2	92	447	3.3	25.0	148	477	1.8	26.6	81	405	1.6	22.6	74
NORTHEAST-CENSUS	17786	15239	23.4	85.7	107	4635	33.9	26.1	155	6280	23.5	35.3	107	4325	17.5	24.3	80
NORTH CENTRAL	20741	17838	27.4	86.0	107	3549	26.0	17.1	101	7883	29.6	38.0	115	6407	25.9	30.9	101
SOUTH	27775	20336	31.3	73.2	91	3660	26.8	13.2	78	7575	28.4	27.3	83	9100	36.8	32.8	107
WEST	14683	11616	17.9	79.1	99	1809	13.2	12.3	73	4936	18.5	33.6	102	4871	19.7	33.2	109
NORTHEAST-MKTG.	17961	14931	23.0	83.1	104	4399	32.2	24.5	145	6189	23.2	34.5	105	4343	17.6	24.2	79
EAST CENTRAL	11885	9905	15.2	83.3	104	2066	15.1	17.4	103	4170	15.6	35.1	107	3669	14.9	30.9	101
WEST CENTRAL	14090	12198	18.8	86.6	108	2452	18.0	17.4	103	5354	20.1	38.0	115	4392	17.8	31.2	102
SOUTH	24081	17883	27.5	74.3	92	3209	23.5	13.3	79	6646	24.9	27.6	84	8029	32.5	33.3	109
PACIFIC	12969	10113	15.6	78.0	97	1527	11.2	11.8	70	4317	16.2	33.3	101	4270	17.3	32.9	108
COUNTY SIZE A	32439	26399	40.6	81.4	101	6168	45.2	19.0	113	11002	41.2	33.9	103	9229	37.4	28.5	93
COUNTY SIZE B	24915	20266	31.2	81.3	101	4244	31.1	17.0	101	8270	31.0	33.2	101	7752	31.4	31.1	102
COUNTY SIZE C	12930	10370	15.9	80.2	100	1867	13.7	14.4	86	4045	15.2	31.3	95	4458	18.0	34.5	113
COUNTY SIZE D	10703	7995	12.3	74.7	93	1374	10.1	12.8	76	3357	12.6	31.4	95	3264	13.2	30.5	100
METRO CENTRAL CITY	24518	18931	29.1	77.2	96	4464	32.7	18.2	108	7724	29.0	31.5	96	6743	27.3	27.5	90
METRO SUBURBAN	35919	30452	46.8	84.8	106	6433	47.1	17.9	106	12566	47.1	35.0	106	11453	46.4	31.9	105
NON METRO	20549	15647	24.1	76.1	95	2756	20.2	13.4	80	6385	23.9	31.1	94	6506	26.3	31.7	104
TOP 5 ADI'S	18341	15208	23.4	82.9	103	3821	28.0	20.8	124	6545	24.5	35.7	108	4842	19.6	26.4	87
TOP 10 ADI'S	25378	20684	31.8	81.5	102	5100	37.4	20.1	119	8829	33.1	34.8	106	6756	27.4	26.6	87
TOP 20 ADI'S	36488	29766	45.8	81.6	102	6671	48.9	18.3	108	12295	46.1	33.7	102	10800	43.7	29.6	97
MSHLD INC. \$50,000 OR MORE	6612	5938	9.1	89.8	112	1805	13.2	27.3	162	2347	8.8	35.5	108	1786	7.2	27.0	89
\$40,000 OR MORE	12659	11228	17.3	88.7	110	3038	22.3	24.0	142	4797	18.0	37.9	115	3394	13.7	26.8	88
\$30,000 OR MORE	24698	21338	32.8	86.4	108	5384	39.4	21.8	129	9206	34.5	37.3	113	6748	27.3	27.3	90
\$25,000 OR MORE	32077	27634	42.5	86.1	107	6515	47.7	20.3	120	12319	46.2	38.4	117	8800	35.6	27.4	90
\$20,000 - \$24,999	9144	7481	11.5	81.8	102	1390	10.2	15.2	90	3353	12.6	36.7	111	2739	11.1	30.0	96
\$15,000 - \$19,999	8728	6996	10.8	80.2	100	1486	10.9	17.0	101	2690	10.1	30.8	94	2821	11.4	32.3	106
\$10,000 - \$14,999	12562	10005	15.4	79.6	99	2011	14.7	16.0	95	3678	13.8	29.3	89	4316	17.5	34.4	113
UNDER \$10,000	18475	12914	19.9	69.9	87	2252	16.5	12.2	72	4635	17.4	25.1	76	6027	24.4	32.6	107
HOUSEHOLD OF 1 PERSON	11987	9856	15.2	82.2	102	1138	8.3	9.5	56	3694	13.8	30.8	94	5025	20.3	41.9	137
2 PEOPLE	26577	21985	33.8	82.7	103	3663	26.8	13.8	82	9024	33.8	34.0	103	9298	37.6	35.0	115
3 OR 4 PEOPLE	30617	24258	37.3	79.2	99	6129	44.9	20.0	119	10278	38.5	33.6	102	7852	31.8	25.6	84
5 OR MORE PEOPLE	11804	8930	13.7	75.7	94	2724	20.0	23.1	137	3679	13.8	31.2	95	2528	10.2	21.4	70
NO CHILD IN MSHLD	46165	38060	58.5	82.4	103	6994	51.2	15.2	90	15689	58.8	34.0	103	15376	52.2	33.3	109
CHILD(REN) UNDER 2 YRS	5325	3842	5.9	72.2	90	655	4.8	12.3	73	1556	5.8	29.2	89	1631	6.6	30.6	100
2 - 5 YEARS	14221	10465	16.1	73.6	92	2524	18.5	17.7	105	4168	15.6	29.3	89	3774	15.3	26.5	87
6 - 11 YEARS	15117	11628	17.9	76.9	96	2900	21.2	19.2	114	4722	17.7	31.2	95	4006	16.2	26.5	87
12 - 17 YEARS	16611	13328	20.5	80.2	100	3845	28.2	23.1	137	5428	20.3	32.7	99	4055	16.4	24.4	80
RESIDENCE OWNED	55884	46637	71.7	83.5	104	10132	74.2	18.1	108	19791	74.2	35.4	108	16714	67.7	29.9	98
VALUE: \$50,000 OR MORE	31744	27339	42.0	86.1	107	6498	47.6	20.5	121	12008	45.0	37.8	115	8833	35.8	27.8	91
VALUE: UNDER \$50,000	24140	19298	29.7	79.9	100	3634	26.6	15.1	89	7783	29.2	32.2	98	7881	31.9	32.6	107

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	65029	100.0	80.3	100	13653	100.0	16.9	100	26674	100.0	32.9	100	24702	100.0	30.5	100
MAGAZINES	QUINTILE 1	15799	13647	21.0	86.4	108	3348	24.5	21.2	126	5797	21.7	36.7	111	4502	18.2	28.5	93
	QUINTILE 2	17259	14353	22.1	83.2	104	3084	22.6	17.9	106	6274	23.5	36.4	110	4995	20.2	28.9	95
	QUINTILE 3	13545	11066	17.0	81.7	102	2448	17.9	18.1	107	4712	17.7	34.8	106	3906	15.8	28.8	95
	QUINTILE 4	15133	11990	18.4	79.2	99	2270	16.6	15.0	89	4658	17.5	30.8	93	5062	20.5	33.5	110
	QUINTILE 5	19250	13974	21.5	72.6	90	2503	18.3	13.0	77	5233	19.6	27.2	83	6238	25.3	32.4	106
NEWSPAPERS	QUINTILE 1	12413	10921	16.8	88.0	110	2960	21.7	23.8	141	4629	17.4	37.3	113	3331	13.5	26.8	88
	QUINTILE 2	24116	20515	31.5	85.1	106	4697	34.4	19.5	116	8807	33.0	36.5	111	7012	28.4	29.1	95
	QUINTILE 3	11261	9207	14.2	81.8	102	1855	13.6	16.5	98	3713	13.9	33.0	100	3639	14.7	32.3	106
	QUINTILE 4	20255	15664	24.1	77.3	96	2792	20.4	13.8	82	6276	23.5	31.0	94	6595	26.7	32.6	107
	QUINTILE 5	12940	8722	13.4	67.4	84	1349	9.9	10.4	62	3249	12.2	25.1	76	4125	16.7	31.9	105
OUTDOOR	QUINTILE 1	14852	12242	18.8	82.4	103	2365	17.3	15.9	94	5154	19.3	34.7	105	4722	19.1	31.8	104
	QUINTILE 2	15725	12727	19.6	80.9	101	2813	20.6	17.9	106	5195	19.1	32.5	99	4809	19.5	30.6	100
	QUINTILE 3	16330	13217	20.3	80.9	101	3075	22.5	18.8	112	5493	20.6	33.6	102	4650	18.8	28.5	93
	QUINTILE 4	16744	13656	21.0	81.6	102	2827	20.7	16.9	100	5722	21.5	34.2	104	5106	20.7	30.5	100
	QUINTILE 5	17334	13187	20.3	76.1	95	2572	18.8	14.8	88	5200	19.5	30.0	91	5415	21.9	31.2	102
RADIO-DRIVE TIME	QUINTILE 1	15911	13408	20.6	84.3	105	2846	20.8	17.9	106	5695	21.4	35.8	109	4868	19.7	30.6	100
	QUINTILE 2	14837	11943	18.4	80.5	100	2605	19.1	17.6	104	4936	18.5	33.3	101	4402	17.8	29.7	97
	QUINTILE 3	15339	12164	18.7	79.3	99	2698	19.8	17.6	104	4877	18.3	31.8	97	4589	18.6	29.9	98
	QUINTILE 4	16723	13101	20.1	78.3	98	2724	20.0	16.3	97	5379	20.2	32.2	98	4998	20.2	29.9	98
	QUINTILE 5	18176	14413	22.2	79.3	99	2780	20.4	15.3	91	5788	21.7	31.8	97	5845	23.7	32.2	105
RADIO-MID- DAY	TERCILE 1	21020	17284	26.6	82.2	102	3905	28.6	18.6	110	7151	26.8	34.0	103	6229	25.2	29.6	97
	TERCILE 2	21610	17513	26.9	81.0	101	3929	28.8	18.2	108	6818	25.6	31.6	96	6766	27.4	31.3	103
	TERCILE 3	38355	30232	46.5	78.8	98	5819	42.6	15.2	90	12705	47.6	33.1	101	11708	47.4	30.5	100
	QUINTILE 1	15988	13374	20.6	83.7	104	2948	21.6	18.4	109	5361	20.1	33.5	102	5065	20.5	31.7	104
	QUINTILE 2	15626	12462	19.2	79.8	99	2738	20.1	17.5	104	5314	19.9	34.0	103	4410	17.9	28.2	93
RADIO-TOTAL	QUINTILE 3	16723	13579	20.9	81.2	101	3004	22.0	18.0	107	5566	20.9	33.3	101	5009	20.3	30.0	98
	QUINTILE 4	16342	12974	20.0	79.4	99	2787	20.4	17.1	101	5134	19.2	31.4	95	5053	20.5	30.9	101
	QUINTILE 5	16306	12640	19.4	77.5	97	2175	15.9	13.3	79	5299	19.9	32.5	99	5166	20.9	31.7	104
	QUINTILE 1	15953	12954	19.9	81.2	101	2774	20.3	17.4	103	5033	18.9	31.5	96	5147	20.8	32.3	106
	QUINTILE 2	16137	13059	20.1	80.9	101	3034	22.2	18.8	112	5440	20.4	33.7	102	4585	18.6	28.4	93
TV-PRIME TIME	QUINTILE 3	16420	13341	20.5	81.2	101	2655	19.4	16.2	96	5736	21.5	34.9	106	4950	20.0	30.1	99
	QUINTILE 4	16687	13393	20.6	80.3	100	2823	20.7	16.9	100	5506	20.6	33.0	100	5064	20.5	30.3	99
	QUINTILE 5	15789	12283	18.9	77.8	97	2367	17.3	15.0	89	4959	18.6	31.4	95	4957	20.1	31.4	103
	TERCILE 1	27736	21816	33.5	78.7	98	4477	32.8	16.1	96	8845	33.2	31.9	97	8494	34.4	30.6	100
	TERCILE 2	26489	21368	32.9	80.7	100	4787	35.1	18.1	107	8498	31.9	32.1	97	8083	32.7	30.5	100
TV-TOTAL	TERCILE 3	26761	21845	33.6	81.6	102	4389	32.1	16.4	97	9332	35.0	34.9	106	8125	32.9	30.4	100
	QUINTILE 1	16345	12535	19.3	76.7	96	2721	19.9	16.6	99	4795	18.0	29.3	89	5019	20.3	30.7	101
	QUINTILE 2	16447	13668	21.0	83.1	103	2993	21.9	18.2	108	5534	20.7	33.6	102	5141	20.8	31.3	102
	QUINTILE 3	15980	13108	20.2	82.0	102	2714	19.9	17.0	101	5525	20.7	34.6	105	4869	19.7	30.5	100
	QUINTILE 4	15887	12916	19.9	81.3	101	2694	19.7	17.0	101	5427	20.3	34.2	104	4796	19.4	30.2	99
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	16326	12803	19.7	78.4	98	2530	18.5	15.5	92	5395	20.2	33.0	100	4877	19.7	29.9	98
	MAGAZINE IMPERATIVE	20721	18012	27.7	86.9	108	4551	33.3	22.0	130	7713	28.9	37.2	113	5747	23.3	27.7	91
	NEWSPAPER IMPERATIVE	19186	15254	23.5	79.5	99	2909	21.3	15.2	90	6436	24.1	33.5	102	5909	23.9	30.8	101
	NEWSPAPER IMPERATIVE	21899	18259	28.1	83.4	104	4094	30.0	18.7	111	7595	28.5	34.7	105	6569	26.6	30.0	98
	NEWSPAPER IMPERATIVE	15451	13041	20.1	84.4	105	3128	22.9	20.2	120	5331	20.0	34.5	105	4582	18.5	29.7	97
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	25953	21548	33.1	83.0	103	4724	34.6	18.2	108	9435	35.4	36.4	110	7388	29.9	28.5	93
	OUTDOOR IMPERATIVE	24400	19129	29.4	78.4	98	3710	27.2	15.2	90	7678	28.8	31.5	96	7741	31.3	31.7	104
	MAGAZINE IMPERATIVE	18049	15245	23.4	84.5	105	3651	26.7	20.2	120	6411	24.0	35.5	108	5182	21.0	28.7	94
	MAGAZINE IMPERATIVE	23571	19755	30.4	83.8	104	4302	31.5	18.3	108	8624	32.3	36.6	111	6828	27.6	29.0	95
	RADIO IMPERATIVE	23278	18228	28.0	78.3	98	3606	26.4	15.5	92	7239	27.1	31.1	94	7384	29.9	31.7	104
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	12867	19.8	83.2	104	3086	22.6	20.0	118	5342	20.0	34.6	105	4439	18.0	28.7	94
	TELEVISION IMPERATIVE	25829	21790	33.5	84.4	105	4751	34.8	18.4	109	9598	36.0	37.2	113	7441	30.1	28.8	94
	TELEVISION IMPERATIVE	26039	20196	31.1	77.6	97	3880	28.4	14.9	88	7632	28.6	29.3	89	8684	35.2	33.3	109
	MAGAZINE IMPERATIVE	16605	14360	22.1	86.5	108	3425	25.1	20.6	122	6057	22.7	36.5	111	4878	19.7	29.4	96
	OUTDOOR IMPERATIVE	26834	22667	34.9	84.5	105	5305	38.9	19.8	117	9687	36.3	36.1	110	7675	31.1	28.6	94
NEWSPAPERS-OUTDOOR: DUAL	OUTDOOR IMPERATIVE	23346	17861	27.5	76.5	95	3260	23.9	14.0	83	7008	26.3	30.0	91	7592	30.7	32.5	107
	MAGAZINE IMPERATIVE	17133	14847	22.8	86.7	108	3810	27.9	22.2	132	6312	23.7	36.8	112	4724	19.1	27.6	90
	NEWSPAPER IMPERATIVE	25892	21875	33.6	84.5	105	4992	36.6	19.3	114	9210	34.5	35.6	108	7673	31.1	29.6	97
	RADIO IMPERATIVE	23167	17730	27.3	76.5	95	3194	23.4	13.8	82	6995	26.2	30.2	92	7541	30.5	32.6	107
	NEWSPAPER IMPERATIVE	17159	14743	22.7	85.9	107	3768	27.6	22.0	130	5979	22.4	34.8	106	4996	20.2	29.1	95
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	22321	34.3	85.1	106	5107	37.4	19.5	116	9602	36.0	36.6	111	7612	30.8	29.0	95
	TELEVISION IMPERATIVE	23412	17460	26.8	74.6	93	2953	21.6	12.6	75	6642	24.9	28.4	86	7864	31.8	33.6	110
	OUTDOOR IMPERATIVE	15303	12741	19.6	83.3	104	2613	19.1	17.1	101	5009	18.8	32.7	99	5120	20.7	33.5	110
	OUTDOOR IMPERATIVE	24901	19876	30.6	79.8	99	4254											

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	65029	100.0	80.3	100	13653	100.0	16.9	100	26674	100.0	32.9	100	24702	100.0	30.5	100
ATLANTIC MONTHLY	415	367	0.6	88.4	110	**146	1.1	35.2	209	**119	0.4	28.7	87	**103	0.4	24.8	81
BARRON'S	453	418	0.6	92.3	115	**137	1.0	30.2	179	**169	0.6	37.3	113	**111	0.4	24.5	80
BETTER HOMES & GARDENS	16256	13886	21.4	85.4	106	3486	25.5	21.4	127	5940	22.3	36.5	111	4460	18.1	27.4	90
BON APPETIT	2535	2268	3.5	89.5	111	609	4.5	24.0	143	844	3.2	33.3	101	815	3.3	32.1	105
BUSINESS WEEK	1278	1112	1.7	87.0	108	*248	1.8	19.4	115	492	1.8	38.5	117	372	1.5	29.1	95
CAR AND DRIVER	378	274	0.4	72.5	90	**67	0.5	17.7	105	**105	0.4	27.8	84	**103	0.4	27.2	81
CBS MAGAZINE NETWORK (GROSS)	1498	1239	1.9	82.7	103	322	2.4	21.5	128	425	1.6	28.4	86	493	2.0	32.9	108
CHANGING TIMES	1505	1207	1.9	80.2	100	*182	1.3	12.1	72	594	2.2	39.5	120	431	1.7	28.6	94
COLONIAL HOMES	1231	995	1.5	80.8	101	297	2.2	24.1	143	346	1.3	28.1	85	353	1.4	28.7	94
CONDE NAST MAG. PKG. (GROSS)	14146	11649	17.9	82.3	103	3120	22.9	22.1	131	4851	18.2	34.3	104	3678	14.9	26.0	85
CONSUMERS DIGEST	1323	1220	1.9	92.2	115	309	2.3	23.4	139	488	1.8	36.9	112	423	1.7	32.0	105
COSMOPOLITAN	7102	5753	8.8	81.0	101	1483	10.9	20.9	124	2162	8.1	30.4	92	2109	8.5	29.7	97
COUNTRY LIVING	2481	2214	3.4	89.2	111	506	3.7	20.4	121	930	3.5	37.5	114	778	3.1	31.4	103
CUTLINE	1472	1284	2.0	87.2	109	*250	1.8	17.0	101	566	2.1	38.5	117	467	1.9	31.7	104
CYCLE WORLD	425	343	0.5	80.7	101	**120	0.9	28.2	167	**100	0.4	23.5	71	**123	0.5	28.9	95
DCI:CREATIVE IDEAS FOR LIV	2510	2170	3.3	86.5	108	496	3.6	19.8	117	1019	3.8	40.6	123	654	2.6	26.1	85
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5843	9.0	87.3	109	1259	9.2	18.8	112	2712	10.2	40.5	123	1872	7.6	28.0	92
DISCOVER	894	686	1.1	76.7	96	*161	1.2	18.0	107	286	1.1	32.0	97	239	1.0	26.7	88
EBONY	3507	2600	4.0	74.1	92	671	4.9	19.1	113	985	3.7	28.1	85	944	3.8	26.9	88
ESQUIRE	1083	851	1.3	78.6	98	*187	1.4	17.3	102	338	1.3	31.2	95	326	1.3	30.1	99
ESSENCE	1830	1416	2.2	77.4	96	333	2.4	18.2	108	545	2.0	29.8	90	538	2.2	29.4	96
FAMILY CIRCLE	19930	13507	20.8	84.8	106	3249	23.8	20.4	121	5968	22.4	37.5	114	4290	17.4	26.9	88
THE FAMILY MAGAZINE	1126	956	1.5	84.9	106	254	1.9	22.6	134	391	1.5	34.7	105	311	1.3	27.6	91
FAMILY WEEKLY	11468	9734	15.0	84.9	106	1800	13.2	15.7	93	4157	15.6	36.2	110	3778	15.3	32.9	108
FIELD & STREAM	2234	1828	2.8	81.8	102	399	2.9	17.9	106	801	3.0	35.9	109	628	2.5	28.1	92
FOOD & WINE	579	480	0.7	82.9	103	*151	1.1	26.1	155	*187	0.7	32.3	98	*142	0.6	24.5	80
FORBES	728	643	1.0	88.3	110	*164	1.2	22.5	134	239	0.9	32.8	100	240	1.0	33.0	108
FORTUNE	906	823	1.3	90.8	113	*195	1.4	21.5	128	307	1.2	33.9	103	321	1.3	35.4	116
GENTLEMAN'S QUARTERLY	791	566	0.9	71.6	89	*140	1.0	17.7	105	*222	0.8	28.1	85	*204	0.8	25.8	85
GLAMOUR	5265	4328	6.7	82.2	102	1140	8.3	21.7	128	1865	7.0	35.4	108	1323	5.4	25.1	82
GOLF DIGEST	636	582	0.9	91.5	114	*166	1.2	26.1	155	*230	0.9	36.2	110	*186	0.8	29.2	96
GOLF DIGEST/TENNIS (GROSS)	1186	1045	1.6	88.1	110	*265	1.9	22.3	133	463	1.7	39.0	119	*316	1.3	26.6	87
GOLF MAGAZINE	441	424	0.7	96.1	120	*137	1.0	31.1	184	*144	0.5	32.7	99	*143	0.6	32.4	106
GOLF MAGAZINE/SKI (GROSS)	922	827	1.3	89.7	112	*239	1.8	25.9	154	274	1.0	29.7	90	314	1.3	34.1	112
GOOD HOUSEKEEPING	16487	14114	21.7	85.6	107	3341	24.5	20.3	120	6246	23.4	37.9	115	4927	18.3	27.5	90
HARPER'S BAZAAR	2423	2098	3.2	86.6	108	672	4.9	27.7	165	788	3.0	32.5	99	638	2.6	26.3	86
HEALTH	1994	1710	2.6	85.8	107	401	2.9	20.1	119	733	2.7	36.8	112	576	2.3	28.9	95
HEARST MAG CORP. BUY (GROSS)	44101	37380	57.5	84.8	106	9217	67.5	20.9	124	15731	59.0	35.7	108	12432	50.3	28.2	92
HEARST MAN POWER (GROSS)	1993	1748	2.7	87.7	109	409	3.0	20.5	122	767	2.9	38.5	117	571	2.3	28.7	94
HEARST WOMAN POWER (GROSS)	31274	26396	40.6	84.4	105	6356	46.6	20.3	121	11140	41.8	35.6	108	8901	36.0	28.5	93
HOUSE BEAUTIFUL	3623	2973	4.6	82.1	102	788	5.8	21.7	129	1249	4.7	34.5	105	936	3.8	25.8	85
INC.	283	260	0.4	91.9	114	**103	0.8	36.4	216	**45	0.2	15.9	48	**112	0.5	39.6	130
JET	2928	2117	3.3	72.3	90	500	3.7	17.1	101	842	3.2	28.8	87	775	3.1	26.5	87
LADIES' HOME JOURNAL	11918	10317	15.9	86.6	108	2325	17.0	19.5	116	4586	17.2	38.5	117	3406	13.8	28.6	94
LHJ FAMILY GRP COMBO(GROSS)	16764	14426	22.2	86.1	107	3266	23.9	19.5	116	6276	23.5	37.4	114	4884	19.8	29.1	96
LIFE	4254	3389	5.2	79.7	99	828	6.1	19.5	115	1317	4.9	31.0	94	1244	5.0	29.2	96
L.A. TIMES HOME MAGAZINE	1145	921	1.4	80.4	100	*112	0.8	9.8	58	514	1.9	44.9	136	295	1.2	25.8	84
MADemoiselle	2884	2433	3.7	84.4	105	715	5.2	24.8	147	1012	3.8	35.1	107	706	2.9	24.5	80
MC CALL'S	13460	11462	17.6	85.2	106	2730	20.0	20.3	120	4998	18.7	37.1	113	3734	15.1	27.7	91
MC CALL'S/WRK MOTHER (GROSS)	14606	12413	19.1	85.0	106	2994	21.9	20.5	122	5352	20.1	36.6	111	4067	16.5	27.8	91
MECHANIX ILLUSTRATED	772	692	1.1	89.6	112	*131	1.0	17.0	101	293	1.1	38.0	115	*268	1.1	34.7	114
METROPOLITAN HOME	967	879	1.4	90.9	113	*196	1.4	20.3	120	317	1.2	32.8	100	366	1.5	37.8	124
MONEY	1588	1424	2.2	89.7	112	404	3.0	25.4	151	619	2.3	39.0	118	401	1.6	25.3	83
MOTHER EARTH NEWS	1002	820	1.3	81.8	102	*181	1.3	18.1	107	410	1.5	40.9	124	229	0.9	22.9	75
MS.	825	681	1.0	82.5	103	*161	1.2	19.5	116	223	0.8	27.0	82	296	1.2	35.9	118
NATIONAL ENQUIRER	10336	8356	12.8	80.8	101	1944	14.2	18.8	112	3545	13.3	34.3	104	2866	11.6	27.7	91
NATIONAL GEOGRAPHIC	9597	8286	12.7	86.3	108	1853	13.6	19.3	115	3529	13.2	36.8	112	2904	11.8	30.3	99
NATIONAL SUNDAY MAGAZINE PKG	49558	41792	64.3	84.3	105	9517	69.7	19.2	114	17694	66.3	35.7	108	14581	59.0	29.4	96
NATURAL HISTORY	573	488	0.8	85.2	106	*112	0.8	19.5	116	*195	0.7	34.0	103	*181	0.7	31.6	104
NEW WOMAN	1699	1335	2.1	78.6	98	245	1.8	14.4	86	478	1.8	28.1	85	611	2.5	36.0	118
NEW YORK INCLUDING CUE	443	369	0.6	83.3	104	*107	0.8	24.2	143	*114	0.4	25.7	78	*148	0.6	33.4	110
THE NEW YORKER	1270	1138	1.7	89.6	112	220	1.6	17.3	103	501	1.9	39.4	120	416	1.7	32.8	107
NEWSWEEK	6277	5396	8.3	86.0	107	1381	10.1	22.0	131	2131	8.0	33.9	103	1884	7.6	30.0	98
THE N.Y. TIMES DAILY EDITION	1205	1115	1.7	92.5	115	328	2.4	27.2	161	430	1.6	35.7	108	357	1.4	29.6	97
THE N.Y. TIMES MAGAZINE	2081	1803	2.8	86.6	108	517	3.8	24.8	147	701	2.6	33.7	102	586	2.4	28.2	92
OHIO	788	666	1.0	84.5	105	*136	1.0	17.3	102	*210	0.8	26.6	81	320	1.3	40.6	133
ON CABLE	1158	983	1.5	84.9	106	*205	1.5	17.7	105	436	1.6	37.7	114	341	1.4	29.4	97
1001 HOME IDEAS	2852	2399	3.7	84.1	105	539	3.9	18.9	112	958	3.6	33.6	102	902	3.7	31.6	104
ORGANIC GARDENING	1658	1433	2.2	86.4	108	*211	1.5	12.7	75	606	2.3	36.6	111	616	2.5	37.2	122
OUTDOOR LIFE	896	810	1.2	90.4	113	*160	1.2	17.9	106	345	1.3	38.5	117	305	1.2	34.0	112
PARADE MAGAZINE	24275	20480	31.5	84.4	105	5239	38.4	21.6	128	8542	32.0	35.2	107	6700	27.1	27.6	90

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	65029	100.0	80.3	100	13653	100.0	16.9	100	26674	100.0	32.9	100	24702	100.0	30.5	100
PARENTS	3845	3131	4.8	81.4	101	699	5.1	18.2	108	1212	4.5	31.5	96	1219	4.9	31.7	104
PENTHOUSE	831	695	1.1	83.6	104	*123	0.9	14.8	88	*290	1.1	34.9	106	*282	1.1	33.9	111
PEOPLE	11645	9825	15.1	84.4	105	2269	16.6	19.5	116	4248	15.9	36.5	111	3308	13.4	28.4	93
PLAYBOY	2006	1651	2.5	82.3	102	384	2.8	19.1	114	629	2.4	31.4	95	639	2.6	31.9	104
POPULAR HOT RODDING	297	*235	0.4	79.1	99	*52	0.4	17.5	104	*67	0.3	22.6	68	*116	0.5	39.1	128
POPULAR MECHANICS	1018	923	1.4	90.7	113	*274	2.0	26.9	160	416	1.6	40.9	124	*233	0.9	22.9	75
POPULAR SCIENCE	878	725	1.1	82.6	103	*189	1.4	21.5	128	297	1.1	33.8	103	*239	1.0	27.2	89
PREVENTION	3913	3456	5.3	88.3	110	807	5.9	20.6	122	1466	5.5	37.5	114	1183	4.8	30.2	99
PSYCHOLOGY TODAY	1710	1462	2.2	85.5	106	335	2.5	19.6	116	574	2.2	33.6	102	554	2.2	32.4	106
READER'S DIGEST	22204	18798	28.9	84.7	105	4058	29.7	18.3	108	8275	31.0	37.3	113	6466	26.2	29.1	95
REDBOOK	7684	6529	10.0	85.0	106	1532	11.2	19.9	118	2732	10.2	35.6	108	2265	9.2	29.5	97
ROAD & TRACK	410	319	0.5	77.8	97	*74	0.5	18.0	107	*102	0.4	24.9	76	*143	0.6	34.9	114
ROLLING STONE	969	774	1.2	79.9	99	*204	1.5	21.1	125	236	0.9	24.4	74	333	1.3	34.4	113
RUNNER'S WORLD	298	264	0.4	88.6	110	*51	0.4	17.1	102	*153	0.6	51.3	156	*60	0.2	20.1	66
SATURDAY EVENING POST	1169	980	1.5	83.8	104	250	1.8	21.4	127	410	1.5	35.1	106	319	1.3	27.3	89
SCIENCE 84	587	465	0.7	79.2	99	*103	0.8	17.5	104	*219	0.8	37.3	113	*144	0.6	24.5	80
SCIENCE DIGEST	482	393	0.6	81.5	102	*57	0.4	11.8	70	*146	0.5	30.3	92	*239	0.8	39.6	130
SCIENTIFIC AMERICAN	594	515	0.8	86.7	108	*75	0.5	12.6	75	*224	0.8	37.7	114	*191	0.9	36.2	119
SELF	2089	1662	2.6	79.6	99	372	2.7	17.8	106	739	2.8	35.4	107	551	2.2	26.4	86
SEVENTEEN	2411	2062	3.2	85.5	107	679	5.0	28.2	167	871	3.3	36.1	110	512	2.1	21.2	70
SKI	480	403	0.6	84.0	105	*102	0.7	21.3	126	*130	0.5	27.1	82	*171	0.7	35.6	117
SMITHSONIAN	2760	2461	3.8	89.2	111	533	3.9	19.3	115	921	3.5	33.4	101	1007	4.1	36.5	120
SOAP OPERA DIGEST	3013	2457	3.8	81.5	102	658	4.8	21.8	130	1025	3.8	34.0	103	774	3.1	25.7	84
SOUTHERN LIVING	4184	3674	5.6	87.8	109	763	5.6	18.2	108	1693	6.3	40.5	123	1218	4.9	29.1	95
SPORT	559	463	0.7	82.8	103	*103	0.8	18.4	109	*201	0.8	36.0	109	*159	0.6	28.4	93
THE SPORTING NEWS	436	384	0.6	88.1	110	*171	1.3	39.2	233	*170	0.6	39.0	118	*43	0.2	9.9	32
SPORTS AFIELD	493	432	0.7	87.6	109	*79	0.6	16.0	95	*206	0.8	41.8	127	*147	0.6	29.8	98
SPORTS ILLUSTRATED	2758	2374	3.7	86.1	107	555	4.1	20.1	119	901	3.4	32.7	99	917	3.7	33.2	109
STAR	7456	6167	9.5	82.7	103	1482	10.9	19.9	118	2437	9.1	32.7	99	2249	9.1	30.2	99
SUNDAY	24936	21034	32.3	84.4	105	5020	36.8	20.1	119	8887	33.3	35.6	108	7127	28.9	28.6	94
SUNSET	2124	1910	2.9	89.9	112	*260	1.9	12.2	73	837	3.1	39.4	120	813	3.3	38.3	125
TV GUIDE	21661	17539	27.0	81.0	101	3894	28.5	18.0	107	7217	27.1	33.3	101	6428	26.0	29.7	97
TENNIS	550	462	0.7	84.0	105	*99	0.7	18.0	107	*233	0.9	42.4	129	*131	0.5	23.8	78
TIME	8880	7580	11.7	85.4	106	1957	14.3	22.0	131	2982	11.2	32.6	102	2641	10.7	29.7	98
TOWN & COUNTRY	917	836	1.3	91.2	114	*170	1.2	18.5	110	474	1.8	51.7	157	192	0.8	20.9	69
TRAVEL & LEISURE	972	900	1.4	92.6	115	*275	2.0	28.3	168	305	1.1	31.4	95	320	1.3	32.9	108
TRUE STORY	3356	2650	4.1	79.0	98	616	4.5	18.4	109	1084	4.1	32.3	98	950	3.8	28.3	93
U.S. NEWS & WORLD REPORT	3410	2925	4.5	85.8	107	680	5.0	19.9	118	1279	4.8	37.5	114	966	3.9	28.3	93
USA TODAY	1759	1613	2.5	91.7	114	411	3.0	23.4	139	685	2.6	38.9	118	516	2.1	29.3	96
US	1873	1621	2.5	86.5	108	447	3.3	23.9	142	623	2.3	33.3	101	551	2.2	29.4	96
VOGUE	3909	3227	5.0	82.6	103	893	6.5	22.8	136	1235	4.6	31.6	96	1099	4.4	28.1	92
MALL STREET JOURNAL	1886	1718	2.6	91.1	113	331	2.4	17.6	104	792	3.0	42.0	127	595	2.4	31.5	103
WEIGHT WATCHERS	2120	1763	2.7	83.2	104	400	2.9	18.9	112	761	2.9	35.9	109	602	2.4	28.4	93
WOMAN'S DAY	14172	12250	18.8	86.4	108	2966	21.7	20.9	124	5569	20.9	39.3	119	3715	15.0	26.2	86
WORKING MOTHER	1146	951	1.5	83.0	103	264	1.9	23.0	137	354	1.3	30.9	94	333	1.3	29.1	95
WORKING WOMAN	1322	1195	1.8	90.4	113	286	2.1	21.6	128	456	1.7	34.5	105	453	1.8	34.3	112
WORLD TENNIS	*163	*144	0.2	88.3	110	*39	0.3	23.9	142	*25	0.1	15.3	47	*81	0.3	49.7	163
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2137	3.3	84.4	105	546	4.0	21.6	128	801	3.0	31.6	96	790	3.2	31.2	102
BLAIR INSERTS	43657	36700	56.4	84.1	105	8563	62.7	19.6	116	15624	58.6	35.8	109	12513	50.7	28.7	94
DAILY NEWSPAPERS																	
READ ANY	51633	43383	66.7	84.0	105	9904	72.5	19.2	114	18190	68.2	35.2	107	15289	61.9	29.6	97
READ ONE	43463	36214	55.7	83.3	104	8069	59.1	18.6	110	15091	56.6	34.7	105	13054	52.8	30.0	98
READ TWO OR MORE	8170	7169	11.0	87.7	109	1835	13.4	22.5	133	3099	11.6	37.9	115	2235	9.0	27.4	90
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	44336	68.2	84.2	105	10038	73.5	19.1	113	18722	70.2	35.5	108	15577	63.1	29.6	97
READ ONE	46126	38470	59.2	83.4	104	8352	61.2	18.1	107	16447	61.7	35.7	108	13671	55.3	29.6	97
READ TWO OR MORE	6552	5866	9.0	89.5	111	1686	12.3	25.7	153	2274	8.5	34.7	105	1906	7.7	29.1	95
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.13				27.06				28.11				28.75			
30 DAY REACH	71455	57628	88.6	80.6	100	12211	89.4	17.1	101	23855	89.4	33.4	101	21562	87.3	30.2	99
50 SHWG - 30 DAY AV FREQ	14.56	14.79				14.21				14.71				15.21			
30 DAY REACH	67742	54909	84.4	81.1	101	11644	85.3	17.2	102	22854	85.7	33.7	102	20411	82.6	30.1	99
25 SHWG - 30 DAY AV FREQ	7.94	8.03				7.67				8.02				8.26			
30 DAY REACH	62117	50578	77.8	81.4	101	10817	79.2	17.4	103	20933	78.5	33.7	102	18829	76.2	30.3	99
CABLE TV: HOME WIRED	32077	27050	41.6	84.3	105	6260	45.9	19.5	116	11245	42.2	35.1	106	9546	38.6	29.8	98
HOME NOT WIRED	48909	37979	58.4	77.7	97	7393	54.1	15.1	90	15430	57.8	31.5	96	15156	61.4	31.0	102
HAVE PAY CABLE	15935	13772	21.2	86.4	108	3586	26.3	22.5	133	5675	21.3	35.6	108	4511	18.3	28.3	93

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS	80986	65029	100.0	80.3	100	13653	100.0	16.9	100	24474	100.0	32.9	100	24702	100.0	30.5	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	36069	55.5	82.1	102	7713	56.5	17.6	104	15065	56.5	34.3	104	13291	53.8	30.3	95	
10:00 AM - 3:00 PM	30659	25074	38.6	81.8	102	5615	41.1	18.3	109	10150	38.1	33.1	101	9309	37.7	30.4	100	
3:00 PM - 7:00 PM	31045	25213	38.8	81.2	101	5383	39.4	17.3	103	10477	39.3	33.7	102	9353	37.9	30.1	99	
7:00 PM - MIDNIGHT	15767	12626	19.4	80.1	100	2684	19.7	17.0	101	5059	19.0	32.1	97	4883	19.8	31.0	102	
MIDNIGHT - 6:00 AM	9120	7705	11.8	84.5	105	1632	12.0	17.9	106	3290	12.3	36.1	110	2783	11.3	30.5	100	
6:00 AM - MIDNIGHT	58527	47651	73.3	81.4	101	10299	75.4	17.6	104	19644	73.6	33.6	102	17708	71.7	30.3	99	
ENTIRE DAY	59311	48289	74.3	81.4	101	10422	76.3	17.6	104	19925	74.7	33.6	102	17942	72.6	30.3	99	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	13519	20.8	83.6	104	2759	20.2	17.1	101	5728	21.5	35.4	108	5031	20.4	31.1	102	
ALL NEWS	2256	1880	2.9	83.3	104	547	4.0	24.2	144	771	2.9	34.2	104	563	2.3	25.0	82	
AOR/PROGRESSIVE	3874	3073	4.7	79.3	99	529	3.9	13.7	81	1255	4.7	32.4	98	1290	5.2	33.3	105	
BEAUTIFUL MUSIC	5660	4606	7.1	81.4	101	1033	7.6	18.3	108	2023	7.6	35.7	109	1550	6.3	27.4	90	
BLACK	2204	1597	2.5	72.5	90	368	2.7	16.7	99	616	2.3	27.9	85	613	2.5	27.8	97	
CLASSICAL	1418	1210	1.9	85.3	106	349	2.6	24.6	146	404	1.5	28.5	87	457	1.9	32.2	100	
CHR/ROCK	9538	7575	11.6	79.4	99	1592	11.7	16.7	99	3074	11.5	32.2	98	2908	11.8	30.5	100	
COUNTRY	12648	10415	16.0	82.3	103	2110	15.5	16.7	99	4378	16.4	34.6	105	3926	15.9	31.0	102	
GOLDEN OLDIES	1191	938	1.4	78.8	98	197	1.4	16.5	98	493	1.8	41.4	126	248	1.0	20.8	60	
MOR/ROSTALGIA	4757	4064	6.2	85.4	106	983	7.2	20.7	123	1410	5.3	29.6	90	1672	6.8	35.1	115	
NEWS/TALK	3863	3309	5.1	85.7	107	750	5.5	19.4	115	1276	4.8	33.0	100	1283	5.2	33.2	105	
RELIGIOUS	3084	2359	3.6	76.5	95	658	4.8	21.3	127	824	3.1	26.7	81	877	3.6	28.4	93	
SOFT ROCK	521	442	0.7	84.8	106	111	0.8	21.3	126	158	0.6	30.3	92	172	0.7	33.9	100	
URBAN CONTEMPORARY	1515	1250	1.9	78.9	98	396	2.9	25.0	148	522	2.0	32.9	100	331	1.3	20.0	60	
MIXED NETWORKS:																		
ABC CONTEMPORARY	3261	2493	3.8	76.4	95	532	3.9	16.3	97	982	3.7	30.1	91	979	4.0	30.0	99	
ABC DIRECTION	2316	1924	3.0	83.1	103	493	3.6	21.3	126	784	2.9	33.9	103	647	2.6	27.9	92	
ABC ENTERTAINMENT	4834	3993	6.1	82.6	103	921	6.7	19.1	113	1534	5.8	31.7	96	1538	6.2	31.8	100	
ABC FM	2202	1720	2.6	78.1	97	345	2.5	15.7	93	636	2.4	28.9	88	739	3.0	33.6	110	
ABC INFORMATION	5425	4508	6.9	83.1	103	856	6.3	15.8	94	1732	6.5	31.9	97	1921	7.8	35.4	110	
ABC ROCK	1677	1371	2.1	81.8	102	294	2.2	17.5	104	508	1.9	30.3	92	569	2.3	33.9	111	
CBS	4430	3733	5.7	84.3	105	890	6.5	20.1	119	1589	6.0	35.9	109	1254	5.1	28.3	93	
MUTUAL	4992	4173	6.4	83.6	104	934	6.8	18.7	111	1678	6.3	33.6	102	1561	6.3	31.3	103	
NBC	4679	4072	6.3	87.0	108	953	7.0	20.4	121	1770	6.6	37.8	115	1348	5.5	28.8	99	
RADIO/ADIO	1994	1686	2.6	84.6	105	318	2.3	15.9	95	851	3.2	42.7	130	517	2.1	25.9	89	
RKO ONE	2298	1871	2.9	81.4	101	349	2.6	15.2	90	841	3.2	36.6	111	681	2.8	29.6	99	
RKO TWO	3311	2650	4.1	80.0	100	648	4.7	19.6	116	997	3.7	30.1	91	1006	4.1	30.4	100	
THE SOURCE	2114	1681	2.6	79.5	99	339	2.5	16.0	95	619	2.3	29.3	89	723	2.9	34.2	111	
NON-MIXED : BLAIR	8654	7136	11.0	82.5	103	1477	10.8	17.1	101	2865	10.7	33.1	101	2795	11.3	32.3	100	
INTERNET	12025	9991	15.4	83.1	103	2237	16.4	18.6	110	4053	15.2	33.7	102	3701	15.0	30.8	100	
KATZ RADIO GROUP	15359	12801	19.7	83.3	104	2680	19.6	17.4	104	5143	19.3	33.5	102	4978	20.2	32.4	100	
SUPERNET	10428	8731	13.4	82.2	102	1742	12.8	16.4	97	3988	15.0	37.5	114	3002	12.2	28.2	99	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	6856	10.5	79.2	99	1338	9.8	15.5	92	2723	10.2	31.4	95	2795	11.3	32.3	100	
WKDAY 9:00 AM - 1:00 PM	12163	9463	14.6	77.8	97	1997	14.6	16.4	97	3777	14.2	31.1	94	3689	14.9	30.3	99	
WKDAY 1:00 PM - 4:30 PM	16150	12698	19.5	78.6	98	2742	20.1	17.0	101	5097	19.1	31.6	96	4858	19.7	30.1	99	
WKDAY 4:30 PM - 7:30 PM	22463	17944	27.6	79.9	99	3836	28.1	17.1	101	7201	27.0	32.1	97	6907	28.0	30.7	100	
WKDAY 7:30 PM - 8:00 PM	31795	25583	39.3	80.5	100	5324	39.0	16.7	99	10458	39.2	32.9	100	9802	39.7	30.8	100	
WKDAY 11:00 PM - 11:30 PM	23977	19785	30.4	82.5	103	4479	32.8	18.7	111	8013	30.0	33.4	101	7293	29.5	30.4	100	
WKDAY 11:30 PM - 1:00 AM	7703	6288	9.7	81.6	102	1406	10.3	18.3	108	2580	9.7	33.5	102	2302	9.3	29.9	99	
M-SAT 8-11 PM-SUN 7-11 PM	33800	27375	42.1	81.0	101	5898	43.2	17.4	104	11171	41.9	33.1	100	10307	41.7	30.5	100	
WKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	5146	7.9	78.7	98	1282	9.4	19.6	116	2105	7.9	32.2	98	1759	7.1	26.9	89
ANOTHER WORLD	N	4620	3584	5.5	77.6	97	841	6.2	18.2	108	1477	5.5	32.0	97	1266	5.1	27.4	99
AS THE WORLD TURNS	C	5614	4370	6.7	77.8	97	765	5.6	13.6	81	1717	6.4	30.6	93	1889	7.6	33.3	100
CAPITOL	C	3396	2613	4.0	76.9	96	487	3.6	14.3	85	1098	4.1	32.3	98	1028	4.2	30.6	99
CBS MORN. NEWS 1	C	1446	1089	1.7	75.3	94	208	1.5	14.4	85	402	1.5	27.8	84	480	1.9	33.2	100
CBS MORN. NEWS 2	C	1207	915	1.4	75.8	94	233	1.7	19.3	115	276	1.0	22.9	69	407	1.6	33.7	111
DAYS OF OUR LIVES	N	5877	4686	7.2	79.7	99	1008	7.4	17.2	102	1959	7.3	33.3	101	1718	7.0	29.2	99
FACTS OF LIFE - DAYTIME	N	2290	1606	2.5	70.1	87	312	2.3	13.6	81	607	2.3	26.5	80	687	2.8	30.0	99
FAMILY FEUD	A	3023	2308	3.5	76.3	95	417	3.1	13.8	82	872	3.3	28.8	88	1018	4.1	33.7	111
GENERAL HOSPITAL	A	6097	4755	7.3	78.0	97	1205	8.8	19.8	117	1795	6.7	29.4	89	1755	7.1	28.8	89
GOOD MORNING, AMERICA-730	A	3515	2782	4.3	79.1	99	566	4.1	16.1	96	1134	4.3	32.3	98	1081	4.4	30.8	100
GOOD MORNING, AMERICA-830	A	2818	2340	3.6	83.0	103	504	3.7	17.9	106	1000	3.7	35.5	108	836	3.4	29.7	99
GUIDING LIGHT	C	5339	4238	6.5	79.4	99	719	5.3	13.5	80	1741	6.5	32.6	99	1777	7.2	33.	

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	TOTAL U.S. '000	FLAT BOX				UPRIGHT BOX				POCKET PACK				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	51588	100.0	63.7	100	22967	100.0	28.4	100	8258	100.0	10.2	100				
18 - 24	9282	5029	9.7	54.2	85	2132	9.3	23.0	81	852	10.3	9.2	90				
25 - 34	19072	12052	23.4	63.2	99	6162	26.8	32.3	114	2394	29.0	12.6	123				
35 - 44	14591	9485	18.4	65.0	102	4619	20.1	31.7	112	1419	17.2	9.7	95				
45 - 54	11345	7663	14.9	67.5	106	3403	14.8	30.0	106	1183	14.3	10.4	102				
55 - 64	11635	7690	14.9	66.1	104	3264	14.2	28.1	99	1109	13.4	9.5	93				
65 OR OLDER	15061	9670	18.7	64.2	101	3388	14.8	22.5	79	1301	15.8	8.6	85				
18 - 34	28354	17081	33.1	60.2	95	8294	36.1	29.3	103	3244	39.3	11.4	112				
18 - 49	48339	30240	58.6	62.6	98	14635	63.7	30.3	107	5276	63.9	10.9	107				
25 - 54	45008	29200	56.6	64.9	102	14184	61.8	31.5	111	4996	60.5	11.1	109				
35 - 49	19985	13160	25.5	65.8	103	6341	27.6	31.7	112	2030	24.6	10.2	100				
50 OR OLDER	32647	21348	41.4	65.4	103	8332	36.3	25.5	90	2982	36.1	9.1	90				
GRADUATED COLLEGE	11155	7905	15.3	70.9	111	4289	18.7	38.4	136	1796	21.7	16.1	158				
ATTENDED COLLEGE	13682	9355	18.1	68.4	107	5179	22.5	37.9	133	1677	20.3	12.3	120				
GRADUATED HIGH SCHOOL	33880	22230	43.1	65.6	103	9123	39.7	26.9	95	3292	39.9	9.7	95				
DID NOT GRADUATE HIGH SCHOOL	22270	12098	23.5	54.3	85	4377	19.1	19.7	69	1493	18.1	6.7	66				
EMPLOYED	40306	26351	51.1	65.4	103	13305	57.9	33.0	116	4666	56.5	11.6	114				
EMPLOYED FULL-TIME	32850	21409	41.5	65.2	102	11008	47.9	33.5	118	3729	45.2	11.4	111				
EMPLOYED PART-TIME	7456	4943	9.6	66.3	104	2297	10.0	30.8	109	937	11.3	12.6	123				
NOT EMPLOYED	40680	25237	48.9	62.0	97	9663	42.1	23.8	84	3592	43.5	8.8	87				
PROFESSIONAL/MANAGER	10392	7240	14.0	69.7	109	4210	18.3	40.5	143	1654	20.0	15.9	156				
TECH/CLERICAL/SALES	17574	11657	22.6	66.3	104	6139	26.7	34.9	123	1650	20.0	9.4	92				
PRECISION/CRAFT	985	738	1.4	74.9	118	*276	1.2	28.0	99	**106	1.3	10.8	106				
OTHER EMPLOYED	11354	6717	13.0	59.2	93	2680	11.7	23.6	83	1257	15.2	11.1	109				
SINGLE	9863	5784	11.2	58.6	92	2845	12.4	28.8	102	1158	14.0	11.7	115				
MARRIED	51375	34124	66.1	66.4	104	15234	66.3	29.7	105	5397	65.4	10.5	103				
DIVORCED/SEPARATED/WIDOWED	19748	11679	22.6	59.1	93	4889	21.3	24.8	87	1702	20.6	8.6	85				
PARENTS	32590	20229	39.2	62.1	97	9137	39.8	28.0	99	3300	40.0	10.1	99				
WHITE	70416	46312	89.8	65.8	103	20484	89.2	29.1	103	7333	88.8	10.4	102				
BLACK	8778	4251	8.2	48.4	76	1925	8.4	21.9	77	633	7.7	7.2	71				
OTHER	1791	*1025	2.0	57.2	90	*558	2.4	31.2	110	**291	3.5	16.2	159				
NORTHEAST-CENSUS	17786	12329	23.9	69.3	109	4924	21.4	27.7	98	1960	23.7	11.0	108				
NORTH CENTRAL	20741	14310	27.7	69.0	108	6486	28.2	31.3	110	1989	24.1	9.6	94				
SOUTH	27775	15802	30.6	56.9	89	7272	31.7	26.2	92	2444	29.6	8.8	86				
WEST	14683	9147	17.7	62.3	98	4286	18.7	29.2	103	1865	22.6	12.7	125				
NORTHEAST-MKTG.	17961	11908	23.1	66.3	104	5036	21.9	28.0	99	2037	24.7	11.3	111				
EAST CENTRAL	11885	8028	15.6	67.5	106	3276	14.3	27.6	97	1096	13.3	9.2	90				
WEST CENTRAL	14090	9688	18.8	68.8	108	4832	21.0	34.3	121	1493	18.1	10.6	104				
SOUTH	24081	13995	27.1	58.1	91	6141	26.7	25.5	90	1958	23.7	8.1	80				
PACIFIC	12969	7970	15.4	61.5	96	3683	16.0	28.4	100	1674	20.3	12.9	127				
COUNTY SIZE A	32439	20404	39.6	62.9	99	10077	43.9	31.1	110	3899	47.2	12.0	118				
COUNTY SIZE B	24915	16472	31.9	66.1	104	6861	29.9	27.5	97	2318	28.1	9.3	91				
COUNTY SIZE C	12930	8417	16.3	65.1	102	3248	14.1	25.1	89	1280	15.5	9.9	97				
COUNTY SIZE D	10703	6296	12.2	58.8	92	2780	12.1	26.0	92	761	9.2	7.1	70				
METRO CENTRAL CITY	24518	14730	28.6	60.1	94	6571	28.6	26.8	95	2887	35.0	11.8	115				
METRO SUBURBAN	35919	24479	47.5	68.2	107	11321	49.3	31.5	111	3876	46.9	10.8	106				
NON METRO	20549	12380	24.0	60.2	95	5075	22.1	24.7	87	1494	18.1	7.3	71				
TOP 5 ADI'S	18341	11798	22.9	64.3	101	5654	24.6	30.8	109	2372	28.7	12.9	127				
TOP 10 ADI'S	25378	16027	31.1	63.2	99	7791	33.9	30.7	108	2989	36.2	11.8	116				
TOP 20 ADI'S	36488	23074	44.7	63.2	99	11094	48.3	30.4	107	4074	49.3	11.2	109				
HSGLD INC. \$50,000 OR MORE	6612	4653	9.0	70.4	110	2844	12.4	43.0	152	808	9.8	12.2	120				
\$40,000 OR MORE	12659	8976	17.4	70.9	111	4890	21.3	38.6	136	1612	19.5	12.7	125				
\$30,000 OR MORE	24698	17269	33.5	69.9	110	9133	39.8	37.0	130	2960	35.8	12.0	118				
\$25,000 OR MORE	32077	22443	43.5	70.0	110	11388	49.6	35.5	125	3822	46.3	11.9	117				
\$20,000 - \$24,999	9144	6063	11.8	66.3	104	2820	12.3	30.8	109	1074	13.0	11.7	115				
\$15,000 - \$19,999	8728	5593	10.8	64.1	101	2277	9.9	26.1	92	984	11.9	11.3	111				
\$10,000 - \$14,999	12562	7707	14.9	61.4	96	3216	14.0	25.6	90	1065	12.9	8.5	83				
UNDER \$10,000	18475	9783	19.0	53.0	83	3267	14.2	17.7	62	1313	15.9	7.1	70				
HOUSEHOLD OF 1 PERSON	11987	7542	14.6	62.9	99	3350	14.6	27.9	99	1111	13.5	9.3	91				
2 PEOPLE	26577	17279	33.5	65.0	102	7817	34.0	29.4	104	2739	33.2	10.3	101				
3 OR 4 PEOPLE	30617	19242	37.3	62.8	99	8987	39.1	29.4	104	3256	39.4	10.6	104				
5 OR MORE PEOPLE	11804	7525	14.6	63.7	100	2813	12.2	23.8	84	1152	14.0	9.8	96				
NO CHILD IN HSHLD	46165	29883	57.9	64.7	102	13314	58.0	28.8	102	4764	57.7	10.3	101				
CHILD(REN) UNDER 2 YRS	5325	3105	6.0	58.3	92	1223	5.3	23.0	81	*453	5.5	8.5	83				
2 - 5 YEARS	14221	8571	16.6	60.3	95	3587	15.6	25.2	89	1415	17.1	10.0	98				
6 - 11 YEARS	15117	9546	18.5	63.1	99	4199	18.3	27.8	98	1548	18.7	10.2	100				
12 - 17 YEARS	16611	10781	20.9	64.9	102	4632	20.2	27.9	98	1621	19.6	9.8	96				
RESIDENCE OWNED	55884	37792	73.3	67.6	106	16923	73.7	30.3	107	5620	68.1	10.1	99				
VALUE: \$50,000 OR MORE	31744	22299	43.2	70.2	110	11197	48.8	35.3	124	3690	44.7	11.6	114				
VALUE: UNDER \$50,000	24140	15492	30.0	64.2	101	5727	24.9	23.7	84	1930	23.4	8.0	78				

		TOTAL U.S. '000	FLAT BOX				UPRIGHT BOX				POCKET PACK				A	B	C	D
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	51588	100.0	63.7	100	22967	100.0	28.4	100	8258	100.0	10.2	100				
MAGAZINES	QUINTILE 1	15799	10776	20.9	68.2	107	5604	24.4	35.5	125	2055	24.9	13.0	128				
	QUINTILE 2	17259	11755	22.8	68.1	107	5476	23.8	31.7	112	2065	25.0	12.0	117				
	QUINTILE 3	13545	8762	17.0	64.7	102	3739	16.3	27.6	97	1451	17.6	10.7	105				
	QUINTILE 4	15133	9436	18.3	62.4	98	4053	17.6	26.8	94	1410	17.1	9.3	91				
	QUINTILE 5	19250	10860	21.1	56.4	89	4095	17.8	21.3	75	1277	15.5	6.6	65				
NEWSPAPERS	QUINTILE 1	12413	8958	17.4	72.2	113	4043	17.6	32.6	115	1425	17.3	11.5	113				
	QUINTILE 2	24116	16369	31.7	67.9	107	7298	31.8	30.3	107	2684	32.5	11.1	109				
	QUINTILE 3	11261	7000	13.6	62.2	98	3742	16.3	33.2	117	1277	15.5	11.3	111				
	QUINTILE 4	20255	12561	24.3	62.0	97	5218	22.7	25.8	91	2039	24.7	10.1	99				
	QUINTILE 5	19250	6700	13.0	51.8	81	2666	11.6	20.6	73	833	10.1	6.4	63				
OUTDOOR	QUINTILE 1	14852	10192	19.8	68.6	108	4392	19.1	29.6	104	1713	20.7	11.5	113				
	QUINTILE 2	15725	9866	19.1	62.7	98	4855	21.1	30.9	109	1761	21.3	11.2	110				
	QUINTILE 3	16330	10388	20.1	63.6	100	5001	21.8	30.6	108	1609	19.5	9.9	97				
	QUINTILE 4	16744	10883	21.1	65.0	102	4424	19.3	26.4	93	1654	20.0	9.9	97				
	QUINTILE 5	17334	10259	19.9	59.2	93	4295	18.7	24.8	87	1521	18.4	8.8	86				
RADIO-DRIVE TIME	QUINTILE 1	15911	10354	20.1	65.1	102	5183	22.6	32.6	115	1996	24.2	12.5	123				
	QUINTILE 2	14837	9503	18.4	64.0	101	4517	19.7	30.4	107	1788	21.7	12.1	118				
	QUINTILE 3	15339	9477	18.4	61.8	97	4422	19.3	28.8	102	1333	16.1	8.7	85				
	QUINTILE 4	16723	10828	21.0	64.7	102	4349	18.9	26.0	92	1480	17.9	8.9	87				
	QUINTILE 5	18176	11427	22.2	62.9	99	4496	19.6	24.7	87	1661	20.1	9.1	90				
RADIO-MID- DAY	TERCILE 1	21020	13841	26.8	65.8	103	6432	28.0	30.6	108	2539	30.7	12.1	118				
	TERCILE 2	21610	13880	26.9	64.2	101	6138	26.7	28.4	100	2147	26.0	9.9	97				
	TERCILE 3	38355	23867	46.3	62.2	98	10398	45.3	27.1	96	3572	43.3	9.3	91				
RADIO-TOTAL	QUINTILE 1	15988	10443	20.2	65.3	103	5131	22.3	32.1	113	2086	25.3	13.0	128				
	QUINTILE 2	15626	10016	19.4	64.1	101	4186	18.2	26.8	94	1551	18.8	9.9	97				
	QUINTILE 3	16723	10928	21.2	65.3	103	5323	23.2	31.8	112	1750	21.2	10.5	103				
	QUINTILE 4	16342	10158	19.7	62.2	98	4399	19.2	26.9	95	1522	18.4	9.3	91				
	QUINTILE 5	16306	10043	19.5	61.6	97	3928	17.1	24.1	85	1349	16.3	8.3	81				
TV-PRIME TIME	QUINTILE 1	15953	10468	20.3	65.6	103	4298	18.7	26.9	95	1661	20.1	10.4	102				
	QUINTILE 2	16137	10570	20.5	65.5	103	4463	19.4	27.7	98	1612	19.5	10.0	98				
	QUINTILE 3	16420	10417	20.2	63.4	100	4888	21.3	29.8	105	1844	22.3	11.2	110				
	QUINTILE 4	16687	10592	20.5	63.5	100	4968	21.6	29.8	105	1665	20.2	10.0	98				
	QUINTILE 5	15789	9541	18.5	60.4	95	4350	18.9	27.6	97	1477	17.9	9.4	92				
TV-DAYTIME	TERCILE 1	27736	17488	33.9	63.1	99	6506	28.3	23.5	83	2411	29.2	8.7	85				
	TERCILE 2	26489	16619	32.2	62.7	98	8265	36.0	31.2	110	2802	33.9	10.6	104				
	TERCILE 3	26761	17482	33.9	65.3	103	8196	35.7	30.6	108	3044	36.9	11.4	112				
TV-TOTAL	QUINTILE 1	16345	10057	19.5	61.5	97	3787	16.5	23.2	82	1683	20.4	10.3	101				
	QUINTILE 2	16447	11125	21.6	67.6	106	4365	19.0	26.5	94	1549	18.8	9.4	92				
	QUINTILE 3	15980	10233	19.8	64.0	101	4813	21.0	30.1	106	1399	16.9	8.8	86				
	QUINTILE 4	15887	10123	19.6	63.7	100	5151	22.4	32.4	114	2008	24.3	12.6	124				
	QUINTILE 5	16326	10050	19.5	61.6	97	4851	21.1	29.7	105	1618	19.6	9.9	97				
MAGAZINES-NEWSPAPERS: DUAL		20721	14483	28.1	69.9	110	7029	30.6	33.9	120	2615	31.7	12.6	124				
MAGAZINE IMPERATIVE		19186	12149	23.6	63.3	99	5746	25.0	29.9	106	2207	26.7	11.5	113				
NEWSPAPER IMPERATIVE		21899	14446	28.0	66.0	104	6033	26.3	27.5	97	2118	25.6	9.7	95				
MAGAZINES-OUTDOOR: DUAL		15451	10437	20.2	67.5	106	5317	23.2	34.4	121	2053	24.9	13.3	130				
MAGAZINE IMPERATIVE		25953	17301	33.5	66.7	105	7927	34.5	30.5	108	2863	34.7	11.0	108				
OUTDOOR IMPERATIVE		24400	15153	29.4	62.1	97	6358	27.7	26.1	92	2249	27.2	9.2	90				
MAGAZINES-RADIO: DUAL		18049	12086	23.4	67.0	105	5959	25.9	33.0	116	2230	27.0	12.4	121				
MAGAZINE IMPERATIVE		23571	15910	30.8	67.5	106	7522	32.8	31.9	113	2662	32.2	11.3	111				
RADIO IMPERATIVE		23278	14457	28.0	62.1	97	6147	26.8	26.4	93	2228	27.0	9.6	94				
MAGAZINES-TELEVISION: DUAL		15459	10435	20.2	67.5	106	4770	20.8	30.9	109	1698	20.6	11.0	108				
MAGAZINE IMPERATIVE		25829	17282	33.5	66.9	105	8895	38.7	34.4	121	3131	37.9	12.1	119				
TELEVISION IMPERATIVE		26039	16041	31.1	61.6	97	5624	24.5	21.6	76	2202	26.7	8.5	83				
NEWSPAPERS-OUTDOOR: DUAL		16605	11592	22.5	69.8	110	5613	24.4	33.8	119	1940	23.5	11.7	115				
NEWSPAPER IMPERATIVE		26834	17993	34.9	67.1	105	8014	34.9	29.9	105	2793	33.8	10.4	102				
OUTDOOR IMPERATIVE		23346	14130	27.4	60.5	95	6321	27.5	27.1	95	2365	28.6	10.1	99				
NEWSPAPERS-RADIO: DUAL		17133	11939	23.1	69.7	109	5668	24.7	33.1	117	2189	26.5	12.8	125				
NEWSPAPER IMPERATIVE		25892	17527	34.0	67.7	106	7741	33.7	29.9	105	2607	31.6	10.1	99				
RADIO IMPERATIVE		23167	13839	26.8	59.7	94	6311	27.5	27.2	96	2288	27.7	9.9	97				
NEWSPAPERS-TELEVISION: DUAL		17159	11958	23.2	69.7	109	4895	21.3	28.5	101	1962	23.8	11.4	112				
NEWSPAPER IMPERATIVE		26214	17656	34.2	67.4	106	8818	38.4	33.6	119	3029	36.7	11.6	113				
TELEVISION IMPERATIVE		23412	13804	26.8	59.0	93	5419	23.6	23.1	82	1919	23.2	8.2	80				
OUTDOOR-RADIO: DUAL		15303	10142	19.7	66.3	104	4838	21.1	31.6	111	2105	25.5	13.8	135				
OUTDOOR IMPERATIVE		24901	15864	30.8	63.7	100	7145	31.1	28.7	101	2329	28.2	9.4	92				
RADIO IMPERATIVE		26492	16977	32.9	64.1	101	7668	33.4	28.9	102	2660	32.2	10.0	98				
OUTDOOR-TELEVISION: DUAL		14794	9705	18.8	65.6	103	4057	17.7	27.4	97	1474	17.8	10.0	98				
OUTDOOR IMPERATIVE		25437	16654	32.3	65.5	103	8350	36.4	32.8	116	2977	36.0	11.7	115				
TELEVISION IMPERATIVE		27877	17767	34.4	63.7	100	7100	30.9	25.5	90	2648	32.1	9.5	93				
RADIO-TELEVISION: DUAL		15996	10217	19.8	63.9	100	4413	19.2	27.6	97	1581	19.1	9.9	97				
RADIO IMPERATIVE		25478	16600	32.2	65.2	102	8470	36.9	33.2	117	3105	37.6	12.2	120				
TELEVISION IMPERATIVE		26573	17211	33.4	64.8	102	6574	28.6	24.7	87	2335	28.3	8.8	86				

	TOTAL U.S. '000	FLAT BOX				UPRIGHT BOX				POCKET PACK				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS	'000	%	DOWN	% ACROSS
TOTAL FEMALE HOMEMAKERS	80984	51588	100.0	63.7	100	22967	100.0	28.4	100	8258	100.0	10.2	100				
ATLANTIC MONTHLY	415	293	0.6	70.6	111	171	0.7	41.2	145	27	0.3	6.5	64				
BARRON'S	453	343	0.7	75.7	119	183	0.8	40.4	142	90	1.1	19.9	195				
BETTER HOMES & GARDENS	16256	11203	21.7	68.9	108	5279	23.0	32.5	115	1937	23.5	11.9	117				
BON APPETIT	2535	1667	3.2	65.8	103	984	4.3	38.9	137	415	5.0	16.4	161				
BUSINESS WEEK	1278	882	1.7	69.0	108	427	1.9	33.4	118	161	1.9	12.6	124				
CAR AND DRIVER	378	237	0.5	62.7	98	110	0.5	29.1	103	53	0.6	14.0	138				
CBS MAGAZINE NETWORK (GROSS)	1498	909	1.8	60.7	95	535	2.3	35.7	126	259	3.1	17.3	170				
CHANGING TIMES	1505	921	1.8	61.2	96	506	2.2	33.6	119	115	1.4	7.6	75				
COLONIAL HOMES	1231	710	1.4	57.7	91	434	1.9	35.3	124	121	1.5	9.8	96				
CONDE NAST MAG. PKG. (GROSS)	14146	8892	17.2	62.9	99	5060	22.0	35.8	126	1794	21.7	12.7	124				
CONSUMERS DIGEST	1323	969	1.9	73.2	115	430	1.9	32.5	115	131	1.6	9.9	97				
COSMOPOLITAN	7102	4447	8.6	62.6	98	2519	11.0	35.5	125	803	9.7	11.3	111				
COUNTRY LIVING	2481	1765	3.4	71.1	112	956	4.2	38.5	136	169	2.0	6.8	67				
CUISINE	1472	946	1.8	64.3	101	516	2.2	35.1	124	159	1.9	10.8	106				
CYCLE WORLD	425	269	0.5	63.3	99	159	0.7	37.4	132	102	1.2	24.0	235				
DCI:CREATIVE IDEAS FOR LIV	2510	1890	3.7	75.3	118	828	3.6	33.0	116	217	2.6	8.6	85				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4773	9.3	71.3	112	2473	10.8	36.9	130	647	7.8	9.7	95				
DISCOVER	894	549	1.1	61.4	96	260	1.1	29.1	103	54	0.7	6.0	59				
EBONY	3507	1973	3.8	56.3	88	883	3.8	25.2	89	271	3.3	7.7	76				
ESQUIRE	1083	663	1.3	61.2	96	302	1.3	27.9	98	156	1.9	14.4	141				
ESSENCE	1830	1082	2.1	59.1	93	533	2.3	29.1	103	174	2.1	9.5	93				
FAMILY CIRCLE	15930	10991	21.8	69.0	108	5434	23.7	34.1	120	1903	23.0	11.9	117				
THE FAMILY HANDYMAN	1126	776	1.5	68.9	108	335	1.5	29.8	105	132	1.6	11.7	115				
FAMILY WEEKLY	11468	8006	15.5	69.8	110	3296	14.4	28.7	101	1394	16.9	12.2	119				
FIELD & STREAM	2234	1426	2.8	63.8	100	691	3.0	30.9	109	227	2.7	10.2	100				
FOOD & WINE	579	386	0.7	66.7	105	194	0.8	33.5	118	76	0.9	13.1	129				
FORBES	728	460	0.9	63.2	99	249	1.1	34.2	121	169	2.0	23.2	228				
FORTUNE	906	632	1.2	69.8	110	354	1.5	39.1	138	129	1.6	14.2	140				
GENTLEMEN'S QUARTERLY	791	439	0.9	55.5	87	177	0.8	22.4	79	142	1.7	18.0	176				
GLAMOUR	5265	3293	6.4	62.5	98	1993	8.7	37.9	133	715	8.7	13.6	133				
GOLF DIGEST	636	497	1.0	78.1	123	273	1.2	42.9	151	110	1.3	17.3	170				
GOLF DIGEST/TENNIS (GROSS)	1186	886	1.7	74.7	117	470	2.0	39.6	140	192	2.3	16.2	159				
GOLF MAGAZINE	441	376	0.7	85.3	134	218	0.9	49.4	174	125	1.5	28.3	278				
GOLF MAGAZINE/SKI (GROSS)	922	697	1.4	75.6	119	355	1.5	38.5	136	213	2.6	23.1	227				
GOOD HOUSEKEEPING	16487	11333	22.0	68.7	108	5549	24.2	33.7	119	1831	22.2	11.1	109				
HARPER'S BAZAAR	2423	1499	2.9	61.9	97	902	3.9	37.2	131	421	5.1	17.4	170				
HEALTH	1994	1323	2.6	66.3	104	689	3.0	34.6	122	249	3.0	12.5	122				
HEARST MAG CORP. BUY (GROSS)	44101	29436	57.1	66.7	105	15464	67.3	35.1	124	5081	61.5	11.5	113				
HEARST MAN POWER (GROSS)	1993	1405	2.7	70.5	111	631	2.7	31.7	112	250	3.0	12.5	123				
HEARST WOMAN POWER (GROSS)	31274	20866	40.4	66.7	105	10906	47.5	34.9	123	3579	43.3	11.4	112				
HOUSE BEAUTIFUL	3623	2411	4.7	66.5	104	1258	5.5	34.7	122	352	4.3	9.7	95				
INC.	283	174	0.3	61.5	97	149	0.6	52.7	186	83	1.0	29.3	288				
JET	2928	1579	3.1	53.9	85	708	3.1	24.2	85	267	3.2	9.1	89				
LADIES' HOME JOURNAL	13918	8376	16.2	70.3	110	4239	18.5	35.6	125	1189	14.4	10.0	98				
LHJ FAMILY GRP COMBO(GROSS)	16764	11667	22.6	69.6	109	5885	25.6	35.1	124	1700	20.6	10.1	99				
LIFE	4254	2746	5.3	64.6	101	1295	5.6	30.4	107	521	6.3	12.2	120				
L.A. TIMES HOME MAGAZINE	1145	601	1.2	52.5	82	565	2.5	49.3	174	305	3.7	26.6	261				
MADMOISELLE	2884	1886	3.7	65.4	103	1236	5.4	42.9	151	318	3.9	11.0	108				
MC CALL'S	13460	9221	17.9	68.5	108	4795	20.9	35.6	126	1702	20.6	12.6	124				
MC CALL'S/MRK MOTHER (GROSS)	14606	9994	19.4	68.4	107	5099	22.2	34.9	123	1825	22.1	12.5	123				
MECHANIX ILLUSTRATED	772	610	1.2	79.0	124	195	0.8	25.3	89	61	0.7	7.9	77				
METROPOLITAN HOME	967	656	1.3	67.8	106	400	1.7	41.4	146	173	2.1	17.9	175				
MONEY	1588	1098	2.1	69.1	109	682	3.0	42.9	151	265	3.2	16.7	164				
MOTHER EARTH NEWS	1002	705	1.4	70.4	110	285	1.2	28.4	100	100	1.2	10.0	98				
MS.	825	560	1.1	67.9	107	265	1.2	32.1	113	59	0.7	7.2	70				
NATIONAL ENQUIRER	10336	6472	12.5	62.6	98	2608	11.4	25.2	89	920	11.1	8.9	87				
NATIONAL GEOGRAPHIC	9597	6823	13.2	71.1	112	3342	14.6	34.8	123	1324	16.0	13.8	135				
NATIONAL SUNDAY MAGAZINE PKG	49558	33295	64.5	67.2	105	15334	66.8	30.9	109	5685	68.8	11.5	112				
NATURAL HISTORY	573	430	0.8	75.0	118	193	0.8	33.7	119	90	1.1	15.7	154				
NEW WOMAN	1699	1060	2.1	62.4	98	520	2.3	30.6	108	219	2.7	12.9	126				
NEW YORK INCLUDING CUE	443	307	0.6	69.3	109	125	0.5	28.2	99	66	0.8	14.9	146				
THE NEW YORKER	1270	860	1.7	67.7	106	375	1.6	29.5	104	158	1.9	12.4	122				
NEWSWEEK	6277	4402	8.5	70.1	110	2180	9.5	34.7	122	965	11.7	15.4	151				
THE N.Y. TIMES DAILY EDITION	1205	955	1.9	79.3	124	438	1.9	36.3	128	188	2.3	15.6	153				
THE N.Y. TIMES MAGAZINE	2081	1574	3.1	75.6	119	681	3.0	32.7	115	354	4.3	17.0	167				
OMNI	788	508	1.0	64.5	101	233	1.0	29.6	104	125	1.5	15.9	156				
ON CABLE	1158	821	1.6	70.9	111	322	1.4	27.8	98	135	1.6	11.7	114				
1001 HOME IDEAS	2852	1968	3.8	69.0	108	957	4.2	33.6	118	261	3.2	9.2	90				
ORGANIC GARDENING	1658	1123	2.2	67.7	106	453	2.0	27.3	96	115	1.4	6.9	68				
OUTDOOR LIFE	896	658	1.3	73.4	115	263	1.1	29.4	104	99	1.2	11.0	108				
PARADE MAGAZINE	24275	16322	31.6	67.2	106	7189	31.3	29.6	104	2615	31.7	10.8	106				

	TOTAL U.S. '000	FLAT BOX				UPRIGHT BOX				POCKET PACK				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	51588	100.0	63.7	100	22967	100.0	28.4	100	8258	100.0	10.2	100				
PARENTS	3845	2555	5.0	66.4	104	1140	5.0	29.6	105	403	4.9	10.5	103				
PENTHOUSE	831	557	1.1	67.0	105	*203	0.9	24.4	86	**124	1.5	14.9	146				
PEOPLE	11645	7647	14.8	65.7	103	4150	18.1	35.6	126	1333	16.1	11.4	112				
PLAYBOY	2006	1257	2.4	62.7	98	683	3.0	34.0	120	*258	3.1	12.9	126				
POPULAR HOT RODDING	297	*181	0.4	60.9	96	**88	0.4	29.6	104	**15	0.2	5.1	50				
POPULAR MECHANICS	1018	755	1.5	74.2	116	*340	1.5	33.4	118	**171	2.1	16.8	165				
POPULAR SCIENCE	878	597	1.2	68.0	107	*271	1.2	30.9	109	**73	0.9	8.3	82				
PREVENTION	3913	2684	5.2	68.6	108	1336	5.8	34.1	120	544	6.6	13.9	136				
PSYCHOLOGY TODAY	1710	1203	2.3	70.4	110	570	2.5	33.3	118	*235	2.8	13.7	135				
READER'S DIGEST	22204	15110	29.3	68.1	107	6993	30.4	31.5	111	2546	30.8	11.5	112				
REDBOOK	7684	5086	9.9	66.2	104	2837	12.4	36.9	130	944	11.4	12.3	120				
ROAD & TRACK	410	*273	0.5	66.6	105	**118	0.5	28.8	101	**51	0.6	12.4	122				
ROLLING STONE	969	673	1.3	69.5	109	235	1.0	24.3	86	*104	1.3	10.7	105				
RUNNER'S WORLD	298	*219	0.4	73.5	115	**95	0.4	31.9	112	**47	0.6	15.8	155				
SATURDAY EVENING POST	1169	771	1.5	66.0	104	391	1.7	33.4	118	**128	1.6	10.9	107				
SCIENCE 84	587	366	0.7	62.4	98	*151	0.7	25.7	91	**43	0.5	7.3	72				
SCIENCE DIGEST	482	296	0.6	61.4	96	*163	0.7	33.8	119	**31	0.4	6.4	63				
SCIENTIFIC AMERICAN	594	399	0.8	67.2	105	*158	0.7	26.6	94	**59	0.7	9.9	97				
SELF	2089	1317	2.6	63.0	99	560	2.4	26.8	95	*253	3.1	12.1	119				
SEVENTEEN	2411	1499	2.9	62.2	98	822	3.6	34.1	120	329	4.0	13.6	134				
SKI	480	322	0.6	67.1	105	*137	0.6	28.5	101	**89	1.1	18.5	182				
SMITHSONIAN	2760	2078	4.0	75.3	118	937	4.1	33.9	120	469	5.7	17.0	167				
SOAP OPERA DIGEST	3013	1910	3.7	63.4	100	800	3.5	26.6	94	267	3.2	8.9	87				
SOUTHERN LIVING	4184	2883	5.6	68.9	108	1645	7.2	39.3	139	430	5.2	10.3	101				
SPORT	559	346	0.7	61.9	97	*168	0.7	30.1	106	**57	0.7	10.2	100				
THE SPORTING NEWS	436	*356	0.7	81.7	128	**88	0.4	20.2	71	**69	0.8	15.8	155				
SPORTS AFIELD	493	355	0.7	72.0	113	*128	0.6	26.0	92	**48	0.6	9.7	95				
SPORTS ILLUSTRATED	2758	1979	3.8	71.8	113	921	4.0	33.4	118	469	5.7	17.0	167				
STAR	7456	4806	9.3	64.5	101	1959	8.5	26.3	93	601	7.3	8.1	79				
SUNDAY	24936	16648	32.3	66.8	105	7855	34.2	31.5	111	2820	34.1	11.3	111				
SUNSET	2124	1617	3.1	76.1	120	757	3.3	35.6	126	306	3.7	14.4	141				
TV GUIDE	21661	13798	26.7	63.7	100	6204	27.0	28.6	101	2298	27.8	10.6	104				
TENNIS	550	389	0.8	70.7	111	*197	0.9	35.8	126	**83	1.0	15.1	148				
TIME	8880	6054	11.7	68.2	107	3046	13.3	34.3	121	1180	14.3	13.3	130				
TOWN & COUNTRY	917	699	1.4	76.2	120	326	1.4	35.6	125	*174	2.1	19.0	186				
TRAVEL & LEISURE	972	772	1.5	79.4	125	338	1.5	34.8	123	*118	1.4	12.1	119				
TRUE STORY	3356	1961	3.8	58.4	92	820	3.6	24.4	86	341	4.1	10.2	100				
U.S. NEWS & WORLD REPORT	3410	2427	4.7	71.2	112	1090	4.7	32.0	113	303	3.7	8.9	87				
USA TODAY	1759	1252	2.4	71.2	112	645	2.8	36.7	129	216	2.6	12.3	120				
US	1873	1340	2.6	71.5	112	853	3.7	45.5	161	*236	2.9	12.6	124				
VOGUE	3909	2396	4.6	61.3	96	1271	5.5	32.5	115	508	6.2	13.0	127				
MALL STREET JOURNAL	1886	1415	2.7	75.0	118	711	3.1	37.7	133	359	4.3	19.0	187				
WEIGHT WATCHERS	2120	1422	2.8	67.1	105	683	3.0	32.2	114	*250	3.0	11.8	116				
WOMAN'S DAY	14172	9881	19.2	69.7	109	4752	20.7	33.5	118	1815	22.0	12.8	126				
WORKING MOTHER	1146	774	1.5	67.5	106	304	1.3	26.5	94	**122	1.5	10.6	104				
WORKING WOMAN	1322	974	1.9	73.7	116	464	2.0	35.1	124	*161	1.9	12.2	119				
WORLD TENNIS	*163	*112	0.2	68.7	108	**52	0.2	31.9	112	**10	0.1	6.1	60				
ZIFF-DAVIS MAG NETHK (GROSS)	2532	1760	3.4	69.5	109	850	3.7	33.6	118	409	5.0	16.2	158				
BLAIR INSERTS	43657	29174	56.6	66.8	105	13537	58.9	31.0	109	4961	60.1	11.4	111				
DAILY NEWSPAPERS																	
READ ANY	51633	34703	67.3	67.2	106	15670	68.2	30.3	107	5576	67.5	10.8	106				
READ ONE	43463	28851	55.9	66.4	104	12856	56.0	29.6	104	4624	56.0	10.6	104				
READ TWO OR MORE	8170	5852	11.3	71.6	112	2814	12.3	34.4	121	952	11.5	11.7	114				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	35323	68.5	67.1	105	16269	70.8	30.9	109	6026	73.0	11.4	112				
READ ONE	46126	30538	59.2	66.2	104	14028	61.1	30.4	107	5171	62.6	11.2	110				
READ TWO OR MORE	6552	4785	9.3	73.0	115	2241	9.8	34.2	121	855	10.4	13.0	128				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.48				28.93				28.33							
30 DAY REACH	71455	45791	88.8	64.1	101	20512	89.3	28.7	101	7473	90.5	10.5	103				
50 SHWG - 30 DAY AV FREQ	14.56	14.97				15.08				15.02							
30 DAY REACH	67742	43663	84.6	64.5	101	19701	85.8	29.1	103	7062	85.5	10.4	102				
25 SHWG - 30 DAY AV FREQ	7.94	8.12				8.13				8.07							
30 DAY REACH	62117	40286	78.1	64.9	102	18267	79.5	29.4	104	6590	79.8	10.6	104				
CABLE TV: HOME WIRED	32077	22011	42.7	68.6	108	9993	43.5	31.2	110	3713	45.0	11.6	114				
HOME NOT WIRED	48909	29578	57.3	60.5	95	12974	56.5	26.5	94	4544	55.0	9.3	91				
HAVE PAY CABLE	15935	11251	21.8	70.6	111	5658	24.6	35.5	125	2099	25.4	13.2	129				

	TOTAL U.S. '000	FLAT BOX				UPRIGHT BOX				POCKET PACK				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	51588	100.0	63.7	100	22967	100.0	28.4	100	8258	100.0	10.2	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	28636	55.5	65.2	102	13553	59.0	30.9	109	4765	57.7	10.8	106				
10:00 AM - 3:00 PM	30659	20241	39.2	66.0	104	9024	39.3	29.4	104	3398	41.1	11.1	109				
3:00 PM - 7:00 PM	31045	20008	38.8	64.4	101	9531	41.5	30.7	108	3437	41.6	11.1	109				
7:00 PM - MIDNIGHT	15767	10036	19.5	63.7	100	4832	21.0	30.6	108	1813	22.0	11.5	113				
MIDNIGHT - 6:00 AM	9120	6246	12.1	68.5	108	2789	12.1	30.6	108	1099	13.3	12.1	118				
6:00 AM - MIDNIGHT	58527	37891	73.4	64.7	102	17537	76.4	30.0	106	6328	76.6	10.8	106				
ENTIRE DAY	59311	38420	74.5	64.8	102	17778	77.4	30.0	106	6441	78.0	10.9	107				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	10941	21.2	67.7	106	5030	21.9	31.1	110	1852	22.4	11.5	112				
ALL NEWS	2256	1467	2.8	65.0	102	643	2.8	28.5	101	317	3.8	14.1	138				
AOR/PROGRESSIVE	3874	2458	4.8	63.4	100	1143	5.0	29.5	104	467	5.7	12.1	118				
BEAUTIFUL MUSIC	5660	3619	7.0	63.9	100	1848	8.0	32.7	115	640	7.8	11.3	111				
BLACK	2204	1166	2.3	52.9	83	603	2.6	27.4	96	230	2.8	10.4	102				
CLASSICAL	1418	1018	2.0	71.8	113	504	2.2	35.5	125	*165	2.0	11.6	114				
CHR/ROCK	9538	6101	11.8	64.0	100	2877	12.5	30.2	106	1141	13.8	12.0	117				
COUNTRY	12648	8415	16.3	66.5	104	3788	16.5	29.9	106	1092	13.2	8.6	85				
GOLDEN OLDIES	1191	719	1.4	60.4	95	344	1.5	28.9	102	*133	1.6	11.2	110				
MOR/NOSTALGIA	4757	3252	6.3	68.4	107	1415	6.2	29.7	105	635	7.7	13.3	131				
NEWS/TALK	3863	2568	5.0	66.5	104	1120	4.9	29.0	102	369	4.5	9.6	94				
RELIGIOUS	3084	1855	3.6	60.1	94	913	4.0	29.6	104	271	3.3	8.8	86				
SOFT ROCK	521	313	0.6	60.1	94	*149	0.6	28.6	101	*87	1.1	16.7	164				
URBAN CONTEMPORARY	1585	909	1.8	57.4	90	476	2.1	30.0	106	*195	2.4	12.3	121				
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1920	3.7	58.9	92	884	3.8	27.1	96	283	3.4	8.7	85				
ABC DIRECTION	2316	1563	3.0	67.5	106	607	2.6	26.2	92	311	3.8	13.4	132				
ABC ENTERTAINMENT	4834	3255	6.3	67.3	106	1388	6.0	28.7	101	400	4.8	8.3	81				
ABC FM	2202	1441	2.8	65.4	103	615	2.7	27.9	98	*237	2.9	10.8	106				
ABC INFORMATION	5425	3706	7.2	68.3	107	1465	6.4	27.0	95	521	6.3	9.6	94				
ABC ROCK	1677	1192	2.3	71.1	112	534	2.3	31.8	112	*150	1.8	8.9	88				
CBS	4430	3024	5.9	68.3	107	1331	5.8	30.0	106	482	5.8	10.9	107				
MUTUAL	4992	3148	6.1	63.1	99	1495	6.5	29.9	106	533	6.5	10.7	105				
NBC	4679	3343	6.5	71.4	112	1376	6.0	29.4	104	453	5.5	9.7	95				
RADIORADIO	1994	1425	2.8	71.5	112	580	2.5	29.1	103	*189	2.3	9.5	93				
RKO ONE	2298	1374	2.7	59.8	94	838	3.6	36.5	129	344	4.2	15.0	147				
RKO TWO	3311	2069	4.0	62.5	98	1086	4.7	32.8	116	389	4.7	11.7	115				
THE SOURCE	2114	1303	2.5	61.6	97	673	2.9	31.8	112	*174	2.1	8.2	81				
NON-WIRED: BLAIR	8654	5806	11.3	67.1	105	2671	11.6	30.9	109	907	11.0	10.5	103				
INTERNET	12025	7858	15.2	65.3	103	3724	16.2	31.0	109	1632	19.8	13.6	133				
KATZ RADIO GROUP	15359	10091	19.6	65.7	103	4760	20.7	31.0	109	1576	19.1	10.3	101				
SUPERNET	10628	7045	13.7	66.3	104	3271	14.2	30.8	109	1227	14.9	11.5	113				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	5428	10.5	62.7	98	2285	9.9	26.4	93	833	10.1	9.6	94				
MKDAY 9:00 AM - 1:00 PM	12163	7539	14.6	62.0	97	2837	12.4	23.3	82	1131	13.7	9.3	91				
MKDAY 1:00 PM - 4:30 PM	16150	10004	19.4	61.9	97	3953	17.2	24.5	86	1387	16.8	8.6	84				
MKDAY 4:30 PM - 7:30 PM	22463	14292	27.7	63.6	100	5781	25.2	25.7	91	2219	26.9	9.9	97				
MKDAY 7:30 PM - 8:00 PM	31795	20481	39.7	64.4	101	8677	37.8	27.3	96	3171	38.4	10.0	98				
MKDAY 11:00 PM - 11:30 PM	23977	15930	30.9	66.4	104	6729	29.3	28.1	99	2424	29.4	10.1	99				
MKDAY 11:30 PM - 1:00 AM	7703	5108	9.9	66.3	104	2021	8.8	26.2	93	765	9.3	9.9	97				
M-SAT 8-11 PM-SUN 7-11 PM	33800	21936	42.5	64.9	102	9512	41.4	28.1	99	3534	42.8	10.5	103				
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	3995	7.7	61.1	96	1716	7.5	26.2	93	583	7.1	8.9	87			
ANOTHER WORLD	N	4620	2764	5.4	59.8	94	1210	5.3	26.2	92	454	5.5	9.8	96			
AS THE WORLD TURNS	C	5614	3536	6.9	63.0	99	1179	5.1	21.0	74	387	4.7	6.9	68			
CAPITOL	C	3396	2064	4.0	60.8	95	648	2.8	19.1	67	270	3.3	8.0	78			
CBS MORN. NEWS 1	C	1446	868	1.7	60.0	94	404	1.8	27.9	99	116	1.4	8.0	79			
CBS MORN. NEWS 2	C	1207	732	1.4	60.6	95	306	1.3	25.4	89	115	1.4	9.5	93			
DAYS OF OUR LIVES	N	5877	3698	7.2	62.9	99	1534	6.7	26.1	92	661	8.0	11.2	110			
FACTS OF LIFE - DAYTIME	N	2290	1274	2.5	55.6	87	490	2.1	21.4	75	208	2.5	9.1	89			
FAMILY FEUD	A	3023	1858	3.6	61.5	96	712	3.1	23.6	83	278	3.4	9.2	90			
GENERAL HOSPITAL	A	6097	3688	7.1	60.5	95	1596	6.9	26.2	92	450	5.4	7.4	72			
GOOD MORNING, AMERICA-730A	A	3515	2205	4.3	62.7	98	975	4.2	27.7	98	309	3.7	8.8	86			
GOOD MORNING, AMERICA-830A	A	2818	1873	3.6	66.5	104	833	3.6	29.6	104	266	3.2	9.4	93			
GUIDING LIGHT	C	5339	3319	6.4	62.2	98	1187	5.2	22.2	78	437	5.3	8.2	80			
ONE LIFE TO LIVE	A	4478	2664	5.2	59.5	93	1122	4.9	25.1	88	302	3.7	6.7	66			
PRESS YOUR LUCK	C	2244	1467	2.8	65.4	103	538	2.3	24.0	85	223	2.7	9.9	97			
PRICE IS RIGHT 1	C	4348	2853	5.5	65.6	103	973	4.2	22.4	79	368	4.5	8.5	83			
PRICE IS RIGHT 2	C	5014	3238	6.3	64.6	101	1112	4.8	22.2	78	410	5.0	8.2	80			
RYAN'S HOPE	A	3150	1942	3.8	61.7	97	808	3.5	25.7	90	267	3.2	8.5	83			
SALE OF THE CENTURY	N	2695	1639	3.2	60.8	95	567	2.5	21.0	74	246	3.0	9.1	90			
SEARCH FOR TOMORROW	N	2319	1385	2.7	59.7	94	532	2.3	22.9	81	223	2.7	9.6	94			
TODAY SHOW 1	N	2693	1736	3.4	64.5	101	717	3.1	26.6	94	263	3.2	9.8	96			
TODAY SHOW 2	N	2498	1592	3.1	63.7	100	605	2.6	24.2	85	230	2.8	9.2	90			
\$25,000 PYRAMID	C	2753	1682	3.3	61.1	96	553	2.4	20.1	71	215	2.6	7.8	77			
WHEEL OF FORTUNE	N	4388	2810	5.4	64.0	101	980	4.3	22.3	79	467	5.7	10.6	104			
YOUNG AND THE RESTLESS	C	5695	3449	6.7	60.9	96	1040	4.5	18.3	64	492	6.0	8.6	85			
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	A	1760	1061	2.1	60.3	95	502	2.2	28.5	101	216	2.6	12.3	120			
NBA PLAYOFF GAME -1	C	1136	686	1.3	60.4	95	267	1.2	23.5	83	*105	1.3	9.2	91			
NBC MAJOR LEAGUE PRE-GAME N	N	953	556	1.1	58.3	92	*172	0.7	18.0	64	*36	0.4	3.8	37			
SPORTSWORLD - SUN	N	1233	773	1.5	62.7	98	333	1.4	27.0	95	*146	1.8	11.8	116			
SUNDAY MORNING	C	1611	1034	2.0	64.2	101	552	2.4	34.3	121	149	1.8	9.2	91			

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	51588	100.0	63.7	100		22967	100.0	28.4	100			8258	100.0	10.2	100	
MKDAY LOCAL EVENING TV NEWS	26063	17026	33.0	65.3	103		6787	29.6	26.0	92			2527	30.6	9.7	95	
NETWORK AFFILIATES - EARLY	20261	13589	26.3	67.1	105		5721	24.9	28.2	100			1971	23.9	9.7	95	
NETWORK AFFILIATES - LATE	2076	1382	2.7	66.6	105		623	2.7	30.0	106			294	3.6	14.2	139	
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	6751	13.1	64.6	101		2826	12.3	27.0	95			985	11.9	9.4	92	
ABC MONDAY NIGHT MOVIE	A 6412	4208	8.2	65.6	103		2034	8.9	31.7	112			651	7.9	10.2	100	
ABC SUNDAY NIGHT MOVIE	A 12407	7894	15.3	63.6	100		3671	16.0	29.6	104			1296	15.7	10.4	102	
ABC WORLD NEWS TONIGHT	A 6176	3973	7.7	64.3	101		1572	6.8	25.5	90			595	7.2	9.6	94	
AFTERMASH	C 5863	3927	7.6	67.0	105		1496	6.5	25.5	90			610	7.4	10.4	102	
ALICE	C 9594	6280	12.2	65.5	103		2605	11.3	27.2	96			1079	13.1	11.2	110	
AMERICAN PARADE	C 6622	4196	8.1	63.4	99		1866	8.1	28.2	99			680	8.2	10.3	101	
BENSON	A 10886	7122	13.8	65.4	103		3246	14.1	29.8	105			1184	14.3	10.9	107	
BLUE THUNDER	A 5036	3251	6.3	64.6	101		1414	6.2	28.1	99			607	7.4	12.1	118	
CAGNEY & LACEY	A 9965	6885	13.3	69.1	108		2812	12.2	28.2	100			1148	13.9	11.5	113	
CBS EVENING NEWS-DEAN	C 3491	2166	4.2	62.0	97		965	4.2	27.6	97			298	3.6	8.5	84	
CBS EVENING NEWS-RATHER	C 7123	4794	9.3	67.3	106		1932	8.4	27.1	96			747	9.0	10.5	103	
CBS SAT. NEWS-SCHIEFFER	C 3621	2433	4.7	67.2	105		889	3.9	24.6	87			340	4.1	9.4	92	
CBS SATURDAY NIGHT MOVIE	C 5436	3592	7.0	66.1	104		1615	7.0	29.7	105			501	6.1	9.2	90	
CBS WEDNESDAY NIGHT MOVIE	C 6100	3922	7.6	64.3	101		1716	7.5	28.1	99			566	6.9	9.3	91	
CHEERS	N 8889	5944	11.5	66.9	105		2497	10.9	28.1	99			966	11.7	10.9	107	
DALLAS	C 22109	14681	28.5	66.4	104		6196	27.0	28.0	99			2153	26.1	9.7	96	
DIFF'RENT STROKES	N 6940	4201	8.1	60.5	95		1740	7.6	25.1	88			627	7.6	9.0	89	
DOUBLE TROUBLE	N 7223	4522	8.8	62.6	98		2006	8.7	27.8	98			720	8.7	10.0	98	
DUCK FACTORY	N 5595	3669	7.1	65.6	103		1445	6.3	25.8	91			577	7.0	10.3	101	
DUKES OF HAZZARD	C 5768	3757	7.3	65.1	102		1453	6.3	25.2	89			490	5.9	8.5	83	
DYNASTY	A 20053	12556	24.3	62.6	98		5610	24.4	28.0	99			1998	24.2	10.0	98	
FACTS OF LIFE	N 8087	5104	9.9	63.1	99		2129	9.3	26.3	93			858	10.4	10.6	104	
FALCON CREST	C 20046	13423	26.0	67.0	105		5665	24.7	28.3	100			2018	24.4	10.1	99	
FALL GUY	A 9084	5707	11.1	62.8	99		2484	10.8	27.3	96			840	10.2	9.2	91	
FAMILY TIES	N 7964	4975	9.6	62.5	98		2188	9.5	27.5	97			801	9.7	10.1	99	
FANTASY ISLAND	A 7687	4627	9.0	60.2	94		2137	9.3	27.8	98			848	10.3	11.0	108	
FOULUPS, BLEEPs & BLUNDERS	A 8861	5545	10.7	62.6	98		2561	11.2	28.9	102			899	10.9	10.1	99	
FOUR SEASONS	C 5095	3490	6.8	68.5	108		1441	6.3	28.3	100			514	6.2	10.1	99	
GIMME A BREAK	N 8838	5322	10.3	60.2	95		2231	9.7	25.2	89			838	10.1	9.5	93	
HART TO HART	A 8978	5745	11.1	64.0	100		2473	10.8	27.5	97			764	9.3	8.5	83	
HILL STREET BLUES	N 8590	5522	10.7	64.3	101		2600	11.3	30.3	107			993	12.0	11.6	113	
HOTEL	A 14085	9000	17.4	63.9	100		3576	15.6	25.4	90			1416	17.1	10.1	99	
JEFFERSONS	C 9360	6196	12.0	66.2	104		2510	10.9	26.8	95			1043	12.6	11.1	109	
JENNIFER SLEPT HERE	N 5841	3553	6.9	60.8	95		1507	6.6	25.8	91			618	7.5	10.6	104	
KATE & ALLIE	C 9206	6054	11.7	65.8	103		2551	11.1	27.7	98			980	11.9	10.6	104	
KNIGHT RIDER	N 7076	4527	8.8	64.0	100		2050	8.9	29.0	102			757	9.2	10.7	105	
LOVE BOAT	A 12219	7533	14.6	61.6	97		3371	14.7	27.6	97			1445	17.5	11.8	116	
MAGNUM PI	C 11199	7361	14.3	65.7	103		3232	14.1	28.9	102			1079	13.1	9.6	94	
MAMA'S FAMILY	N 6057	3918	7.6	64.7	102		1649	7.2	27.2	96			552	6.7	9.1	89	
MASTER, THE	N 3598	2235	4.3	62.1	98		949	4.1	26.4	93			347	4.2	9.6	95	
MATT HOUSTON	A 6344	4158	8.1	65.5	103		1725	7.5	27.2	96			755	9.1	11.9	117	
NBC MONDAY NIGHT MOVIE	N 11994	7636	14.8	63.7	100		3246	14.1	27.1	95			1183	14.3	9.9	97	
NBC NIGHTLY NEWS	N 5132	3353	6.5	65.3	103		1358	5.9	26.5	93			495	6.0	9.6	95	
NBC NIGHTLY NEWS-SAT	N 3375	2066	4.0	61.2	96		807	3.5	23.9	84			428	5.2	12.7	124	
NBC NIGHTLY NEWS-SUN	N 3130	1952	3.8	62.4	98		860	3.7	27.5	97			402	4.9	12.8	126	
NBC SUNDAY NIGHT MOVIE	N 8284	5193	10.1	62.7	98		2374	10.3	28.7	101			852	10.3	10.3	101	
NEWMART	C 9240	6060	11.7	65.6	103		2561	11.2	27.7	98			956	11.6	10.3	101	
ONE DAY AT A TIME	C 7288	4703	9.1	64.5	101		2093	9.1	28.7	101			644	7.8	8.8	87	
PEOPLE ARE FUNNY	N 4855	3220	6.2	66.3	104		1256	5.5	25.9	91			432	5.2	8.9	87	
REAL PEOPLE	N 8869	5722	11.1	64.5	101		2342	10.2	26.4	93			877	10.6	9.9	97	
REINTEGRATING STEELE	N 7743	5004	9.7	64.6	101		1984	8.6	25.6	90			733	8.9	9.5	93	
RIPLEY'S BELIEVE IT - NOT	A 5345	3531	6.8	66.1	104		1618	7.0	30.3	107			516	6.2	9.7	95	
RIPTIDE	N 6988	4628	9.0	66.2	104		1852	8.1	26.5	93			614	7.4	8.8	86	
SCARECROW & MRS. KING	C 10002	6450	12.5	64.5	101		2930	12.8	29.3	103			1076	13.0	10.8	106	
SIMON & SIMON	C 10638	6985	13.5	65.7	103		2873	12.5	27.0	95			994	12.0	9.3	92	
60 MINUTES	C 13293	8761	17.0	65.9	103		3750	16.3	28.2	99			1290	15.6	9.7	95	
ST. ELSEWHERE	N 7017	4551	8.8	64.9	102		2102	9.2	30.0	106			651	7.9	9.3	91	
THREE'S COMPANY	A 10917	7001	13.6	64.1	101		3067	13.4	28.1	99			1161	14.1	10.6	104	
T.J. HOOKER	A 9204	5842	11.3	63.5	100		2399	10.4	26.1	92			996	12.1	10.8	106	
TONIGHT SHOW	N 2372	1646	3.2	69.4	109		704	3.1	29.7	105			258	3.1	10.9	107	
TRAPPER JOHN, M.D.	C 9846	6434	12.5	65.3	103		2612	11.4	26.5	94			1013	12.3	10.3	101	
TV BLOOPERS & PRAC. JOKES	N 9105	6031	11.7	66.2	104		2390	10.4	26.2	93			980	11.9	10.8	106	
20/20	A 9387	6253	12.1	66.6	105		2689	11.7	28.6	101			1027	12.4	10.9	107	
WEBSTER	A 11067	7217	14.0	65.2	102		3204	14.0	29.0	102			1207	14.6	10.9	107	
WORLD NEWS - SUN	A 3062	2113	4.1	69.0	108		815	3.5	26.6	94			422	5.1	13.8	135	
YELLOW ROSE	N 4978	3272	6.3	65.7	103		1362	5.9	27.4	96			408	4.9	8.2	80	
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	6495	12.6	73.2	115		2712	11.8	30.5	108			998	12.1	11.2	110	
BASKETBALL - COLLEGE GAMES	4080	2874	5.6	70.4	111		1355	5.9	33.2	117			*471	5.7	11.5	113	
BASKETBALL - PRO GAMES	3607	2505	4.9	69.4	109		1143	5.0	31.7	112			*423	5.1	11.7	115	
BOWLING	3883	2907	5.6	74.9	118		1349	5.9	34.7	123			*492	6.0	12.7	124	
BOXING	3928	2674	5.2	68.1	107		1018	4.4	25.9	91			*336	4.1	8.6	84	
FOOTBALL - COLLEGE GAMES	6366	4424	8.6	69.5	109		2267	9.9	35.6	126			909	11.0	14.3	140	
FOOTBALL - PRO GAMES	11300	8141	15.8	72.0	113		3893	17.0	34.5	121			1424	17.2	12.6	124	
GOLF	3378	2542	4.9	75.3	118		1328	5.8	39.3	139			*470	5.7	13.9	136	
POST-SEASON COLL. FOOTBALL	4906	3324	6.4	67.8	106		1764	7.7	36.0	127			717	8.7	14.6	143	
POST-SEASON PRO FOOTBALL	6120	4623	9.0	75.5	119		2297	10.0	37.5	132			849	10.3	13.9	136	
TENNIS	3033	2158	4.2	71.2	112		1036	4.5	34.2	120			*258	3.1	8.5	83	
WRESTLING - PROFESSIONAL	3344	2035	3.9	60.9	96		884	3.8	26.4	93			*379	4.6	11.3		

	TOTAL U.S. '000	KLEENEX BOUTIQUE				KLEENEX FAMILY SIZE				KLEENEX SOFTIQUE				OTHER KLEENEX			
		A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	18369	100.0	22.7	100	19658	100.0	24.3	100	10311	100.0	12.7	100	14576	100.0	18.0	100
18 - 24	9282	1719	9.4	18.5	82	1916	9.7	20.6	85	1171	11.4	12.6	99	1149	7.9	12.4	69
25 - 34	19072	4805	26.2	25.2	111	4531	23.0	23.8	98	2537	24.6	13.3	104	3542	24.3	18.6	103
35 - 44	14591	3471	18.9	23.8	105	3235	16.5	22.2	91	1991	19.3	13.6	107	2627	18.0	18.0	100
45 - 54	11345	2525	13.7	22.3	98	2900	14.8	25.6	105	1550	15.0	13.7	107	2087	14.3	18.4	102
55 - 64	11635	2890	15.7	24.8	110	3150	16.0	27.1	112	1599	15.5	13.7	108	2216	15.2	19.0	106
65 OR OLDER	15061	2959	16.1	19.6	87	3927	20.0	26.1	107	1462	14.2	9.7	76	2955	20.3	19.6	109
18 - 34	28354	6523	35.5	23.0	101	6446	32.8	22.7	94	3708	36.0	13.1	103	4692	32.2	16.5	95
18 - 49	48339	11305	61.5	23.4	103	11275	57.4	23.3	96	6466	62.7	13.4	105	8306	57.0	17.2	95
25 - 54	45008	10801	58.8	24.0	106	10666	54.3	23.7	98	6078	58.9	13.5	106	8257	56.6	18.3	102
35 - 49	19985	4782	26.0	23.9	105	4829	24.6	24.2	100	2758	26.7	13.8	108	3614	24.8	18.1	100
50 OR OLDER	32647	7064	38.5	21.6	95	8383	42.6	25.7	106	3845	37.3	11.8	93	6271	43.0	19.2	107
GRADUATED COLLEGE	11155	3451	18.8	30.9	136	3014	15.3	27.0	111	1881	18.2	16.9	132	2496	17.1	22.4	124
ATTENDED COLLEGE	13682	4259	23.2	31.1	137	3263	16.6	23.8	98	2091	20.3	15.3	120	3169	21.7	23.2	129
GRADUATED HIGH SCHOOL	33880	7115	38.7	21.0	93	8282	42.1	24.4	101	4258	41.3	12.6	99	5650	38.8	16.7	93
DID NOT GRADUATE HIGH SCHOOL	22270	3545	19.3	15.9	70	5099	25.9	22.9	94	2080	20.2	9.3	73	3261	22.4	14.6	81
EMPLOYED	40306	10421	56.7	25.9	114	9248	47.0	22.9	95	5764	55.9	14.3	112	7690	52.8	19.1	106
EMPLOYED FULL-TIME	32850	8392	45.7	25.5	113	7358	37.4	22.4	92	4600	44.6	14.0	110	6187	42.4	18.8	105
EMPLOYED PART-TIME	7456	2029	11.0	27.2	120	1890	9.6	25.3	104	1164	11.3	15.6	123	1504	10.3	20.2	112
NOT EMPLOYED	40680	7948	43.3	19.5	86	10410	53.0	25.6	105	4546	44.1	11.2	88	6886	47.2	16.9	94
PROFESSIONAL/MANAGER	10392	3217	17.5	31.0	136	2714	13.8	26.1	108	1770	17.2	17.0	134	2455	16.8	23.6	131
TECH/CLERICAL/SALES	17574	4765	25.9	27.1	120	3759	19.1	21.4	88	2373	23.0	13.5	106	3229	22.2	18.4	102
PRECISION/CRAFT	985	**213	1.2	21.6	95	**225	1.1	22.8	94	**170	1.6	17.3	136	**248	1.7	25.2	140
OTHER EMPLOYED	11354	2226	12.1	19.6	86	2550	13.0	22.5	93	1452	14.1	12.8	100	1759	12.1	15.5	86
SINGLE	9863	2169	11.8	22.0	97	2164	11.0	21.9	90	1373	13.3	13.9	109	1836	12.6	18.6	103
MARRIED	51375	12267	66.8	23.9	105	13128	66.8	25.6	105	6875	66.7	13.4	105	9383	64.4	18.3	101
DIVORCED/SEPARATED/WIDOWED	19748	3933	21.4	19.9	88	4366	22.2	22.1	91	2062	20.0	10.4	82	3357	23.0	17.0	94
PARENTS	32590	7304	39.8	22.4	99	8074	41.1	24.8	102	4353	42.2	13.4	105	5376	36.9	16.5	92
WHITE	70416	16578	90.2	23.5	104	17265	87.8	24.5	101	9097	88.2	12.9	101	13015	89.3	18.5	103
BLACK	8778	1458	7.9	16.6	73	1842	9.4	21.0	86	770	7.5	8.8	69	1142	7.8	13.0	72
OTHER	1791	**333	1.8	18.6	82	**551	2.8	30.8	127	**444	4.3	24.8	195	**419	2.9	23.4	130
NORTHEAST-CENSUS	17786	3832	20.9	21.5	95	4131	21.0	23.2	96	3379	32.8	19.0	149	3170	21.7	17.8	99
NORTH CENTRAL	20741	4665	25.4	22.5	99	5253	26.7	25.3	104	3103	30.1	15.0	118	3776	25.9	18.2	101
SOUTH	27775	6145	33.5	22.1	98	6774	34.5	24.4	100	1452	14.1	5.2	41	4770	32.7	17.2	95
WEST	14683	3726	20.3	25.4	112	3501	17.8	23.8	98	2377	23.1	16.2	127	2861	19.6	19.5	108
NORTHEAST-MKTG.	17961	3856	21.0	21.5	95	3912	19.9	21.8	90	3145	30.5	17.5	138	3015	20.7	16.8	93
EAST CENTRAL	11885	2519	13.7	21.2	93	2620	13.3	22.0	91	1436	13.9	12.1	95	2185	15.0	18.4	102
WEST CENTRAL	14090	3249	17.7	23.1	102	3949	20.1	28.0	115	2285	22.2	16.2	127	2613	17.9	18.5	103
SOUTH	24081	5477	29.8	22.7	100	6181	31.4	27.7	106	1290	12.5	5.4	42	4262	29.2	17.7	98
PACIFIC	12969	3268	17.8	25.2	111	2997	15.2	23.1	95	2154	20.9	16.6	130	2502	17.2	19.3	107
COUNTY SIZE A	32439	7602	41.4	23.4	103	7585	38.6	23.4	96	5170	50.1	15.9	125	6101	41.9	18.8	104
COUNTY SIZE B	24915	5956	32.4	23.9	105	6067	30.9	24.4	100	2982	28.9	12.0	94	4175	28.6	16.8	93
COUNTY SIZE C	12930	2713	14.8	21.0	93	3152	16.0	24.4	100	1393	13.5	10.8	85	2373	16.3	18.4	102
COUNTY SIZE D	10703	2098	11.4	19.6	86	2854	14.5	26.7	110	766	7.4	7.2	56	1927	13.2	18.0	100
METRO CENTRAL CITY	24518	5539	30.2	22.6	100	5874	29.9	24.0	99	3051	29.6	12.4	98	4337	29.8	17.7	98
METRO SUBURBAN	35919	8788	47.8	24.5	108	8730	44.4	24.3	100	5669	55.0	15.8	124	6788	46.6	18.9	105
NON METRO	20549	4043	22.0	19.7	87	5054	25.7	24.6	101	1990	19.4	7.7	61	3451	23.7	16.8	93
TOP 5 ADI'S	18341	4150	22.6	22.6	100	4358	22.2	23.8	98	3429	33.3	18.7	147	3157	21.7	17.2	96
TOP 10 ADI'S	25378	5744	31.3	22.6	100	5726	29.1	22.6	93	4360	42.3	17.2	135	4869	33.4	19.2	107
TOP 20 ADI'S	36488	8493	46.2	23.3	103	7888	40.1	21.6	89	5836	56.6	16.0	126	6927	47.5	19.0	105
MSHLD INC. \$50,000 OR MORE	6612	2148	11.7	32.5	143	1729	8.8	26.1	108	1297	12.6	19.6	154	1374	9.4	20.8	115
\$40,000 OR MORE	12659	3808	20.7	30.1	133	3389	17.2	26.8	110	2267	22.0	17.9	141	2707	18.6	21.4	119
\$30,000 OR MORE	24698	7279	39.6	29.5	130	6334	32.2	25.6	106	4143	40.2	16.8	132	5091	34.9	20.6	115
\$25,000 OR MORE	32077	9145	49.8	28.5	126	8386	42.7	26.1	108	5242	50.8	16.3	128	6445	44.2	20.1	112
\$20,000 - \$24,999	9144	2068	11.3	22.6	100	2448	12.5	26.8	110	1245	12.1	13.6	107	1698	11.6	18.6	103
\$15,000 - \$19,999	8728	1722	9.4	19.7	87	2107	10.7	24.1	99	941	9.1	10.8	85	1758	12.1	20.1	112
\$10,000 - \$14,999	12562	2600	14.2	20.7	91	2926	14.9	23.3	96	1403	13.6	11.2	88	2005	13.8	16.0	89
UNDER \$10,000	18475	2834	15.4	15.3	68	3791	19.3	20.5	85	1481	14.4	8.0	63	2670	18.3	14.5	80
HOUSEHOLD OF 1 PERSON	11987	2766	15.1	23.1	102	2694	13.7	22.5	93	1339	13.0	11.2	88	2392	16.4	20.0	111
2 PEOPLE	26577	6200	33.8	23.3	103	6006	30.6	22.6	93	3274	31.8	12.3	97	4828	33.1	18.2	101
3 OR 4 PEOPLE	30617	7285	39.7	23.8	105	7584	38.6	24.8	102	4113	39.9	13.4	106	5571	38.2	18.2	101
5 OR MORE PEOPLE	11804	2118	11.5	17.9	79	3374	17.2	28.6	118	1585	15.4	13.4	105	1786	12.3	15.1	84
NO CHILD IN MSHLD	46165	10647	58.0	23.1	102	11062	56.3	24.0	99	5749	55.8	12.5	98	8858	60.8	19.2	107
CHILD(REN) UNDER 2 YRS	5325	976	5.3	18.3	81	1146	5.8	21.5	89	730	7.1	13.7	108	820	5.6	15.4	86
2 - 5 YEARS	14221	3091	16.8	21.7	96	3525	17.9	24.8	102	1763	17.1	12.4	97	2304	15.8	16.2	90
6 - 11 YEARS	15117	3211	17.5	21.2	94	3860	19.6	25.5	105	1815	17.6	12.0	94	2358	16.2	15.6	87
12 - 17 YEARS	16611	3658	19.9	22.0	97	4520	23.0	27.2	112	2098	20.3	12.6	99	2736	18.8	16.5	92
RESIDENCE OWNED	55884	13598	74.0	24.3	107	14388	73.2	25.7	106	7240	70.2	13.0	102	10865	74.5	19.4	108
VALUE: \$50,000 OR MORE	31744	8867	48.3	27.9	123	8509	43.3	26.8	110	4872	47.3	15.3	121	6469	44.4	20.4	113
VALUE: UNDER \$50,000	24140	4731	25.8	19.6	86	5879	29.9	24.4	100	2369	23.0	9.8	77	4396	30.2	18.2	101

			KLEENEX BOUTIQUE				KLEENEX FAMILY SIZE				KLEENEX SOFTIQUE				OTHER KLEENEX				
			TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS			80986	18369	100.0	22.7	100	19658	100.0	24.3	100	10311	100.0	12.7	100	14576	100.0	18.0	100
MAGAZINES	QUINTILE 1	15799	4743	25.8	30.0	132	4826	24.5	30.5	126	2551	24.7	16.1	127	2993	20.5	18.9	105	
	QUINTILE 2	17259	4448	24.2	25.8	114	4090	20.8	23.7	98	2565	24.9	14.9	117	3410	23.4	19.8	110	
	QUINTILE 3	13545	3085	16.8	22.8	100	3265	16.6	24.1	99	1847	17.9	13.6	107	2596	17.8	19.2	106	
	QUINTILE 4	15133	3078	16.8	20.3	90	3089	15.7	20.4	84	1639	15.9	10.8	85	2664	18.3	17.6	98	
	QUINTILE 5	19250	3015	16.4	15.7	69	4387	22.3	22.8	94	1709	16.6	8.9	70	2914	20.0	15.1	84	
NEWSPAPERS	QUINTILE 1	17413	3426	18.7	27.6	122	3619	18.4	29.2	120	2149	20.8	17.3	136	2465	16.9	19.9	110	
	QUINTILE 2	24116	5664	30.8	23.5	104	6149	31.3	25.5	105	3221	31.2	13.4	105	4881	33.5	20.2	112	
	QUINTILE 3	11261	2782	15.1	24.7	109	2811	14.3	25.0	103	1709	16.6	15.2	119	1995	13.7	17.7	98	
	QUINTILE 4	20255	4282	23.3	21.1	93	4382	22.3	21.6	89	2131	20.7	10.5	83	3330	22.8	16.4	91	
	QUINTILE 5	17940	2215	12.1	17.1	75	2696	13.7	20.8	86	1101	10.7	8.5	67	1904	13.1	14.7	82	
OUTDOOR	QUINTILE 1	14852	3465	18.9	23.3	103	3472	17.7	23.4	96	2117	20.5	14.3	112	2942	20.2	19.8	110	
	QUINTILE 2	15725	3746	20.4	23.8	105	3813	19.4	24.2	100	2327	22.6	14.8	116	2837	19.5	18.0	100	
	QUINTILE 3	16330	3910	21.3	23.9	106	3892	19.8	23.8	98	2149	20.8	13.2	103	2889	19.8	17.7	98	
	QUINTILE 4	16744	3764	20.5	22.5	99	4200	21.4	25.1	103	2112	20.5	12.6	99	3108	21.3	18.6	103	
	QUINTILE 5	17334	3485	19.0	20.1	89	4282	21.8	24.7	102	1607	15.6	9.3	73	2801	19.2	16.2	90	
RADIO-DRIVE TIME	QUINTILE 1	15911	4022	21.9	25.3	111	4167	21.2	26.2	108	2198	21.3	13.8	109	2853	19.6	17.9	100	
	QUINTILE 2	14837	3580	19.5	24.1	106	3763	19.1	25.4	104	1709	16.6	11.5	90	2543	17.4	17.1	95	
	QUINTILE 3	19339	3226	17.6	21.0	93	3581	18.2	23.3	96	2139	20.7	13.9	110	2699	18.5	17.6	98	
	QUINTILE 4	16723	3844	20.9	23.0	101	3787	19.3	22.6	93	2173	21.1	13.0	102	2963	20.3	17.7	98	
	QUINTILE 5	18176	3697	20.1	20.3	90	4360	22.2	24.0	99	2093	20.3	11.5	90	3518	24.1	19.4	108	
RADIO-MID- DAY	TERCILE 1	21020	5149	28.0	24.5	108	5374	27.3	25.6	105	2871	27.8	13.7	107	4028	27.6	19.2	106	
	TERCILE 2	21610	5007	27.3	23.2	102	5714	29.1	26.4	109	2636	25.6	12.2	96	3950	27.1	18.3	102	
	TERCILE 3	38355	8214	44.7	21.4	94	8570	43.6	22.3	92	4804	46.6	12.5	98	6599	45.3	17.2	96	
RADIO-TOTAL	QUINTILE 1	15988	4126	22.5	25.8	114	4295	21.8	26.9	111	2010	19.5	12.6	99	2784	19.1	17.4	97	
	QUINTILE 2	15626	3274	17.8	21.0	92	3801	19.3	24.3	100	2058	20.0	13.2	103	2773	19.0	17.7	99	
	QUINTILE 3	16723	4156	22.6	24.9	110	4178	21.3	25.0	103	2516	24.4	15.0	118	3088	21.2	18.5	103	
	QUINTILE 4	16342	3580	19.5	21.9	97	3653	18.6	22.4	92	1960	19.0	12.0	94	2987	20.5	18.3	102	
	QUINTILE 5	16306	3232	17.6	19.8	87	3731	19.0	22.9	94	1766	17.1	10.8	85	2945	20.2	18.1	100	
TV-PRIME TIME	QUINTILE 1	15953	3403	18.5	21.3	94	4229	21.5	26.5	109	2191	21.2	13.7	108	3184	21.8	20.0	111	
	QUINTILE 2	16137	3633	19.8	22.5	99	3874	19.7	24.0	99	2151	20.9	13.3	105	2819	19.3	17.5	97	
	QUINTILE 3	16420	3795	20.7	23.1	102	4058	20.6	24.7	102	2452	23.8	14.9	117	2833	19.4	17.3	96	
	QUINTILE 4	16687	4023	21.9	24.1	106	3880	19.7	23.3	96	1695	16.4	10.2	80	3184	21.8	19.1	106	
	QUINTILE 5	15769	3515	19.1	22.3	98	3617	18.4	22.9	94	1823	17.7	11.5	91	2556	17.5	16.2	90	
TV-DAYTIME	TERCILE 1	27736	5331	29.0	19.2	85	6793	34.6	24.5	101	2987	29.0	10.8	85	4715	32.3	17.0	94	
	TERCILE 2	26489	6400	34.8	24.2	107	6610	33.6	25.0	103	3434	33.3	13.0	102	4688	32.2	17.7	98	
	TERCILE 3	26761	6638	36.1	24.8	109	6255	31.8	23.4	96	3890	37.7	14.5	114	5173	35.5	19.3	107	
TV-TOTAL	QUINTILE 1	16345	3172	17.3	19.4	86	4404	22.4	26.9	111	1939	18.8	11.9	93	2811	19.3	17.2	96	
	QUINTILE 2	16447	3585	19.5	21.8	96	4291	21.8	26.1	107	2123	20.6	12.9	101	3083	21.2	18.7	104	
	QUINTILE 3	15980	3650	19.9	22.8	101	3547	18.0	22.2	91	2037	19.8	12.7	100	2910	20.0	18.2	101	
	QUINTILE 4	15887	4179	22.8	26.3	116	3725	18.9	23.4	97	2109	20.5	13.3	104	2972	20.4	18.7	104	
	QUINTILE 5	16326	3783	20.6	23.2	102	3690	18.8	22.6	93	2103	20.4	12.9	101	2800	19.2	17.2	95	
MAGAZINES-NEWSPAPERS: DUAL			20721	5923	32.2	28.6	126	5883	29.9	28.4	117	3484	33.8	16.8	132	4051	27.8	19.6	109
MAGAZINE IMPERATIVE			19186	4792	26.1	25.0	110	4546	23.1	23.7	98	2552	24.8	13.3	104	3464	23.8	18.1	100
NEWSPAPER IMPERATIVE			21899	4437	24.2	20.3	89	5322	27.1	24.3	100	2675	25.9	12.2	96	4266	29.3	19.5	108
MAGAZINES-OUTDOOR: DUAL			15451	4338	23.6	28.1	124	4033	20.5	26.1	108	2407	23.3	15.6	122	3125	21.4	20.2	112
MAGAZINE IMPERATIVE			25953	6668	36.3	25.7	113	6849	34.8	26.4	109	3595	34.9	13.9	109	4841	33.2	18.7	104
OUTDOOR IMPERATIVE			24400	4598	25.0	18.8	83	5149	26.2	21.1	87	3095	30.0	12.7	100	4226	29.0	17.3	96
MAGAZINES-RADIO: DUAL			18049	4864	26.5	26.9	119	5054	25.7	28.0	115	2726	26.4	15.1	119	3277	22.5	18.2	101
MAGAZINE IMPERATIVE			23571	6298	34.3	26.7	118	5940	30.2	25.2	104	3602	34.9	15.3	120	4711	32.3	20.0	111
RADIO IMPERATIVE			23278	4587	25.0	19.7	87	5312	27.0	22.8	94	2629	25.5	11.3	89	3937	27.0	16.9	94
MAGAZINES-TELEVISION: DUAL			15459	3877	21.1	25.1	111	4415	22.5	28.6	118	2355	22.8	15.2	120	2901	19.9	18.8	104
MAGAZINE IMPERATIVE			25829	7295	39.7	28.2	125	6198	31.5	24.0	99	3901	37.8	15.1	119	5001	34.3	19.4	108
TELEVISION IMPERATIVE			26039	4546	24.7	17.5	77	6074	30.9	23.3	96	2657	25.8	10.2	80	4554	31.2	17.5	97
NEWSPAPERS-OUTDOOR: DUAL			16605	4227	23.0	25.5	112	4151	21.1	25.0	103	3076	29.8	18.5	145	3302	22.7	19.9	110
NEWSPAPER IMPERATIVE			26834	6539	35.6	24.4	107	7403	37.7	27.6	114	3472	33.7	12.9	102	5163	35.4	19.2	107
OUTDOOR IMPERATIVE			23346	5048	27.5	21.6	95	5021	25.5	21.5	89	2632	25.5	11.3	89	4053	27.8	17.4	96
NEWSPAPERS-RADIO: DUAL			17133	4220	23.0	24.6	109	4704	23.9	27.5	113	2638	25.6	15.4	121	3299	22.6	19.3	107
NEWSPAPER IMPERATIVE			25892	6352	34.6	24.5	108	6572	33.4	25.4	105	3794	36.8	14.7	115	5190	35.6	20.0	111
RADIO IMPERATIVE			23167	5035	27.4	21.7	96	5478	27.9	23.6	97	2651	25.7	11.4	90	3792	26.0	16.4	91
NEWSPAPERS-TELEVISION: DUAL			17159	3946	21.5	23.0	101	4956	25.2	28.9	119	2612	25.3	15.2	120	3288	22.6	19.2	106
NEWSPAPER IMPERATIVE			26214	6891	37.5	26.3	116	6463	32.9	24.7	102	3806	36.9	14.5	114	5283	36.2	20.2	112
TELEVISION IMPERATIVE			23412	4476	24.4	19.1	84	5217	26.5	22.3	92	2371	23.0	10.1	80	3789	26.0	16.2	90
OUTDOOR-RADIO: DUAL			15303	3878	21.1	25.3	112	3789	19.3	24.8	102	2277	22.1	14.9	117	2941	20.2	19.2	107
OUTDOOR IMPERATIVE			24901	5460	29.7	21.9	97	5737	29.2	23.0	95	3315	32.2	13.3	105	4585	31.5	18.4	102
RADIO IMPERATIVE			26492	6080	33.1	23.0													

FACIAL TISSUES: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	KLEENEX BOUTIQUE				KLEENEX FAMILY SIZE				KLEENEX SOFTIQUE				OTHER KLEENEX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	18369	100.0	22.7	100	19658	100.0	24.3	100	10311	100.0	12.7	100	14576	100.0	18.0	100
ATLANTIC MONTHLY	415	*153	0.8	36.9	163	**78	0.4	18.8	77	**35	0.3	8.4	66	**80	0.5	19.3	100
BARRON'S	453	**129	0.7	28.5	126	**91	0.5	20.1	83	**115	1.1	25.4	199	**159	1.1	35.1	100
BETTER HOMES & GARDENS	16256	4406	24.0	27.1	119	4366	22.2	26.9	111	2628	25.5	16.2	127	3333	22.9	20.5	100
BON APPETIT	2535	807	4.4	31.8	140	689	3.5	27.2	112	409	4.0	16.1	127	533	3.7	21.0	100
BUSINESS WEEK	1278	274	1.5	21.4	95	364	1.9	28.5	117	*253	2.5	19.8	155	*287	2.0	22.5	100
CAR AND DRIVER	378	**72	0.4	19.0	84	**82	0.4	21.7	89	**54	0.5	14.3	112	**60	0.4	15.9	100
CBS MAGAZINE NETWORK (GROSS)	1498	362	2.0	24.2	107	488	2.5	32.6	134	*241	2.3	16.1	126	*226	1.6	15.1	100
CHANGING TIMES	1505	471	2.6	31.3	138	353	1.8	23.5	97	*166	1.6	11.0	87	*289	2.0	19.2	100
COLONIAL HOMES	1231	332	1.8	27.0	119	296	1.5	24.0	99	*140	1.4	11.4	89	*226	1.6	18.4	100
CONDE NAST MAG. PKG. (GROSS)	14146	4118	22.4	29.1	128	3483	17.7	24.6	101	2326	22.6	16.4	129	2449	16.8	17.3	100
CONSUMERS DIGEST	1323	436	2.4	33.0	145	470	2.4	35.5	146	*211	2.0	15.9	125	*225	1.5	17.0	100
COSMOPOLITAN	7102	2143	11.7	30.2	133	1711	8.7	24.1	99	1056	10.2	14.9	117	1011	6.9	14.2	100
COUNTRY LIVING	2481	759	4.1	30.6	135	601	3.1	24.2	100	389	3.8	15.7	123	392	2.7	15.8	100
CUISINE	1472	494	2.7	33.6	148	341	1.7	23.2	95	*258	2.5	17.5	138	322	2.2	21.9	100
CYCLE WORLD	425	**111	0.6	26.1	115	**133	0.7	31.3	129	**100	1.0	23.5	185	**74	0.5	17.4	100
DCI:CREATIVE IDEAS FOR LIV	2510	615	3.3	24.5	108	739	3.8	29.4	121	398	3.9	15.9	125	478	3.3	19.0	100
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1929	10.5	28.8	127	2001	10.2	29.9	123	652	6.3	9.7	77	1468	10.1	21.9	100
DISCOVER	894	*189	1.0	21.1	93	*171	0.9	19.1	79	*113	1.1	12.6	99	*159	1.1	17.8	100
EBONY	3507	726	4.0	20.7	91	718	3.7	20.5	84	341	3.3	9.7	76	532	3.6	15.2	100
ESQUIRE	1083	221	1.2	20.4	90	272	1.4	25.1	103	*191	1.9	17.6	139	*180	1.2	16.6	100
ESSENCE	1830	449	2.4	24.5	108	425	2.2	23.2	96	*204	2.0	11.1	88	252	1.7	13.8	100
FAMILY CIRCLE	15930	4359	23.7	27.4	121	4368	22.2	27.4	113	2717	26.4	17.1	134	3001	20.6	18.8	100
THE FAMILY HANDYMAN	1126	295	1.6	26.2	116	342	1.7	30.4	125	**151	1.5	13.4	105	*205	1.4	18.2	100
FAMILY WEEKLY	11468	2754	15.0	24.0	106	3359	17.1	29.3	121	1509	14.6	13.2	103	2282	15.7	19.9	100
FIELD & STREAM	2234	474	2.6	21.2	94	541	2.8	24.2	100	*284	2.8	12.7	100	*318	2.2	14.2	100
FOOD & WINE	579	*141	0.8	24.4	107	*135	0.7	23.3	96	**103	1.0	17.8	140	**75	0.5	13.0	100
FORBES	728	*194	1.1	26.6	117	*162	0.8	22.3	92	**127	1.2	17.4	137	*174	1.2	23.9	100
FORTUNE	906	*231	1.3	25.5	112	277	1.4	30.6	126	*170	1.6	18.8	147	*282	1.9	31.1	100
GENTLEMEN'S QUARTERLY	791	221	1.2	27.9	123	*214	1.1	27.1	111	**101	1.0	12.8	100	**98	0.7	12.4	100
GLAMOUR	5265	1585	8.6	30.1	133	1320	6.7	25.1	103	864	8.4	16.4	129	939	6.4	17.8	100
GOLF DIGEST	636	*197	1.1	31.0	137	*172	0.9	27.0	111	**96	0.9	15.1	119	*245	1.7	38.5	100
GOLF DIGEST/TENNIS (GROSS)	1186	344	1.9	29.0	128	338	1.7	28.5	117	*147	1.4	12.4	97	*376	2.6	31.7	100
GOLF MAGAZINE	441	*188	1.0	42.6	188	*148	0.8	33.6	138	**112	1.1	25.4	199	*172	1.2	39.0	100
GOLF MAGAZINE/SKI (GROSS)	922	328	1.8	35.6	157	*254	1.3	27.5	113	*189	1.8	20.5	161	*264	1.8	28.6	100
GOOD HOUSEKEEPING	16487	4626	25.2	28.1	124	4323	22.0	26.2	108	2517	24.4	15.3	120	3536	24.3	21.4	100
HARPER'S BAZAAR	2423	749	4.1	30.9	136	499	2.5	20.6	85	401	3.9	16.5	130	479	3.3	19.8	100
HEALTH	1994	514	2.8	25.8	114	457	2.3	22.9	94	289	2.8	14.5	114	367	2.5	18.4	100
HEARST MAG CORP. BUY (GROSS)	44101	12808	69.7	29.0	128	11135	56.6	25.2	104	6596	64.0	15.0	117	8297	56.9	18.8	100
HEARST MAN POWER (GROSS)	1993	494	2.7	24.8	109	477	2.4	23.9	99	371	3.6	18.6	146	342	2.3	17.2	100
HEARST WOMAN POWER (GROSS)	31274	9009	49.0	28.8	127	7972	40.6	25.5	105	4669	45.3	14.9	117	5893	40.4	18.8	100
HOUSE BEAUTIFUL	3623	1130	6.2	31.2	138	1021	5.2	28.2	116	466	4.5	12.9	101	704	4.8	19.4	100
INC.	283	**84	0.5	29.7	131	**82	0.4	29.0	119	**77	0.7	27.2	214	**77	0.5	27.2	100
JET	2928	533	2.9	18.2	80	620	3.2	21.2	87	293	2.8	10.0	79	477	3.3	16.3	100
LADIES' HOME JOURNAL	11918	3509	19.1	29.4	130	3349	17.0	28.1	116	1850	17.9	15.5	122	2425	16.6	20.3	100
LHJ FAMILY GRP COMBO(GROSS)	16764	4838	26.3	28.9	127	4543	23.1	27.1	112	2536	24.6	15.1	119	3300	22.6	19.7	100
LIFE	4254	1121	6.1	26.4	116	1073	5.5	25.2	104	666	6.5	15.7	123	805	5.5	18.9	100
L.A. TIMES HOME MAGAZINE	1145	429	2.3	37.5	165	264	1.3	23.1	95	291	2.8	25.4	200	297	2.0	25.9	100
MADMOISELLE	2884	1000	5.4	34.7	153	669	3.4	33.2	96	483	4.7	16.7	132	574	3.9	19.9	100
MC CALL'S	13460	3767	20.5	28.0	123	4001	20.4	29.7	122	1854	18.0	13.8	108	2759	18.9	20.5	100
MC CALL'S/MRK MOTHER (GROSS)	14606	4102	22.3	28.1	124	4385	22.3	30.0	124	2055	19.9	14.1	111	2936	20.1	20.1	100
MECHANIX ILLUSTRATED	772	*148	0.8	19.2	85	*206	1.0	26.7	110	**118	1.1	15.3	120	*152	1.0	19.7	100
METROPOLITAN HOME	967	364	2.0	37.6	166	310	1.6	32.1	132	*147	1.4	15.2	119	*148	1.0	15.3	100
MONEY	1588	492	2.7	31.0	137	460	2.3	29.0	119	340	3.3	21.4	168	345	2.4	21.7	100
MOTHER EARTH NEWS	1002	*186	1.0	18.6	82	*221	1.1	22.1	91	**124	1.2	12.4	97	*129	0.9	12.9	100
MS.	825	*177	1.0	21.5	95	*205	1.0	24.8	102	*108	1.0	13.1	103	*144	1.0	17.5	100
NATIONAL ENQUIRER	10336	2227	12.1	21.5	95	2836	14.4	27.4	113	1263	12.2	12.2	96	1533	10.5	14.8	100
NATIONAL GEOGRAPHIC	9597	2623	14.3	27.3	120	2556	13.0	26.6	110	1589	15.4	16.6	130	2135	14.6	22.2	100
NATIONAL SUNDAY MAGAZINE PKG	49558	12199	66.4	24.6	109	12702	64.6	25.6	106	7193	69.8	14.5	114	9579	65.7	19.3	100
NATURAL HISTORY	573	*185	1.0	32.3	142	*186	0.9	32.5	134	**91	0.9	15.9	125	*184	1.3	32.1	100
NEW WOMAN	1699	425	2.3	25.0	110	344	1.7	20.2	83	332	3.2	19.5	153	301	2.1	17.7	100
NEW YORK INCLUDING CUE	443	*134	0.7	30.2	133	*102	0.5	23.0	95	**72	0.7	16.3	128	**91	0.6	20.5	100
THE NEW YORKER	1270	282	1.5	22.2	98	279	1.4	22.0	91	173	1.7	13.6	107	271	1.9	21.3	100
NEWSWEEK	6277	1760	9.6	28.0	124	1593	8.1	25.4	105	959	9.3	15.3	120	1331	9.1	21.2	100
THE N.Y. TIMES DAILY EDITION	1205	417	2.3	34.6	153	392	2.0	32.5	134	358	3.5	29.7	233	279	1.9	23.2	100
THE N.Y. TIMES MAGAZINE	2081	619	3.4	29.7	131	599	3.0	28.8	119	585	5.7	28.1	221	419	2.9	20.1	100
OMNI	788	*189	1.0	24.0	106	*204	1.0	25.9	107	*112	1.1	14.2	112	*198	1.4	25.1	100
ON CABLE	1158	323	1.8	27.9	123	*249	1.3	21.5	89	*221	2.1	19.1	150	*274	1.9	23.7	100
1001 HOME IDEAS	2852	815	4.4	28.6	126	737	3.7	25.8	106	398	3.9	14.0	110	508	3.5	17.8	100
ORGANIC GARDENING	1658	344	1.9	20.7	91	408	2.1	24.6	101	*198	1.9	11.9	94	367	2.5	22.1	100
OUTDOOR LIFE	896	*194	1.1	21.7	95	309	1.6	34.5	142	**115	1.1	12.8	101	*129	0.9	14.4	100
PARADE MAGAZINE	24275	5732	31.2	23.6	104	6073	30.9	25.0	103	3734	36.2	15.4	121	4744	32.5	19.5	100

	TOTAL U.S. '000	KLEENEX BOUTIQUE				KLEENEX FAMILY SIZE				KLEENEX SOFTIQUE				OTHER KLEENEX			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	18369	100.0	22.7	100	19658	100.0	24.3	100	10311	100.0	12.7	100	14576	100.0	18.0	100
PARENTS	3845	971	5.3	25.3	111	860	4.4	22.4	92	599	5.8	15.6	122	705	4.8	18.3	102
PENTHOUSE	831	*153	0.8	18.4	81	*200	1.0	24.1	99	**101	1.0	12.2	95	*168	1.2	20.2	112
PEOPLE	11645	3404	18.5	29.2	129	2864	14.6	24.6	101	1908	18.5	16.4	129	2059	14.1	17.7	98
PLAYBOY	2006	557	3.0	27.8	122	444	2.3	22.1	91	323	3.1	16.1	126	384	2.6	19.1	106
POPULAR HOT RODDING	297	**67	0.4	22.6	99	**77	0.4	25.9	107	**19	0.2	6.4	50	**12	0.1	4.0	22
POPULAR MECHANICS	1018	*277	1.5	27.2	120	*253	1.3	24.9	102	**241	2.3	23.7	186	*187	1.3	18.4	102
POPULAR SCIENCE	878	*156	0.8	17.8	78	*186	0.9	21.2	87	**68	0.7	7.7	61	*160	1.1	18.2	101
PREVENTION	3913	1068	5.8	27.3	120	897	4.6	22.9	94	684	6.6	17.5	137	773	5.3	19.8	110
PSYCHOLOGY TODAY	1710	450	2.4	26.3	116	445	2.3	26.0	107	*278	2.7	16.3	128	349	2.4	20.4	113
READER'S DIGEST	22204	5787	31.5	26.1	115	5939	30.2	26.7	110	2894	28.1	13.0	102	4571	31.4	20.6	114
REDBOOK	7684	2240	12.2	29.2	129	1938	9.9	25.2	104	1096	10.6	14.3	112	1346	9.2	17.5	97
ROAD & TRACK	410	**67	0.4	16.3	72	**126	0.6	30.7	127	**56	0.5	13.7	107	**74	0.5	18.0	100
ROLLING STONE	969	201	1.1	20.7	91	*270	1.4	27.9	115	*140	1.4	14.4	113	239	1.6	24.7	137
RUNNER'S WORLD	298	**36	0.2	12.1	53	**66	0.3	22.1	91	**61	0.6	20.5	161	**101	0.7	33.9	188
SATURDAY EVENING POST	1169	315	1.7	26.9	119	309	1.6	26.4	109	*140	1.4	12.0	94	*197	1.4	16.9	94
SCIENCE 84	587	*139	0.8	23.7	104	*164	0.8	27.9	115	**42	0.4	7.2	56	**62	0.4	10.6	59
SCIENCE DIGEST	482	*112	0.6	23.2	102	*110	0.6	22.8	94	**71	0.7	14.7	116	**73	0.5	15.1	84
SCIENTIFIC AMERICAN	594	*127	0.7	21.4	94	**137	0.7	23.1	95	**45	0.4	7.6	60	**90	0.6	15.2	84
SELF	2089	472	2.6	22.6	100	515	2.6	24.7	102	233	2.3	11.2	88	307	2.1	14.7	82
SEVENTEEN	2411	602	3.3	25.0	110	641	3.3	26.6	110	434	4.2	18.0	141	444	3.0	18.4	102
SKI	480	*140	0.8	29.2	129	**107	0.5	22.3	92	**78	0.8	16.3	128	**92	0.6	19.2	106
SMITHSONIAN	2760	720	3.9	26.1	115	640	3.3	23.2	96	521	5.1	18.9	148	707	4.9	25.6	142
SOAP OPERA DIGEST	3013	631	3.4	20.9	92	843	4.3	28.0	115	458	4.4	15.2	119	387	2.7	12.8	71
SOUTHERN LIVING	4184	1314	7.2	31.4	138	1263	6.4	30.2	124	*254	2.5	6.1	48	991	6.8	23.7	132
SPORT	559	*169	0.9	30.2	133	**117	0.6	20.9	86	**72	0.7	12.9	101	**84	0.6	15.0	83
THE SPORTING NEWS	436	**87	0.5	20.0	88	**109	0.6	25.0	103	**77	0.7	17.7	139	**75	0.5	17.2	96
SPORTS AFIELD	493	**105	0.6	21.3	94	*114	0.6	23.1	95	**58	0.6	11.8	92	**82	0.6	16.6	92
SPORTS ILLUSTRATED	2758	831	4.5	30.1	133	824	4.2	29.9	123	425	4.1	15.4	121	662	4.5	24.0	133
STAR	7456	1687	9.2	22.6	100	2097	10.7	28.1	116	1150	11.2	15.4	121	944	6.5	12.7	70
SUNDAY	24936	6254	34.0	25.1	111	6051	30.8	24.3	100	3820	37.0	15.3	120	4801	32.9	19.3	107
SUNSET	2124	727	4.0	34.2	151	557	2.8	26.2	108	379	3.7	17.8	140	532	3.6	25.0	139
TV GUIDE	21661	5207	28.3	24.0	106	5202	26.5	24.0	99	3042	29.5	14.0	110	3947	27.1	18.2	101
TENNIS	550	*147	0.8	26.7	118	*166	0.8	30.2	124	**51	0.5	9.3	73	**132	0.9	24.0	133
TIME	8880	2439	13.3	27.5	121	2270	11.5	25.6	105	1661	16.1	18.7	147	2026	13.9	22.8	127
TOWN & COUNTRY	917	292	1.6	31.8	140	254	1.3	27.7	114	*153	1.5	16.7	131	232	1.6	25.3	141
TRAVEL & LEISURE	972	277	1.5	28.5	126	315	1.6	32.4	134	*157	1.5	16.2	127	242	1.7	24.9	138
TRUE STORY	3356	541	2.9	16.1	71	863	4.4	25.7	106	356	3.5	10.6	83	359	2.5	10.7	59
U.S. NEWS & WORLD REPORT	3410	881	4.8	25.8	114	938	4.8	27.5	113	495	4.8	14.5	114	808	5.5	23.7	132
USA TODAY	1759	530	2.9	30.1	133	544	2.8	30.9	127	306	3.0	17.4	137	347	2.4	19.7	110
US	1873	726	4.0	38.8	171	607	3.1	32.4	134	320	3.1	17.1	134	300	2.1	16.0	89
VOGUE	3909	1061	5.8	27.1	120	979	5.0	25.0	103	747	7.2	19.1	150	629	4.3	16.1	89
MALL STREET JOURNAL	1886	507	2.8	26.9	119	558	2.8	29.6	122	273	2.6	14.5	114	486	3.3	25.8	143
WEIGHT WATCHERS	2120	537	2.9	25.3	112	615	3.1	29.0	120	367	3.6	17.3	136	437	3.0	20.6	115
WOMAN'S DAY	14172	3848	20.9	27.2	120	3977	20.2	28.1	116	2257	21.9	15.9	125	2866	19.7	20.2	112
WORKING MOTHER	1146	334	1.8	29.1	128	384	2.0	33.5	138	*200	1.9	17.5	137	*176	1.2	15.4	85
WORKING WOMAN	1322	421	2.3	31.8	140	308	1.6	23.3	96	278	2.7	21.0	165	297	2.0	22.5	125
WORLD TENNIS	*163	**21	0.1	12.9	57	**98	0.5	60.1	248	**15	0.1	9.2	72	**18	0.1	11.0	61
ZIFF-DAVIS MAG NETWK (GROSS)	2532	646	3.5	25.5	112	634	3.2	25.0	103	332	3.2	13.1	103	445	3.1	17.6	98
BLAIR INSERTS	43657	10792	58.8	24.7	109	10868	55.3	24.9	103	6671	64.7	15.3	120	8281	56.8	19.0	105
DAILY NEWSPAPERS																	
READ ANY	51633	12527	68.2	24.3	107	13467	68.5	26.1	107	7124	69.1	13.8	108	9813	67.3	19.0	106
READ ONE	43463	10170	55.4	23.4	103	11224	57.1	25.8	106	5760	55.9	13.3	104	8211	56.3	18.9	105
READ TWO OR MORE	8170	2357	12.8	28.8	127	2243	11.4	27.5	113	1363	13.2	16.7	131	1602	11.0	19.6	109
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12841	69.9	24.4	107	13275	67.5	25.2	104	7613	73.8	14.5	114	10256	70.4	19.5	108
READ ONE	46126	10874	59.2	23.6	104	11305	57.5	24.5	101	6247	60.6	13.5	106	8815	60.5	19.1	106
READ TWO OR MORE	6552	1967	10.7	30.0	132	1970	10.0	30.1	124	1366	13.2	20.8	164	1441	9.9	22.0	122
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.43				26.88				30.06				28.46			
30 DAY REACH	71455	16444	89.5	23.0	101	17141	87.2	24.0	99	9391	91.1	13.1	103	13193	90.5	18.5	103
50 SHWG - 30 DAY AV FREQ	14.56	14.85				14.14				15.74				15.08			
30 DAY REACH	67742	15778	85.9	23.3	103	16280	82.8	24.0	99	8982	87.1	13.3	104	12513	85.8	18.5	103
25 SHWG - 30 DAY AV FREQ	7.94	8.03				7.71				8.24				8.14			
30 DAY REACH	62117	14552	79.2	23.4	103	14978	76.2	24.1	99	8589	83.3	13.8	109	11542	79.2	18.6	103
CABLE TV: HOME WIRED	32077	8420	45.8	26.2	116	8226	41.8	25.6	106	4403	42.7	13.7	108	6346	43.5	19.8	110
HOME NOT WIRED	48909	9949	54.2	20.3	90	11432	58.2	23.4	96	5907	57.3	12.1	95	8231	56.5	16.8	94
HAVE PAY CABLE	15935	4505	24.5	28.3	125	4227	21.5	26.5	109	2520	24.4	15.8	124	3263	22.4	20.5	114

	TOTAL U.S. '000	KLEENEX BOUTIQUE				KLEENEX FAMILY SIZE				KLEENEX SOFTIQUE				OTHER KLEENEX				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%	
		DOWN	%	INDX		DOWN	%	INDX		DOWN	%	INDX		DOWN	%	INDX		
TOTAL FEMALE HOMEOWNERS	80986	18369	100.0	22.7	100	19658	100.0	24.3	100	10311	100.0	12.7	100	14576	100.0	18.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	10630	57.9	24.2	107	10941	55.7	24.9	103	5955	57.8	13.6	106	7810	53.6	17.8	9	
10:00 AM - 3:00 PM	30659	7340	40.0	23.9	106	8115	41.3	26.5	109	4024	39.0	13.1	103	5769	39.6	18.8	10	
3:00 PM - 7:00 PM	31045	7483	40.7	24.1	106	7462	38.0	24.0	99	4150	40.2	13.4	105	5604	38.4	18.1	10	
7:00 PM - MIDNIGHT	15767	3672	20.0	23.3	103	3748	19.1	23.8	98	1974	19.1	12.5	98	2857	19.6	18.1	10	
MIDNIGHT - 6:00 AM	9120	2197	12.0	24.1	106	2153	11.0	23.6	97	1262	12.2	13.8	109	1674	11.5	18.4	10	
6:00 AM - MIDNIGHT	58527	13925	75.8	23.8	105	14484	73.7	24.7	102	7727	74.9	13.2	104	10529	72.2	18.0	10	
ENTIRE DAY	59311	14113	76.8	23.8	105	14661	74.6	24.7	102	7884	76.5	13.3	104	10699	73.4	18.0	10	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	3949	21.5	24.4	108	4027	20.5	24.9	103	2545	24.7	15.7	124	3263	22.4	20.2	11	
ALL NEWS	2256	463	2.5	20.5	90	512	2.6	22.7	93	509	4.9	22.6	177	472	3.2	20.9	11	
AOR/PROGRESSIVE	3874	896	4.9	23.1	102	879	4.5	22.7	93	516	5.0	13.3	105	617	4.2	15.9	8	
BEAUTIFUL MUSIC	5660	1392	7.6	24.6	108	1322	6.7	23.4	96	724	7.0	12.8	100	984	6.8	17.4	9	
BLACK	2204	548	3.0	24.9	110	489	2.5	22.2	91	209	2.0	9.5	74	306	2.1	13.9	7	
CLASSICAL	1418	402	2.2	28.3	125	390	2.0	27.5	113	*224	2.2	15.8	124	*287	2.0	20.2	11	
CHR/ROCK	9538	2242	12.2	23.5	104	2336	11.9	24.5	101	1247	12.1	13.1	103	1605	11.0	16.8	9	
COUNTRY	12648	2982	16.2	23.6	104	3449	17.5	27.3	112	1378	13.4	10.9	86	2197	15.1	17.4	9	
GOLDEN OLDIES	1191	*183	1.0	15.4	68	*308	1.6	25.9	107	*214	2.1	18.0	141	*212	1.5	17.8	9	
MOR/NTALGIA	4757	1242	6.8	26.1	115	1185	6.0	24.9	103	823	8.0	17.3	136	1046	7.2	22.0	12	
NEMS/TALK	3863	793	4.3	20.5	91	850	4.3	22.0	91	481	4.7	12.5	98	752	5.2	19.5	10	
RELIGIOUS	3084	683	3.7	22.1	98	656	3.3	21.3	88	334	3.2	10.8	85	554	3.8	18.0	10	
SOFT ROCK	521	*165	0.9	31.7	140	*143	0.7	27.4	113	*111	1.1	21.3	167	*100	0.7	19.2	10	
URBAN CONTEMPORARY	1585	332	1.8	20.9	92	422	2.1	26.6	110	271	2.6	17.1	134	*135	0.9	8.5	4	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	677	3.7	20.8	92	781	4.0	23.9	99	426	4.1	13.1	103	442	3.0	13.6	7	
ABC DIRECTION	2316	528	2.9	22.8	101	954	2.8	23.9	99	308	3.0	13.3	104	319	2.2	13.8	7	
ABC ENTERTAINMENT	4834	1026	5.6	21.2	94	1146	5.8	23.7	98	620	6.0	12.8	101	819	5.6	16.9	9	
ABC FM	2202	517	2.8	23.5	104	626	3.2	28.4	117	*219	2.1	9.9	78	286	2.0	13.0	7	
ABC INFORMATION	5425	1260	6.9	23.2	102	1400	7.1	25.8	106	669	6.5	12.3	97	1164	8.0	21.5	11	
ABC ROCK	1677	416	2.3	24.8	109	433	2.2	25.8	106	327	3.2	19.5	153	*264	1.8	15.7	8	
CBS	4430	1065	5.8	24.0	106	1099	5.6	24.8	102	839	8.1	18.9	149	915	6.3	20.7	11	
MUTUAL	4992	1130	6.2	22.6	100	1212	6.2	24.3	100	627	6.1	12.6	99	980	6.7	19.6	10	
NBC	4679	1116	6.1	23.9	105	1205	6.1	25.8	106	689	6.7	14.7	116	847	5.8	18.1	10	
RADIORADIO	1994	489	2.7	24.5	108	417	2.1	20.9	86	334	3.2	16.8	132	324	2.2	16.2	9	
RKO ONE	2298	574	3.1	25.0	110	509	2.6	22.1	91	318	3.1	13.8	109	416	2.9	18.1	10	
RKO TWO	3311	751	4.1	22.7	100	767	3.9	23.2	95	405	3.9	12.2	96	602	4.1	18.2	10	
THE SOURCE	2114	510	2.8	24.1	106	505	2.6	23.9	98	*218	2.1	10.3	81	324	2.2	15.3	8	
NON-WIRED: BLAIR	8654	2102	11.4	24.3	107	2201	11.2	25.4	105	1036	10.0	12.0	94	1732	11.9	20.0	11	
INTERNET	12025	2964	16.1	24.6	109	3252	16.5	27.0	111	1847	17.9	15.4	121	2243	15.4	18.7	10	
KATZ RADIO GROUP	15359	3903	21.2	25.4	112	3374	17.2	22.0	91	2093	20.3	13.6	107	2742	18.8	17.9	9	
SUPERNET	10628	2621	14.3	24.7	109	2640	13.5	25.0	103	1570	15.2	14.8	116	2023	13.9	19.0	10	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	1811	9.9	20.9	92	2278	11.6	26.3	108	1046	10.1	12.1	95	1555	10.7	18.0	10	
WKDAY 9:00 AM - 1:00 PM	12163	2331	12.7	19.2	84	3131	15.9	25.7	106	1347	13.1	11.1	87	1969	13.5	16.2	9	
WKDAY 1:00 PM - 4:30 PM	16150	3254	17.7	20.1	89	4087	20.8	25.3	104	1783	17.3	11.0	87	2673	18.3	16.6	9	
WKDAY 4:30 PM - 7:30 PM	22463	4753	25.9	21.2	93	5549	28.2	24.7	102	2774	26.9	12.3	97	4161	28.5	18.5	10	
WKDAY 7:30 PM - 8:00 PM	31795	7028	38.3	22.1	97	7970	40.5	25.1	103	3977	38.6	12.5	98	5882	40.4	18.5	10	
WKDAY 11:00 PM - 11:30 PM	23977	5325	29.0	22.2	98	6423	32.7	26.8	110	3059	29.7	12.8	100	4455	30.6	18.6	10	
WKDAY 11:30 PM - 1:00 AM	7703	1649	9.0	21.4	94	2086	10.6	27.1	112	931	9.0	12.1	95	1411	9.7	18.3	10	
M-SAT 8-11 PM-SUN 7-11 PM	33800	7590	41.3	22.5	99	8431	42.9	24.9	103	4497	43.6	13.3	104	6309	43.3	18.7	10	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	1427	7.8	21.8	96	1537	7.8	23.5	97	866	8.4	13.2	104	1090	7.5	16.7	9
ANOTHER WORLD	N	4620	863	4.7	18.7	82	1210	6.2	26.2	108	514	5.0	11.1	87	628	4.3	13.6	7
AS THE WORLD TURNS	C	5614	1059	5.8	18.9	83	1482	7.5	26.4	109	421	4.1	7.5	59	930	6.4	16.6	9
CAPITOL	C	3396	545	3.0	16.0	71	937	4.8	27.6	114	257	2.5	7.6	59	501	3.4	14.8	8
CBS MORN. NEMS 1	C	1446	302	1.6	20.9	92	406	2.1	28.1	116	115	1.1	8.0	62	248	1.7	17.2	9
CBS MORN. NEMS 2	C	1207	245	1.3	20.3	89	336	1.7	27.8	115	146	1.4	12.1	95	221	1.5	18.3	10
DAYS OF OUR LIVES	N	5877	1075	5.9	18.3	81	1584	8.1	27.0	111	677	6.6	11.5	90	1000	6.9	17.0	9
FACTS OF LIFE - DAYTIME	N	2290	431	2.3	18.8	83	541	2.8	23.6	97	278	2.7	12.1	95	261	1.8	11.4	6
FAMILY FEUD	A	3023	586	3.2	19.4	85	722	3.7	23.9	98	356	3.5	11.8	92	426	2.9	14.1	7
GENERAL HOSPITAL	A	6097	1293	7.0	21.2	93	1385	7.0	22.7	94	879	8.5	14.4	113	1012	6.9	16.6	9
GOOD MORNING, AMERICA-730	A	3515	765	4.2	21.8	96	980	5.0	27.9	115	378	3.7	10.8	84	638	4.4	18.2	10
GOOD MORNING, AMERICA-830	A	2818	684	3.7	24.3	107	830	4.2	29.5	121	345	3.3	12.2	96	522	3.6	18.5	10
GUIDING LIGHT	C	5339	1092	5.9	20.5	90	1410	7.2	26.4	109	491	4.8	9.2	72	953	6.5	17.8	9
ONE LIFE TO LIVE	A	4478	1049	5.7	23.4	103	1060	5.4	23.7	98	532	5.2	11.9	93	676	4.6	15.1	8
PRESS YOUR LUCK	C	2244	425	2.3	18.9	84	594	3.0	26.5	109	250	2.4	11.1	88	404	2.8	18.0	10
PRICE IS RIGHT 1	C	43																

		TOTAL U.S. '000	KLEENEX BOUTIQUE				KLEENEX FAMILY SIZE				KLEENEX SOFTIQUE				OTHER KLEENEX				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEOWNERS			80986	18369	100.0	22.7	100	19658	100.0	24.3	100	10311	100.0	12.7	100	14576	100.0	18.0	100
WKDAY LOCAL EVENING TV NEWS																			
		26063	5570	30.3	21.4	94	6679	34.0	25.6	106	2949	28.6	11.3	89	4868	33.4	18.7	104	
		20261	4542	24.7	22.4	99	5523	28.1	27.3	112	2586	25.1	12.8	100	3757	25.8	18.5	103	
		2076	547	3.0	26.3	116	544	2.8	26.2	108	379	3.7	18.3	143	420	2.9	20.2	112	
TV EVENING NTKW 6 PM - 2 AM																			
	A	10453	2371	12.9	22.7	100	2688	13.7	25.7	106	1183	11.5	11.3	89	1928	13.2	18.4	102	
	A	6412	1658	9.0	25.9	114	1694	8.6	26.4	109	855	8.3	13.3	105	1159	8.0	18.1	100	
	A	12407	2906	15.8	23.4	103	3044	15.5	24.5	101	1789	17.4	14.4	113	2266	15.5	18.3	101	
	A	6176	1426	7.8	23.1	102	1554	7.9	25.2	104	676	6.6	10.9	86	1202	8.2	19.5	101	
	A	5863	1244	6.8	21.2	94	1547	7.9	26.4	109	629	6.1	10.7	84	1080	7.4	18.4	102	
	C	9594	2092	11.4	21.8	96	2484	12.6	25.9	107	1305	12.7	13.6	107	1820	12.5	19.0	105	
	C	6622	1277	7.0	19.3	85	1513	7.7	22.8	94	858	8.3	13.0	102	1294	8.9	19.5	109	
	C	10886	2565	14.0	23.6	104	2556	13.0	23.5	97	1404	13.6	12.9	101	2257	15.5	20.7	115	
	C	5036	1108	6.0	22.0	97	1261	6.4	25.0	103	539	5.2	10.7	84	952	6.5	18.9	105	
	C	9965	2315	12.6	23.2	102	2608	13.3	26.2	108	1509	14.6	15.1	119	2039	14.0	20.5	114	
	C	3491	826	4.5	23.7	104	844	4.3	24.2	100	419	4.1	12.0	94	680	4.7	19.5	108	
	C	7123	1677	9.1	23.5	104	1819	9.3	25.5	105	831	8.1	11.7	92	1444	9.9	20.3	113	
	C	3621	888	4.8	24.5	108	878	4.5	24.2	100	380	3.7	10.5	82	679	4.7	18.8	104	
	C	5436	1352	7.4	24.9	110	1426	7.3	26.2	108	650	6.3	12.0	94	1017	7.0	18.7	104	
	C	6100	1311	7.1	21.5	95	1559	7.9	25.6	105	871	8.4	14.3	112	1164	8.0	19.1	106	
	N	8889	2044	11.1	23.0	101	2052	10.4	23.1	95	1276	12.4	14.4	113	1613	11.1	18.1	101	
	C	22109	4963	27.0	22.4	99	5470	27.8	24.7	102	2959	28.7	13.4	105	4186	28.7	18.9	105	
	N	6940	1535	8.4	22.1	98	1712	8.7	24.7	102	831	8.1	12.0	94	1252	8.6	18.0	100	
	N	7223	1677	9.1	23.2	102	1722	8.8	23.8	98	964	9.3	13.3	105	1283	8.8	17.8	99	
	N	5595	1290	7.0	23.1	102	1270	6.5	22.7	94	815	7.9	14.6	114	953	6.5	17.0	95	
	C	5768	1209	6.6	21.0	92	1416	7.2	24.5	101	619	6.0	10.7	84	1041	7.1	18.0	100	
	A	20053	4528	24.7	22.6	100	4808	24.5	24.0	99	2387	23.2	11.9	93	3708	25.4	18.5	103	
	N	8087	1794	9.8	22.2	98	1930	9.8	23.9	98	1070	10.4	13.2	104	1522	10.4	18.8	105	
	C	20046	4434	24.1	22.1	98	4955	25.2	24.7	102	2776	26.9	13.8	109	3893	26.7	19.4	108	
	A	9084	1980	10.8	21.8	96	2125	10.8	23.4	96	1024	9.9	11.3	89	1632	11.2	18.0	100	
	N	7964	1784	9.7	22.4	99	1746	8.9	21.9	90	1121	10.9	14.1	111	1441	9.9	18.1	101	
	A	7687	1533	8.3	19.9	88	1734	8.8	22.6	93	962	9.3	12.5	98	1584	10.9	20.6	114	
	A	8861	2053	11.2	23.2	102	2055	10.5	23.2	96	1139	11.0	12.9	101	1635	11.2	18.5	103	
	C	5095	1062	5.8	20.8	92	1450	7.4	28.5	117	730	7.1	14.3	113	900	6.2	17.7	98	
	N	8838	1798	9.8	20.3	90	1952	9.9	22.1	91	1049	10.2	11.9	93	1530	10.5	17.3	96	
	A	8978	2049	11.2	22.8	101	2199	11.2	24.5	101	1068	10.4	11.9	93	1718	11.8	19.1	106	
	N	8590	1986	10.8	23.1	102	2155	11.0	25.1	103	1289	12.5	15.0	118	1490	10.2	17.3	96	
	A	14085	2909	15.8	20.7	91	3741	19.0	26.6	109	1902	18.4	13.5	106	2591	17.8	18.4	102	
	C	9360	1934	10.5	20.7	91	2452	12.5	26.2	108	1355	13.1	14.5	114	1773	12.2	18.9	105	
	N	5841	1245	6.8	21.3	94	1365	6.9	23.4	96	796	7.7	13.6	107	1053	7.2	18.0	100	
	C	9206	2100	11.4	22.8	101	2471	12.6	26.8	111	1167	11.3	12.7	100	1772	12.2	19.2	107	
	N	7076	1605	8.7	22.7	100	1696	8.6	24.0	99	1003	9.7	14.2	111	1247	8.6	17.6	98	
	A	12219	2482	13.5	20.3	90	2947	15.0	24.1	99	1481	14.4	12.1	95	2449	16.8	20.0	111	
	C	11199	2574	14.0	23.0	101	2758	14.0	24.6	101	1277	12.4	11.4	90	2007	13.8	17.9	100	
	N	6057	1355	7.4	22.4	99	1516	7.7	25.0	103	824	8.0	13.6	107	1071	7.3	17.7	98	
	N	3598	818	4.5	22.7	100	874	4.4	24.3	100	422	4.1	11.7	92	575	3.9	16.0	89	
	A	6344	1401	7.6	22.1	97	1450	7.4	22.9	94	819	7.9	12.9	101	1339	9.2	21.1	117	
	N	11994	2559	13.9	21.3	94	2768	14.1	23.1	95	1566	15.2	13.1	103	2027	13.9	16.9	94	
	N	5132	1083	5.9	21.1	93	1299	6.6	25.3	104	482	4.7	9.4	74	891	6.1	17.4	96	
	N	3375	651	3.5	19.3	85	849	4.3	25.2	104	437	4.2	12.9	102	587	4.0	17.4	97	
	N	3130	567	3.1	18.1	80	734	3.7	23.5	97	316	3.1	10.1	79	641	4.4	20.5	114	
	N	8284	1846	10.0	22.3	98	2118	10.8	25.6	105	1004	9.7	12.1	95	1480	10.2	17.9	99	
	C	9240	2156	11.7	23.3	103	2391	12.2	25.9	107	1356	13.2	14.7	115	1749	12.0	18.9	105	
	C	7288	1545	8.4	21.2	93	1699	8.6	23.3	96	927	9.0	12.7	100	1486	10.2	20.4	113	
	N	4855	1058	5.8	21.8	96	1267	6.4	26.1	108	529	5.1	10.9	86	891	6.1	18.4	102	
	N	8869	1830	10.0	20.6	91	2277	11.6	25.7	106	993	9.6	11.2	88	1582	10.9	17.8	99	
	N	7743	1609	8.8	20.8	92	1855	9.4	24.0	99	986	9.6	12.7	100	1359	9.3	17.6	98	
	A	5345	1247	6.8	23.3	103	1545	7.9	28.9	119	665	6.4	12.4	98	919	6.3	17.2	96	
	N	6988	1506	8.2	21.6	95	1843	9.4	26.4	109	972	9.4	13.9	109	1248	8.6	17.9	99	
	C	10002	2295	12.5	22.9	101	2468	12.6	24.7	102	1237	12.0	12.4	97	1782	12.2	17.8	99	
	C	10638	2356	12.8	22.1	98	2678	13.6	25.2	104	1163	11.3	10.9	86	2106	14.4	19.8	110	
	C	13293	2856	15.5	21.5	95	3343	17.0	25.1	104	1630	15.8	12.3	96	2579	17.7	19.4	108	
	N	7017	1654	9.0	23.6	104	1635	8.3	23.3	96	1110	10.8	15.8	124	1135	7.8	16.2	90	
	A	10917	2713	14.8	24.9	110	2496	12.7	22.9	94	1270	12.3	11.6	91	2135	14.6	19.6	109	
	A																		

	TOTAL U.S. '000	LADY SCOTT				POSH PUFFS				PUFFS FAMILY SIZE				OTHER PUFFS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	3561	100.0	4.4	100	5023	100.0	6.2	100	9522	100.0	11.8	100	3578	100.0	4.4	100
18 - 24	9282	**179	5.0	1.9	44	446	8.9	4.8	77	690	7.2	7.4	63	**339	9.5	3.7	83
25 - 34	19072	673	18.9	3.5	80	1496	29.8	7.8	126	2474	26.0	13.0	110	913	25.5	4.8	108
35 - 44	14591	721	20.2	4.9	112	927	18.5	6.4	102	1825	19.2	12.5	106	576	16.1	3.9	89
45 - 54	11345	**585	16.4	5.2	117	777	15.5	6.8	110	1388	14.6	12.2	104	493	13.8	4.3	98
55 - 64	11635	597	16.8	5.1	117	631	12.6	5.4	87	1418	14.9	12.2	104	**513	14.3	4.4	100
65 OR OLDER	15061	807	22.7	5.4	122	747	14.9	5.0	80	1727	18.1	11.5	98	745	20.8	4.9	112
18 - 34	28354	852	23.9	3.0	68	1942	38.7	6.8	110	3164	33.2	11.2	95	1252	35.0	4.4	100
18 - 49	48339	1795	50.4	3.7	84	3324	66.2	6.9	111	5752	60.4	11.9	101	2097	58.6	4.3	98
25 - 54	45008	1979	55.6	4.4	100	3200	63.7	7.1	115	5687	59.7	12.6	107	1982	55.4	4.4	100
35 - 49	19985	944	26.5	4.7	107	1382	27.5	6.9	111	2588	27.2	12.9	110	844	23.6	4.2	96
50 OR OLDER	32647	1766	49.6	5.4	123	1699	33.8	5.2	84	3769	39.6	11.5	98	1482	41.4	4.5	103
GRADUATED COLLEGE	11155	630	17.7	5.6	128	863	17.2	7.7	125	1169	12.3	10.5	89	**387	10.8	3.5	79
ATTENDED COLLEGE	13682	843	23.7	6.2	140	1034	20.6	7.6	122	1589	16.7	11.6	99	589	16.5	4.3	97
GRADUATED HIGH SCHOOL	33880	1262	35.4	3.7	85	2131	42.4	6.3	101	4468	46.9	13.2	112	1685	47.1	5.0	113
DID NOT GRADUATE HIGH SCHOOL	22270	828	23.3	3.7	85	995	19.8	4.5	72	2296	24.1	10.3	88	917	25.6	4.1	93
EMPLOYED	40306	1735	48.7	4.3	98	2560	51.0	6.4	102	4418	46.4	11.0	93	1551	43.3	3.8	87
EMPLOYED FULL-TIME	32850	1493	41.9	4.5	103	2103	41.9	6.4	103	3558	37.4	10.8	92	1200	33.5	3.7	83
EMPLOYED PART-TIME	7456	**242	6.8	3.2	74	**457	9.1	6.1	99	860	9.0	11.5	98	**352	9.8	4.7	107
NOT EMPLOYED	40680	1826	51.3	4.5	102	2464	49.1	6.1	98	5104	53.6	12.5	107	2027	56.7	5.0	113
PROFESSIONAL/MANAGER	10392	**670	18.8	6.4	147	702	14.0	6.8	109	953	10.0	9.2	78	**296	8.3	2.8	64
TECH/CLERICAL/SALES	17574	724	20.3	4.1	94	1288	25.6	7.3	118	2186	23.0	12.4	106	783	21.9	4.5	101
PRECISION/CRAFT	985	**70	2.0	1.1	162	**59	1.2	6.0	97	**63	0.7	6.4	54	**10	0.3	1.0	23
OTHER EMPLOYED	11354	**271	7.6	2.4	54	511	10.2	4.5	73	1216	12.8	10.7	91	**463	12.9	4.1	92
SINGLE	9863	385	10.8	3.9	89	660	13.1	6.7	108	740	7.8	7.5	64	538	15.0	5.5	123
MARRIED	51375	2411	67.7	4.7	107	3292	65.5	6.4	103	6742	70.8	13.1	112	2381	66.5	4.6	105
DIVORCED/SEPARATED/WIDOWED	19748	766	21.5	3.9	88	1072	21.3	5.4	88	2040	21.4	10.3	88	660	18.4	3.3	76
PARENTS	32590	1264	35.5	3.9	88	2043	40.7	6.3	101	4452	46.8	13.7	116	1598	44.7	4.9	111
WHITE	70416	3182	89.4	4.5	103	4406	87.7	6.3	101	8679	91.1	12.3	105	3258	91.1	4.6	105
BLACK	8778	**329	9.2	3.7	85	528	10.5	6.0	97	784	8.2	8.9	76	**240	6.7	2.7	62
OTHER	1791	**51	1.4	2.8	65	**89	1.8	5.0	80	**58	0.6	3.2	28	**81	2.3	4.5	102
NORTHEAST-CENSUS	17786	681	19.1	3.8	87	556	11.1	3.1	50	1277	13.4	7.2	61	736	20.6	4.1	94
NORTH CENTRAL	20741	849	23.8	4.1	93	2341	46.6	11.3	182	5111	53.7	24.6	210	1659	46.4	8.0	181
SOUTH	27775	927	26.0	3.3	76	1972	39.3	7.1	114	2867	30.1	10.3	88	1016	28.4	3.7	83
WEST	14683	1104	31.0	7.5	171	**155	3.1	1.1	17	**266	2.8	1.8	15	**168	4.7	1.1	26
NORTHEAST-MKTG.	17961	716	20.1	4.0	91	551	11.0	3.1	49	1030	10.8	5.7	49	643	18.0	3.6	81
EAST CENTRAL	11885	439	12.3	3.7	84	1133	22.6	9.5	154	2569	27.0	21.6	184	1016	28.4	8.5	193
WEST CENTRAL	14090	619	17.4	4.4	100	1572	31.3	11.2	180	3321	34.9	23.6	200	1049	29.3	7.4	169
SOUTH	24081	782	22.0	3.2	74	1691	33.7	7.0	113	2493	26.2	10.4	88	739	20.7	3.1	69
PACIFIC	12969	1006	28.3	7.8	176	**78	1.6	0.6	10	**109	1.1	0.8	7	**132	3.7	1.0	23
COUNTY SIZE A	32439	1566	44.0	4.8	110	2032	40.5	6.3	101	3215	33.8	9.9	84	1374	38.4	4.2	96
COUNTY SIZE B	24915	1106	31.1	4.4	101	1563	31.1	6.3	101	2942	30.9	11.8	100	1086	30.4	4.4	99
COUNTY SIZE C	12930	581	16.3	4.5	102	668	13.3	5.2	83	1504	15.8	11.6	99	565	15.8	4.4	99
COUNTY SIZE D	10703	**308	8.6	2.9	65	761	15.2	7.1	115	1861	19.5	17.4	148	553	15.5	5.2	117
METRO CENTRAL CITY	24518	1067	30.0	4.4	99	1549	30.8	6.3	102	2593	27.2	10.6	90	1022	28.6	4.2	94
METRO SUBURBAN	35919	1815	51.0	5.1	115	2149	42.8	6.0	96	3900	41.0	10.9	92	1624	45.4	4.5	102
NON METRO	20549	679	19.1	3.3	75	1325	26.4	6.4	104	3029	31.8	14.7	125	932	26.0	4.5	103
TOP 5 ADI'S	18341	1042	29.3	5.7	129	979	19.5	5.3	86	1331	14.0	7.3	62	635	17.7	3.5	78
TOP 10 ADI'S	25378	1277	35.9	5.0	114	1369	27.3	5.4	87	1936	20.3	7.6	65	817	22.8	3.2	73
TOP 20 ADI'S	36488	1875	52.7	5.1	117	1917	38.2	5.3	85	3422	35.9	9.4	80	1443	40.3	4.0	90
HSGLD INC. \$50,000 OR MORE	6612	**338	9.5	5.1	116	**589	11.7	8.9	144	805	8.5	12.2	104	**224	6.3	3.4	77
\$40,000 OR MORE	12659	**716	20.1	5.7	129	1034	20.6	8.2	132	1437	15.1	11.4	97	**485	13.6	3.8	87
\$30,000 OR MORE	24698	1440	40.4	5.8	133	1876	37.3	7.6	122	2890	30.4	11.7	100	1008	28.2	4.1	92
\$25,000 OR MORE	32077	1724	48.4	5.4	122	2359	47.0	7.4	119	4076	42.8	12.7	108	1325	37.0	4.1	93
\$20,000 - \$24,999	9144	**316	8.9	3.5	79	573	11.4	6.3	101	1058	11.1	11.6	98	**550	15.4	6.0	136
\$15,000 - \$19,999	8728	**417	11.7	4.8	109	523	10.4	6.0	97	882	9.3	10.1	86	**459	12.8	5.3	119
\$10,000 - \$14,999	12562	559	15.7	4.4	101	625	12.4	5.0	80	1509	15.8	12.0	102	481	13.4	3.8	87
UNDER \$10,000	18475	545	15.3	2.9	67	944	18.8	5.1	82	1997	21.0	10.8	92	764	21.4	4.1	94
HOUSEHOLD OF 1 PERSON	11987	566	15.9	4.7	107	747	14.9	6.2	100	1080	11.3	9.0	77	481	13.4	4.0	91
2 PEOPLE	26577	1235	34.7	4.6	106	1821	36.3	6.9	110	3030	31.8	11.4	97	1089	30.4	4.1	93
3 OR 4 PEOPLE	30617	1302	36.6	4.3	97	1877	37.4	6.1	99	3836	40.3	12.5	107	1360	38.0	4.4	101
5 OR MORE PEOPLE	11804	**459	12.9	3.9	88	**578	11.5	4.9	79	1575	16.5	13.3	113	**649	18.1	5.5	124
NO CHILD IN HSGLD	46165	2154	60.5	4.7	106	2879	57.3	6.2	101	4796	50.4	10.4	88	1893	52.9	4.1	93
CHILD(REN) UNDER 2 YRS	5325	**210	5.9	3.9	90	**337	6.7	6.3	102	764	8.0	14.3	122	**361	10.1	6.8	153
2 - 5 YEARS	14221	**579	16.3	4.1	93	851	16.9	6.0	96	2043	21.5	14.4	122	717	20.0	5.0	114
6 - 11 YEARS	15117	569	16.0	3.8	86	921	18.3	6.1	98	2130	22.4	14.1	120	795	22.2	5.3	119
12 - 17 YEARS	16611	697	19.6	4.2	95	1106	22.0	6.7	107	2281	24.0	13.7	117	754	21.1	4.5	103
RESIDENCE OWNED	55884	2600	73.0	4.7	106	3638	72.4	6.5	105	7450	78.2	13.3	113	2503	70.0	4.5	101
VALUE: \$50,000 OR MORE	31744	1734	48.7	5.5	124	2024	40.3	6.4	103	3974	41.7	12.5	106	1292	36.1	4.1	92
VALUE: UNDER \$50,000	24140	866	24.3	3.6	82	1614	32.1	6.7	108	3477	36.5	14.4	123	1211	33.8	5.0	114

		TOTAL U.S. '000	LADY SCOTT				POSH PUFFS				PUFFS FAMILY SIZE				OTHER PUFFS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	3561	100.0	4.4	100	5023	100.0	6.2	100	9522	100.0	11.8	100	3578	100.0	4.4	100
MAGAZINES	QUINTILE 1	15799	814	22.9	5.2	117	1263	25.1	8.0	129	2206	23.2	14.0	119	561	15.7	3.6	80
	QUINTILE 2	17259	994	27.9	5.8	131	1103	22.0	6.4	103	2091	22.0	12.1	103	908	25.4	5.3	119
	QUINTILE 3	13545	539	15.1	4.0	90	812	16.2	6.0	97	1426	15.0	10.5	90	496	13.9	3.7	83
	QUINTILE 4	15133	608	17.1	4.0	91	911	18.1	6.0	97	1857	19.5	12.3	104	677	18.9	4.5	101
	QUINTILE 5	19250	606	17.0	3.1	72	935	18.6	4.9	78	1942	20.4	10.1	86	936	26.2	4.9	110
NEWSPAPERS	QUINTILE 1	12413	705	19.8	5.7	129	908	18.1	7.3	118	1613	16.9	13.0	111	530	14.8	4.3	97
	QUINTILE 2	24116	1181	33.2	4.9	111	1651	32.9	6.8	110	3275	34.4	13.6	116	1064	29.7	4.4	100
	QUINTILE 3	11261	*463	13.0	4.1	94	776	15.4	6.9	111	1256	13.2	11.2	95	598	16.7	5.3	120
	QUINTILE 4	20255	731	20.5	3.6	82	1141	22.7	5.6	91	2148	22.6	10.6	90	809	22.6	4.0	90
	QUINTILE 5	12940	*482	13.5	3.7	85	547	10.9	4.2	68	1229	12.9	9.5	81	*578	16.2	4.5	101
OUTDOOR	QUINTILE 1	14852	637	17.9	4.3	98	1018	20.3	6.9	111	1541	16.2	10.4	88	801	22.4	5.4	122
	QUINTILE 2	15725	764	21.5	4.9	110	1046	20.8	6.7	107	2093	22.0	13.3	113	665	18.6	4.2	96
	QUINTILE 3	16330	779	21.9	4.8	108	1091	21.7	6.7	108	1894	19.9	11.6	99	845	23.6	5.2	117
	QUINTILE 4	16744	684	19.2	4.1	93	966	19.2	5.8	93	2072	21.8	12.4	105	732	20.5	4.4	99
	QUINTILE 5	17334	697	19.6	4.0	91	904	18.0	5.2	84	1921	20.2	11.1	94	535	15.0	3.1	70
RADIO-DRIVE TIME	QUINTILE 1	15911	834	23.4	5.2	119	1151	22.9	7.2	117	2290	24.0	14.4	122	784	21.9	4.9	112
	QUINTILE 2	14837	714	20.1	4.8	109	967	19.3	6.5	105	1950	20.5	13.1	112	630	17.6	4.2	96
	QUINTILE 3	15339	797	22.4	5.2	118	1011	20.1	6.6	106	1549	16.3	10.1	86	717	20.0	4.7	106
	QUINTILE 4	16723	618	17.4	3.7	84	937	18.7	5.6	90	1910	20.1	11.4	97	781	21.8	4.7	106
	QUINTILE 5	18176	599	16.8	3.3	75	958	19.1	5.3	85	1824	19.2	10.0	85	666	18.6	3.7	83
RADIO-MID- DAY	TERCILE 1	21020	1037	29.1	4.9	112	1541	30.7	7.3	118	2884	30.3	13.7	117	1065	29.8	5.1	115
	TERCILE 2	21610	930	26.1	4.3	98	1253	24.9	5.8	93	2736	28.7	12.7	108	1109	31.0	5.1	116
	TERCILE 3	38355	1595	44.8	4.2	95	2230	44.4	5.8	94	3901	41.0	10.2	87	1404	39.2	3.7	83
RADIO-TOTAL	QUINTILE 1	15988	779	21.9	4.9	111	1250	24.9	7.8	126	2368	24.9	14.8	126	849	23.7	5.3	120
	QUINTILE 2	15626	844	23.7	5.4	123	863	17.2	5.5	89	1930	20.3	12.4	105	625	17.5	4.0	91
	QUINTILE 3	16723	821	23.1	4.9	112	1041	20.7	6.2	100	1914	20.1	11.4	97	872	24.4	5.2	118
	QUINTILE 4	16342	654	18.4	4.0	91	981	19.5	6.0	97	1653	17.4	10.1	86	689	19.3	4.2	95
	QUINTILE 5	16306	463	13.0	2.8	65	888	17.7	5.4	88	1657	17.4	10.2	86	542	15.1	3.3	75
TV-PRIME TIME	QUINTILE 1	15953	812	22.8	5.1	116	1088	21.7	6.8	110	1919	20.2	12.0	102	805	22.5	5.0	114
	QUINTILE 2	16137	555	15.6	3.4	78	1003	20.0	6.2	100	1926	20.2	11.9	102	762	21.3	4.7	107
	QUINTILE 3	16420	636	17.9	3.9	88	864	17.2	5.3	85	2123	22.3	12.9	110	592	16.5	3.6	82
	QUINTILE 4	16687	710	19.9	4.3	97	1068	21.3	6.4	103	2041	21.4	12.2	104	695	19.4	4.2	94
	QUINTILE 5	15789	848	23.8	5.4	122	1001	19.9	6.3	102	1513	15.9	9.6	82	725	20.3	4.6	104
TV-DAYTIME	TERCILE 1	27736	1167	32.8	4.2	96	1844	36.7	6.6	107	3908	41.0	14.1	120	1315	36.8	4.7	107
	TERCILE 2	26489	1138	32.0	4.3	98	1787	35.6	6.7	109	3255	34.2	12.3	105	1266	35.4	4.8	108
	TERCILE 3	26761	1256	35.3	4.7	107	1392	27.7	5.2	84	2358	24.8	8.8	75	997	27.9	3.7	84
TV-TOTAL	QUINTILE 1	16345	715	20.1	4.4	99	1129	22.5	6.9	111	2169	22.8	13.3	113	775	21.7	4.7	107
	QUINTILE 2	16447	579	16.3	3.5	80	1076	21.4	6.5	105	2171	22.8	13.2	112	755	21.1	4.6	104
	QUINTILE 3	15980	697	19.6	4.4	99	981	19.5	6.1	99	1976	20.8	12.4	105	705	19.7	4.4	100
	QUINTILE 4	15887	802	22.5	5.0	115	841	16.7	5.3	85	1675	17.6	10.5	90	679	19.0	4.3	97
	QUINTILE 5	16326	769	21.6	4.7	107	996	19.8	6.1	98	1530	16.1	9.4	80	665	18.6	4.1	92
MAGAZINES-NEWSPAPERS: DUAL		20721	1100	30.9	5.3	121	1460	29.1	7.0	114	2806	29.5	13.5	115	882	24.7	4.3	96
MAGAZINE IMPERATIVE		19186	931	26.1	4.9	110	1253	24.9	6.5	105	2115	22.2	11.0	94	807	22.6	4.2	95
NEWSPAPER IMPERATIVE		21899	965	27.1	4.4	100	1496	29.8	6.8	110	2832	29.7	12.9	110	1052	29.4	4.8	109
MAGAZINES-OUTDOOR: DUAL		15451	837	23.5	5.4	123	1102	21.9	7.1	115	1947	20.4	12.6	107	781	21.8	5.1	114
MAGAZINE IMPERATIVE		25953	1309	36.8	5.0	115	1730	34.4	6.7	107	3190	33.5	12.3	105	995	27.8	3.8	87
OUTDOOR IMPERATIVE		24400	884	24.8	3.6	82	1456	29.0	6.0	96	2695	28.3	11.0	94	1198	33.5	4.9	111
MAGAZINES-RADIO: DUAL		18049	991	27.8	5.5	125	1296	25.8	7.2	116	2461	25.8	13.6	116	738	20.6	4.1	93
MAGAZINE IMPERATIVE		23571	1131	31.8	4.8	109	1545	30.8	6.6	106	2638	27.7	11.2	95	988	27.6	4.2	95
RADIO IMPERATIVE		23278	1021	28.7	4.4	100	1366	27.2	5.9	95	3001	31.5	12.9	110	1202	33.6	5.2	117
MAGAZINES-TELEVISION: DUAL		15459	698	19.6	4.5	103	1266	25.2	8.2	132	2393	25.1	15.5	132	803	22.4	5.2	118
MAGAZINE IMPERATIVE		25829	1486	41.7	5.8	131	1593	31.7	6.2	99	2785	29.2	10.8	92	961	26.9	3.7	84
TELEVISION IMPERATIVE		26039	947	26.6	3.6	83	1491	29.7	5.7	92	3001	31.5	11.5	98	1155	32.3	4.4	100
NEWSPAPERS-OUTDOOR: DUAL		16405	874	24.5	5.3	120	1232	24.5	7.4	120	2246	23.6	13.5	115	846	23.6	5.1	115
NEWSPAPER IMPERATIVE		26834	1338	37.6	5.0	113	1776	35.4	6.6	107	3406	35.8	12.7	108	1099	30.7	4.1	93
OUTDOOR IMPERATIVE		23346	977	27.4	4.2	95	1427	28.4	6.1	99	2318	24.3	9.9	84	1134	31.7	4.9	110
NEWSPAPERS-RADIO: DUAL		17133	929	26.1	5.4	123	1235	24.6	7.2	116	2731	28.7	15.9	136	891	24.9	5.2	118
NEWSPAPER IMPERATIVE		25892	1223	34.3	4.7	107	1727	34.4	6.7	108	2834	29.8	10.9	93	1084	30.3	4.2	95
RADIO IMPERATIVE		23167	1077	30.2	4.6	106	1396	27.8	6.0	97	2638	27.7	11.4	97	1092	30.5	4.7	107
NEWSPAPERS-TELEVISION: DUAL		17159	843	23.7	4.9	112	1309	26.1	7.6	123	2538	26.7	14.8	126	1033	28.9	6.0	136
NEWSPAPER IMPERATIVE		26214	1395	39.2	5.3	121	1686	33.6	6.4	104	3081	32.4	11.8	100	996	27.8	3.8	86
TELEVISION IMPERATIVE		23412	785	22.0	3.4	76	1340	26.7	5.7	92	2689	28.2	11.5	98	926	25.9	4.0	90
OUTDOOR-RADIO: DUAL		15303	782	22.0	5.1	116	945	18.8	6.2	100	1950	20.5	12.7	108	756	21.1	4.9	112
OUTDOOR IMPERATIVE		24901	1059	29.7	4.3	97	1610	32.1	6.5	104	2551	26.8	10.2	87	1178	32.9	4.7	107
RADIO IMPERATIVE		26492	1321	37.1	5.0	113	1768	35.2	6.7	108	3495	36.7	13.2	112	1202	33.6	4.5	103
OUTDOOR-TELEVISION: DUAL		14794	673	18.9	4.5	103	1042	20.7	7.0	114								

	TOTAL U.S. '000	LADY SCOTT				POSH PUFFS				PUFFS FAMILY SIZE				OTHER PUFFS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80984	3561	100.0	4.4	100	5023	100.0	6.2	100	9522	100.0	11.8	100	3578	100.0	4.4	100
ATLANTIC MONTHLY	415	**14	0.4	3.4	77	**24	0.5	5.8	93	**55	0.6	13.3	113	**13	0.4	3.1	71
BARRON'S	453	**32	0.9	7.1	161	**12	0.2	2.6	43	**25	0.3	5.5	47	**4	0.1	0.9	20
BETTER HOMES & GARDENS	16254	935	26.3	5.8	131	1298	25.8	8.0	129	2391	25.1	14.7	125	848	23.7	5.2	118
BON APPETIT	2535	*171	4.8	6.7	153	*131	2.6	5.2	83	258	2.7	10.2	87	**41	1.1	1.6	37
BUSINESS WEEK	1278	**121	3.4	9.5	215	**94	1.9	7.4	119	**77	0.8	6.0	51	**48	1.3	3.8	85
CAR AND DRIVER	378	**52	1.5	13.8	313	**20	0.4	5.3	85	**22	0.2	5.8	50	**15	0.4	4.0	90
CBS MAGAZINE NETWORK (GROSS)	1498	**124	3.5	8.3	188	*133	2.6	8.9	143	**99	1.0	6.6	56	**38	1.1	2.5	57
CHANGING TIMES	1505	*84	2.4	5.6	127	*124	2.5	8.2	133	*147	1.5	9.8	83	**58	1.6	3.9	87
COLONIAL HOMES	1231	**108	3.0	8.8	200	**136	2.7	11.0	178	*135	1.4	11.0	93	**97	2.7	7.9	178
CONDE NAST MAG. PKG. (GROSS)	14144	829	23.3	5.9	133	1039	20.7	7.3	118	1333	14.0	9.4	80	535	15.0	3.8	86
CONSUMERS DIGEST	1323	**134	3.8	10.1	230	**77	1.5	5.8	94	*160	1.7	12.1	103	**54	1.5	4.1	92
COSMOPOLITAN	7102	358	10.1	5.0	115	619	12.3	8.7	141	716	7.5	10.1	86	244	6.8	3.4	78
COUNTRY LIVING	2481	*191	5.4	7.7	175	*303	6.0	12.2	197	451	4.7	18.2	155	**86	2.4	3.5	78
CUISINE	1472	**94	2.6	6.4	145	**69	1.4	4.7	76	*168	1.8	11.4	97	**44	1.2	3.0	68
CYCLE WORLD	425	**43	1.2	10.1	230	**67	1.3	15.8	254	**58	0.6	13.6	116	**10	0.3	2.4	53
DCI:CREATIVE IDEAS FOR LIV	2510	**164	4.6	6.5	149	*174	3.5	6.9	112	395	4.1	15.7	134	*141	3.9	5.6	127
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	311	8.7	4.6	106	563	11.2	8.4	136	886	9.3	13.2	113	283	7.9	4.2	96
DISCOVER	894	**30	0.8	3.4	76	**85	1.7	9.5	153	**87	0.9	9.7	83	**10	0.3	1.1	25
EBONY	3507	*196	5.5	5.6	127	174	3.5	5.0	80	331	3.5	9.4	80	*104	2.9	3.0	67
ESQUIRE	1083	**108	3.0	10.0	227	**63	1.3	5.8	94	*111	1.2	10.2	87	**16	0.4	1.5	33
ESSENCE	1830	*121	3.4	6.6	190	*81	1.6	4.4	71	237	2.5	13.0	110	*77	2.2	4.2	95
FAMILY CIRCLE	15930	864	24.3	5.4	123	1222	24.3	7.7	124	2025	21.3	12.7	108	750	21.0	4.7	107
THE FAMILY HANDYMAN	1126	**59	1.7	5.2	119	**94	1.9	8.3	135	*195	2.0	17.3	147	**21	0.6	1.9	42
FAMILY WEEKLY	11468	619	17.4	5.4	123	614	12.2	5.4	86	1469	15.4	12.8	109	586	16.4	5.1	116
FIELD & STREAM	2234	**83	2.3	3.7	84	*162	3.2	7.3	117	390	4.1	17.5	148	**97	2.7	4.3	98
FOOD & WINE	579	**52	1.5	9.0	204	**38	0.8	6.6	106	**44	0.5	7.6	65	**12	0.3	2.1	47
FORBES	728	**41	1.2	5.6	128	**31	0.6	4.3	69	**57	0.6	7.8	67	**11	0.3	1.5	34
FORTUNE	906	**48	1.3	5.3	120	**134	2.7	14.8	238	**70	0.7	7.7	66	**6	0.2	0.7	15
GENTLEMEN'S QUARTERLY	791	**53	1.5	6.7	152	**31	0.6	3.9	63	**48	0.5	6.1	52	**10	0.3	1.3	29
GLAMOUR	5265	332	9.3	6.3	143	431	8.6	8.2	132	532	5.6	10.1	86	195	5.4	3.7	84
GOLF DIGEST	636	**29	0.8	4.6	104	**73	1.5	11.5	185	**60	0.6	9.4	80	**21	0.6	3.3	75
GOLF DIGEST/TENNIS (GROSS)	1186	**75	2.1	6.3	144	*104	2.1	8.8	141	**91	1.0	7.7	65	**53	1.5	4.5	101
GOLF MAGAZINE	441	**12	0.3	2.7	62	**65	1.3	14.7	238	**66	0.7	15.0	127	**14	0.4	3.2	72
GOLF MAGAZINE/SKI (GROSS)	922	**36	1.0	3.9	89	**84	1.7	9.1	147	**89	0.9	9.7	82	**38	1.1	4.1	93
GOOD HOUSEKEEPING	16487	762	21.4	4.6	105	1259	25.1	7.6	123	2391	25.1	14.5	123	712	19.9	4.3	98
HARPER'S BAZAAR	2423	*112	3.1	4.6	105	*195	3.9	8.0	130	203	2.1	8.4	71	**67	1.9	2.8	63
HEALTH	1994	**85	2.4	4.3	97	*183	3.6	9.2	148	294	3.1	14.7	125	**76	2.1	3.8	86
HEARST MAG CORP. BUY (GROSS)	44101	2250	63.2	5.1	116	3846	76.6	8.7	141	5701	59.9	12.9	110	1751	48.9	4.0	90
HEARST MAN POWER (GROSS)	1993	**149	4.2	7.5	170	*204	4.1	10.2	165	290	3.0	14.6	124	**47	1.3	2.4	53
HEARST WOMAN POWER (GROSS)	31274	1434	40.3	4.6	104	2574	51.2	8.2	133	4058	42.6	13.0	110	1272	35.6	4.1	92
HOUSE BEAUTIFUL	3623	*197	5.5	5.4	124	347	6.9	9.6	154	437	4.6	12.1	103	*145	4.1	4.0	91
INC.	283	**27	0.8	9.5	217	**16	0.3	5.7	91	**29	0.3	10.2	87	**2	0.1	0.7	16
JET	2928	*172	4.8	5.9	134	*137	2.7	4.7	75	354	3.7	12.1	103	*87	2.4	3.0	67
LADIES' HOME JOURNAL	11918	514	14.4	4.3	98	890	17.7	7.5	120	1617	17.0	13.6	115	491	13.7	4.1	93
LHJ FAMILY GRP COMBO(GROSS)	16764	702	19.7	4.2	95	1336	26.6	8.0	128	2438	25.6	14.5	124	705	19.7	4.2	95
LIFE	4254	*215	6.0	5.1	115	236	4.7	5.5	89	427	4.5	10.0	85	*169	4.7	4.0	90
L.A. TIMES HOME MAGAZINE	1145	**93	2.6	8.1	185	**0	0.0	0.0	0	**5	0.1	0.4	4	**2	0.1	0.2	4
MADMOISELLE	2884	*138	3.9	4.8	109	*211	4.2	7.3	118	247	2.6	8.6	73	*130	3.6	4.5	102
MC CALL'S	13460	700	19.7	5.2	118	1137	22.6	8.4	136	1954	20.5	14.5	123	658	18.4	4.9	111
MC CALL'S/WRK MOTHER (GROSS)	14606	807	22.7	5.5	126	1214	24.2	8.3	134	2079	21.8	14.2	121	711	19.9	4.9	110
MECHANIX ILLUSTRATED	772	**31	0.9	4.0	91	**53	1.1	6.9	111	**98	1.0	12.7	108	**11	0.3	1.4	32
METROPOLITAN HOME	967	**89	2.5	9.2	209	**109	2.2	11.3	182	*129	1.4	13.3	113	**28	0.8	2.9	66
MONEY	1588	**71	2.0	4.5	102	**108	2.2	6.8	110	*157	1.6	9.9	84	**62	1.7	3.9	88
MOTHER EARTH NEWS	1002	**28	0.8	2.8	64	**74	1.5	7.4	119	*142	1.5	14.2	121	*36	1.0	3.6	81
MS.	825	**43	1.2	5.2	119	**56	1.1	6.8	109	*111	1.2	13.5	114	**26	0.7	3.2	71
NATIONAL ENQUIRER	10336	413	11.6	4.0	91	655	13.0	6.3	102	1322	13.9	12.8	109	517	14.4	5.0	113
NATIONAL GEOGRAPHIC	9597	562	15.8	5.9	133	741	14.8	7.7	124	1214	12.7	12.6	108	434	12.1	4.5	102
NATIONAL SUNDAY MAGAZINE PKG	49558	2473	69.4	5.0	113	3343	66.6	6.7	109	6367	66.9	12.8	109	2260	63.2	4.6	103
NATURAL HISTORY	573	**26	0.7	4.5	103	**82	1.6	14.3	231	**40	0.4	7.0	59	**6	0.2	1.0	24
NEM WOMAN	1699	*137	3.8	8.1	183	**86	1.7	5.1	82	*188	2.0	11.1	94	**44	1.2	2.6	59
NEW YORK INCLUDING CUE	443	**5	0.1	1.1	26	**6	0.1	1.4	22	**40	0.4	9.0	77	**6	0.2	1.4	31
THE NEW YORKER	1270	**72	2.0	5.7	129	**36	0.7	2.8	46	*104	1.1	8.2	70	**45	1.3	3.5	80
NEWSWEEK	6277	355	10.0	5.7	129	538	10.7	8.6	138	716	7.5	11.4	97	269	7.5	4.3	97
THE N.Y. TIMES DAILY EDITION	1205	**60	1.7	5.0	113	**50	1.0	4.1	67	**29	0.3	2.4	20	**10	0.3	0.8	19
THE N.Y. TIMES MAGAZINE	2081	**71	2.0	3.4	78	**82	1.6	3.9	64	**55	0.6	2.6	22	**13	0.4	0.6	14
OMNI	788	**25	0.7	3.2	72	**31	0.6	3.9	63	**68	0.7	8.6	73	**23	0.6	2.9	66
ON CABLE	1158	**13	0.4	1.1	26	**69	1.4	6.0	96	*180	1.9	15.5	132	**58	1.6	5.0	113
1001 HOME IDEAS	2852	**104	2.9	3.6	83	264	5.3	9.3	149	528	5.5	18.5	157	*139	3.9	4.9	110
ORGANIC GARDENING	1658	**105	2.9	6.3	144	**84	1.7	5.1	82	233	2.4	14.1	120	**103	2.9	6.2	141
OUTDOOR LIFE	896	**62	1.7	6.9	157	*143	2.8	16.0	257	*197	2.1	22.0	187	**84	2.3	9.4	212
PARADE MAGAZINE	24275	1273	35.7	5.2	119	1550	30.9	6.4	103	2689	28.2	11.1	94	1129	31.6	4.7	105

	TOTAL U.S. '000	LADY SCOTT				POSH PUFFS				PUFFS FAMILY SIZE				OTHER PUFFS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	3561	100.0	4.4	100	5023	100.0	6.2	100	9522	100.0	11.8	100	3578	100.0	4.4	100
PARENTS	3845	**192	5.4	5.0	114	303	6.0	7.9	127	709	7.4	18.4	157	**178	5.0	4.6	105
PENTHOUSE	831	**54	1.5	6.5	148	**41	0.8	4.9	80	**149	1.6	17.9	152	**38	1.1	4.6	104
PEOPLE	11645	494	13.9	4.2	96	818	16.3	7.0	113	1280	13.4	11.0	93	531	14.8	4.6	103
PLAYBOY	2006	**79	2.2	3.9	90	*126	2.5	6.3	101	218	2.3	10.9	92	**86	2.4	4.3	97
POPULAR HOT RODDING	297	**18	0.5	6.1	138	**13	0.3	4.4	71	**57	0.6	19.2	163	**16	0.4	5.4	122
POPULAR MECHANICS	1018	**104	2.9	10.2	232	**69	1.4	6.8	109	*138	1.4	13.6	115	**17	0.5	1.7	38
POPULAR SCIENCE	878	**31	0.9	3.5	80	**90	1.8	10.3	165	**108	1.1	12.3	105	**36	1.0	4.1	93
PREVENTION	3913	241	6.8	6.2	140	*193	3.8	4.9	80	547	5.7	14.0	119	*169	4.7	4.3	98
PSYCHOLOGY TODAY	1710	*171	4.8	10.0	227	*106	2.1	6.2	100	*164	1.7	9.6	82	**17	0.5	1.0	23
READER'S DIGEST	22204	1043	29.3	4.7	107	1400	27.9	6.3	102	3124	32.8	14.1	120	1000	27.9	4.5	102
REDDOOK	7684	314	8.8	4.1	93	695	13.8	9.0	146	951	10.0	12.4	105	316	8.8	4.1	93
ROAD & TRACK	410	**18	0.5	4.4	100	**26	0.5	6.3	102	**8	0.1	2.0	17	**15	0.4	3.7	83
ROLLING STONE	969	**14	0.4	1.4	33	**71	1.4	7.3	118	**89	0.9	9.2	78	**20	0.6	2.1	47
RUNNER'S WORLD	298	**18	0.5	6.0	137	**36	0.7	12.1	195	**20	0.2	6.7	57	**5	0.1	1.7	38
SATURDAY EVENING POST	1169	**87	2.4	7.4	169	*87	1.7	7.4	120	*194	2.0	16.6	141	**74	2.1	6.3	143
SCIENCE 84	587	**28	0.8	4.8	108	**12	0.2	2.0	33	**36	0.4	6.1	52	**3	0.1	0.5	12
SCIENCE DIGEST	482	**23	0.6	4.8	109	**84	1.7	17.4	281	**77	0.8	16.0	136	**21	0.6	4.4	99
SCIENTIFIC AMERICAN	594	**32	0.9	5.4	123	**30	0.6	5.1	81	**38	0.4	6.4	54	**22	0.6	3.7	84
SELF	2089	**131	3.7	6.3	143	*187	3.7	9.0	144	237	2.5	11.3	96	**71	2.0	3.4	77
SEVENTEEN	2411	**110	3.1	4.6	104	*189	3.8	7.8	126	292	3.1	12.1	103	**96	2.7	4.0	90
SKI	480	**25	0.7	5.2	118	**19	0.4	4.0	64	**23	0.2	4.8	41	**24	0.7	5.0	113
SMITHSONIAN	2760	*197	5.5	7.1	162	*111	2.2	4.0	65	254	2.7	9.2	78	**64	1.8	2.3	52
SOAP OPERA DIGEST	3013	**100	2.8	3.3	75	248	4.9	8.2	133	494	5.2	16.4	139	*115	3.2	3.8	86
SOUTHERN LIVING	4184	*147	4.1	3.5	80	389	7.7	9.3	150	491	5.2	11.7	100	*141	3.9	3.4	76
SPORT	559	**21	0.6	3.8	85	**49	1.0	8.8	141	**39	0.4	7.0	59	**14	0.4	2.5	57
THE SPORTING NEWS	436	**10	0.3	2.3	52	**16	0.3	3.7	59	**93	1.0	21.3	181	**48	1.3	11.0	249
SPORTS AFIELD	493	**23	0.6	4.7	106	**52	1.0	10.5	170	**76	0.8	15.4	131	**9	0.3	1.8	41
SPORTS ILLUSTRATED	2758	**105	2.9	3.8	87	*228	4.5	8.3	133	366	3.8	13.3	113	**99	2.8	3.6	81
STAR	7456	306	8.6	4.1	93	539	10.7	7.2	117	1051	11.0	14.1	120	269	7.5	3.6	82
SUNDAY	24936	1332	37.4	5.3	121	1892	37.7	7.6	122	3498	36.7	14.0	119	1251	35.0	5.0	114
SUNSET	2124	*241	6.8	11.3	258	**21	0.4	1.0	16	**49	0.5	2.3	20	**26	0.7	1.2	28
TV GUIDE	21661	935	26.3	4.3	98	1276	25.4	5.9	95	2389	25.1	11.0	94	886	24.8	4.1	93
TENNIS	550	**46	1.3	8.4	190	**31	0.6	5.6	91	**31	0.3	5.6	48	**31	0.9	5.6	128
TIME	8880	436	12.2	4.9	112	496	9.9	5.6	90	848	8.9	9.5	81	327	9.1	3.7	83
TOWN & COUNTRY	917	**56	1.6	6.1	139	**71	1.4	7.7	125	*109	1.1	11.9	101	**26	0.7	2.8	64
TRAVEL & LEISURE	972	**31	0.9	3.2	73	**68	1.4	7.0	113	*130	1.4	13.4	114	**26	0.7	2.7	61
TRUE STORY	3356	*170	4.8	5.1	115	*180	3.6	5.4	86	475	5.0	14.2	120	*107	3.0	3.2	72
U.S. NEWS & WORLD REPORT	3410	*264	7.4	7.7	176	*210	4.2	6.2	99	516	5.4	15.1	129	*166	4.6	4.9	110
USA TODAY	1759	**110	3.1	6.3	142	*107	2.1	6.1	98	*238	2.5	13.5	115	**67	1.9	3.8	86
US	1873	**56	1.6	3.0	68	*250	5.0	13.3	215	336	3.5	17.9	153	*129	3.6	6.9	156
VOGUE	3909	*228	6.4	5.8	133	209	4.2	5.3	86	316	3.3	8.1	69	*139	3.9	3.6	80
WALL STREET JOURNAL	1886	**147	4.1	7.8	177	*185	3.7	9.8	158	*207	2.2	11.0	93	**92	2.6	4.9	110
WEIGHT WATCHERS	2120	**135	3.8	6.4	145	*151	3.0	7.1	115	266	2.8	12.5	107	*140	3.9	6.6	149
WOMAN'S DAY	14172	804	22.6	5.7	129	1006	20.0	7.1	114	1912	20.1	13.5	115	580	16.2	4.1	93
WORKING WOMAN	1146	**107	3.0	9.3	212	*77	1.5	6.7	108	*125	1.3	10.9	93	**53	1.5	4.6	105
WORKING WOMAN	1322	**55	1.5	4.2	95	**78	1.6	5.9	95	*193	2.0	14.6	124	**44	1.2	3.3	75
WORLD TENNIS	*163	**28	0.8	17.2	391	*15	0.3	9.2	148	*97	0.1	4.3	37	**4	0.1	2.5	56
ZIFF-DAVIS MAG NETWORK (GROSS)	2532	**109	3.1	4.3	98	*188	3.7	7.4	120	255	2.7	10.1	86	**54	1.5	2.1	48
BLAIR INSERTS	43657	2151	60.4	4.9	112	2997	59.7	6.8	111	5397	56.7	12.4	105	1890	52.8	4.3	98
DAILY NEWSPAPERS																	
READ ANY	51633	2438	68.5	4.7	107	3467	69.0	6.7	108	6485	68.1	12.6	107	2229	62.3	4.3	98
READ ONE	43463	1970	55.3	4.5	103	2773	55.2	6.4	103	5557	58.4	12.8	109	1908	53.3	4.4	99
READ TWO OR MORE	8170	468	13.1	5.7	130	694	13.8	8.5	137	928	9.7	11.4	97	321	9.0	3.9	89
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	2576	72.3	4.9	111	3609	71.8	6.9	110	6665	70.0	12.7	108	2380	66.5	4.5	102
READ ONE	46126	2146	60.3	4.7	106	3112	62.0	6.7	109	5763	60.5	12.5	106	2058	57.5	4.5	101
READ TWO OR MORE	6552	429	12.0	6.5	149	498	9.9	7.6	123	903	9.5	13.8	117	322	9.0	4.9	111
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.03				28.76				26.02				28.99			
30 DAY REACH	71455	3174	89.1	4.4	101	4410	87.8	6.2	100	8357	87.8	11.7	99	3310	92.5	4.6	105
50 SHMG - 30 DAY AV FREQ	14.56	14.07				14.82				13.53				14.96			
30 DAY REACH	67742	3068	86.2	4.5	103	4288	85.4	6.3	102	8043	84.5	11.9	101	3217	89.9	4.7	107
25 SHMG - 30 DAY AV FREQ	7.94	7.68				7.89				7.36				7.97			
30 DAY REACH	62117	2807	78.8	4.5	103	4017	80.0	6.5	104	7399	77.7	11.9	101	3004	84.0	4.8	109
CABLE TV: HOME WIRED	32077	1316	37.0	4.1	93	2036	40.5	6.3	102	4081	42.9	12.7	108	1482	41.4	4.6	105
HOME NOT WIRED	48909	2245	63.0	4.6	104	2988	59.5	6.1	99	5441	57.1	11.1	95	2097	58.6	4.3	97
HAVE PAY CABLE	15935	*670	18.8	4.2	96	1118	22.3	7.0	113	2150	22.6	13.5	115	763	21.3	4.8	108

	TOTAL U.S. '000	LADY SCOTT				POSH PUFFS				PUFFS FAMILY SIZE				OTHER PUFFS				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	3561	100.0	4.4	100	5023	100.0	6.2	100	9522	100.0	11.8	100	3578	100.0	4.4	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	2130	59.8	4.8	110	2910	57.9	6.6	107	5418	56.9	12.3	105	2014	56.3	4.6	104	
10:00 AM - 3:00 PM	30659	1411	39.6	4.6	105	2113	42.1	6.9	111	4210	44.2	13.7	117	1672	46.7	5.5	123	
3:00 PM - 7:00 PM	31045	1421	39.9	4.6	104	2165	43.1	7.0	112	4021	42.2	13.0	110	1448	40.5	4.7	106	
7:00 PM - MIDNIGHT	15767	673	18.9	4.3	97	902	18.0	5.7	92	2070	21.7	13.1	112	858	24.0	5.4	123	
MIDNIGHT - 6:00 AM	9120	539	15.1	5.9	134	591	11.8	6.5	104	1299	13.6	14.2	121	431	12.0	4.7	107	
6:00 AM - MIDNIGHT	58527	2775	77.9	4.7	108	3857	76.8	6.6	106	7375	77.5	12.6	107	2837	79.3	4.8	110	
ENTIRE DAY	59311	2828	79.4	4.8	108	3915	77.9	6.6	106	7442	78.2	12.5	107	2865	80.1	4.8	109	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	705	19.8	4.4	99	1114	22.2	6.9	111	2307	24.2	14.3	121	818	22.9	5.1	114	
ALL NEWS	2256	**122	3.4	5.4	123	**89	1.8	3.9	64	**135	1.4	6.0	51	**81	2.3	3.6	81	
AOR/PROGRESSIVE	3874	*135	3.8	3.5	79	*140	2.8	3.6	58	408	4.3	10.5	90	*136	3.8	3.5	79	
BEAUTIFUL MUSIC	5660	324	9.1	5.7	130	371	7.4	6.6	106	744	7.8	13.1	112	265	7.4	4.7	106	
BLACK	2204	**82	2.3	3.7	85	*160	3.2	7.3	117	236	2.5	10.7	91	**70	2.0	3.2	72	
CLASSICAL	1418	**76	2.1	5.4	122	**62	1.2	4.4	70	*140	1.5	9.9	84	**57	1.6	4.0	91	
CHR/ROCK	9538	392	11.0	4.1	93	632	12.6	6.6	107	1113	11.7	11.7	99	488	13.6	5.1	116	
COUNTRY	12648	577	16.2	4.6	104	974	19.4	7.7	124	1970	20.7	15.6	132	727	20.3	5.7	130	
GOLDEN OLDIES	1191	**42	1.2	3.5	80	**86	1.7	7.2	116	*166	1.7	13.9	119	**78	2.2	6.5	148	
MOR/NOSTALGIA	4757	*219	6.1	4.6	105	231	4.6	4.9	78	474	5.0	10.0	85	*251	7.0	5.3	119	
NEWS/TALK	3863	*230	6.5	6.0	135	*240	4.8	6.2	100	570	6.0	14.8	125	*186	5.2	4.8	109	
RELIGIOUS	3084	*212	6.0	6.9	156	*170	3.4	5.5	89	371	3.9	12.0	102	*243	6.8	7.9	178	
SOFT ROCK	521	**9	0.3	1.7	39	**53	1.1	10.2	164	**68	0.7	13.1	111	**29	0.8	5.6	126	
URBAN CONTEMPORARY	1585	**80	2.2	5.0	115	*131	2.6	8.3	133	*187	2.0	11.8	100	*41	1.1	2.6	59	
HIRED NETWORKS:																		
ABC CONTEMPORARY	3261	**108	3.0	3.3	75	*282	5.6	8.6	139	527	5.5	16.2	137	*227	6.3	7.0	158	
ABC ENTERTAINMENT	2316	*110	3.1	4.7	108	*138	2.7	6.0	96	223	2.3	9.6	82	**113	3.2	4.9	110	
ABC FM	4834	*180	5.1	3.7	85	304	6.1	6.3	101	695	7.3	14.4	122	*274	7.7	5.7	128	
ABC INFORMATION	2202	**81	2.3	3.7	84	*218	4.3	9.9	160	296	3.1	13.4	114	**82	2.3	3.7	84	
ABC ROCK	5425	327	9.2	6.0	137	322	6.4	5.9	96	638	6.7	11.8	100	258	7.2	4.8	108	
CBS	1677	**39	1.1	2.3	53	**125	2.5	7.5	120	*278	2.9	16.6	141	**96	2.7	5.7	130	
MUTUAL	4430	*199	5.6	4.5	102	263	5.2	5.9	96	761	8.0	17.2	146	296	8.3	6.7	151	
NBC	4992	*207	5.8	4.1	94	392	7.8	7.9	127	861	9.0	17.2	147	353	9.9	7.1	160	
RADIORADIO	4679	*210	5.9	4.5	102	293	5.8	6.3	101	686	7.2	14.7	125	268	7.5	5.7	130	
RKO ONE	1994	**66	1.9	3.3	75	*151	3.0	7.6	122	311	3.3	15.6	133	**127	3.5	6.4	144	
RKO TWO	2298	**92	2.6	4.0	91	*111	2.2	4.8	78	*235	2.5	10.2	87	**72	2.0	3.1	71	
THE SOURCE	3311	*174	4.9	5.3	120	*215	4.3	6.5	105	403	4.2	12.2	104	*202	5.6	6.1	138	
NON-HIRED: BLAIR	2114	**78	2.2	3.7	84	*148	2.9	7.0	113	*231	2.4	10.9	93	**110	3.1	5.2	118	
INTERNET	8654	334	9.4	3.9	88	679	13.5	7.8	127	1282	13.5	14.8	126	496	13.9	5.7	130	
KATZ RADIO GROUP	12025	675	19.0	5.6	128	750	14.9	6.2	101	1366	14.3	11.4	97	518	14.5	4.3	98	
SUPERNET	15359	816	22.9	5.3	121	1049	20.9	6.8	110	1954	20.5	12.7	108	761	21.3	5.0	112	
	10628	393	11.0	3.7	84	713	14.2	6.7	108	1409	14.8	13.3	113	451	12.6	4.2	96	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	438	12.3	5.1	115	460	9.2	5.3	86	934	9.8	10.8	92	380	10.6	4.4	99	
WKDAY 9:00 AM - 1:00 PM	12163	571	16.0	4.7	107	751	15.0	6.2	100	1616	17.0	13.3	113	546	15.3	4.5	102	
WKDAY 1:00 PM - 4:30 PM	16150	681	19.1	4.2	96	1158	23.1	7.2	116	2238	23.5	13.9	118	775	21.7	4.8	109	
WKDAY 4:30 PM - 7:30 PM	22463	977	27.4	4.3	99	1371	27.3	6.1	98	2721	28.6	12.1	103	1014	28.3	4.5	102	
WKDAY 7:30 PM - 8:00 PM	31795	1410	39.6	4.4	101	1973	39.3	6.2	100	4006	42.1	12.6	107	1500	41.9	4.7	107	
WKDAY 11:00 PM - 11:30 PM	23977	923	25.9	3.8	88	1589	31.6	6.6	107	3330	35.0	13.9	118	1148	32.1	4.8	108	
WKDAY 11:30 PM - 1:00 AM	7703	224	6.3	2.9	66	586	11.7	7.6	123	1142	12.0	14.8	126	393	11.0	5.1	115	
M-SAT 8-11 PM-SUN 7-11 PM	33800	1459	41.0	4.3	98	2148	42.8	6.4	102	4112	43.2	12.2	103	1555	43.5	4.6	104	
WKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	268	7.5	4.1	93	495	9.9	7.6	122	858	9.0	13.1	112	280	7.8	4.3	97
ANOTHER WORLD	N	4620	245	6.9	5.3	121	291	5.8	6.3	102	685	7.2	14.8	126	200	5.6	4.3	98
AS THE WORLD TURNS	C	5614	242	6.8	4.3	98	383	7.6	6.8	110	886	9.3	15.8	134	321	9.0	5.7	129
CAPITOL	C	3396	*155	4.4	4.6	104	242	4.8	7.1	115	607	6.4	17.9	152	174	4.9	5.1	116
CBS MORN. NEWS 1	C	1446	*69	1.9	4.8	109	110	2.2	7.6	123	137	1.4	9.5	81	*64	1.8	4.4	100
CBS MORN. NEWS 2	C	1207	**64	1.8	5.3	121	*78	1.6	6.5	104	92	1.0	7.6	65	*91	2.5	7.5	171
DAYS OF OUR LIVES	N	5877	247	6.9	4.2	96	381	7.6	6.5	105	785	8.2	13.4	114	270	7.5	4.6	104
FACTS OF LIFE - DAYTIME	N	2290	155	4.4	6.8	154	128	2.5	5.6	90	279	2.9	12.2	104	*81	2.3	3.5	80
FAMILY FEUD	A	3023	128	3.6	4.2	96	181	3.6	6.0	97	328	3.4	10.9	92	113	3.2	3.7	85
GENERAL HOSPITAL	A	6097	222	6.2	3.6	83	503	10.0	8.2	133	813	8.5	13.3	113	335	9.4	5.5	124
GOOD MORNING, AMERICA-730	A	3515	114	3.2	3.2	74	212	4.2	6.0	97	461	4.8	13.1	112	162	4.5	4.6	104
GOOD MORNING, AMERICA-830	A	2818	111	3.1	3.9	90	184	3.7	6.5	105	360	3.8	12.8	109	140	3.9	5.0	112
GUIDING LIGHT	C	5339	263	7.4	4.9	112	341	6.8	6.4	103	684	7.2	12.8	109	231	6.5	4.3	98
ONE LIFE TO LIVE	A	4478	125	3.5	2.8	63	355	7.1	7.9	128	600	6.3	13.4	114	179	5.0	4.0	90
PRESS YOUR LUCK	C	2244	*120	3.4	5.3	122	149	3.0	6.6	107	338	3.5	15.1	128	169	4.7	7.5	170
PRICE IS RIGHT 1	C	4348	162	4.5	3.7	85	367	7.3	8.4	136	648	6.8	14.9	127	228	6.4	5.2	119
PRICE IS RIGHT 2	C	5014	225	6.3	4.5	102	410	8.2	8.2	132	767	8.1	15.3	130	248	6.9	4.9	112

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	3561	100.0	4.4	100	5023	100.0	6.2	100	9522	100.0	11.8	100	3578	100.0	4.4	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	983	27.6	3.8	86	1629	32.4	6.3	101	3377	35.5	13.0	110	1248	34.9	4.8	108
NETWORK AFFILIATES - LATE	20261	787	22.1	3.9	88	1378	27.4	6.8	110	2801	29.4	13.8	118	972	27.2	4.8	109
INDEPENDENTS - LATE	2076	141	4.0	6.8	154	94	1.9	4.5	73	140	1.5	6.7	57	77	2.2	3.7	84
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	485	13.6	4.6	106	624	12.4	6.0	96	1306	13.7	12.5	106	500	14.0	4.8	108
ABC MONDAY NIGHT MOVIE	A 6412	319	9.0	5.0	113	486	9.7	7.6	122	861	9.0	13.4	114	244	6.8	3.8	86
ABC SUNDAY NIGHT MOVIE	A 12407	563	15.8	4.5	103	766	15.2	6.2	100	1341	14.1	10.8	92	457	12.8	3.7	83
ABC WORLD NEWS TONIGHT	A 6176	219	6.1	3.5	81	396	7.9	6.4	103	848	8.9	13.7	117	313	8.7	5.1	111
AFTERMASH	C 5863	*229	6.4	3.9	89	477	9.5	8.1	131	877	9.2	15.0	127	*294	8.2	5.0	114
ALICE	C 9594	411	11.5	4.3	97	709	14.1	7.4	119	1249	13.1	13.0	111	458	12.8	4.8	108
AMERICAN PARADE	C 6622	204	5.7	3.1	70	410	8.2	6.2	100	827	8.7	12.5	106	356	9.9	5.4	122
BENSON	C 10886	489	13.7	4.5	102	762	15.2	7.0	113	1123	11.8	10.3	88	535	15.0	4.9	111
BLUE THUNDER	A 5036	*198	5.6	3.9	89	356	7.1	7.1	114	530	5.6	10.5	90	261	7.3	5.2	117
CAGNEY & LACEY	C 9965	410	11.5	4.1	94	710	14.1	7.1	115	1571	16.5	15.8	134	511	14.3	5.1	116
CBS EVENING NEWS-DEAN	C 3491	*178	5.0	5.1	116	*225	4.5	6.4	104	419	4.4	12.0	102	*190	5.3	5.4	123
CBS EVENING NEWS-RATHER	C 7123	301	8.5	4.2	96	499	9.9	7.0	113	863	9.1	12.1	103	290	8.1	4.1	92
CBS SAT. NEWS-SCHIEFFER	C 3621	166	4.7	4.6	104	210	4.2	5.8	94	366	3.8	10.1	86	118	3.3	3.3	74
CBS SATURDAY NIGHT MOVIE	C 5436	231	6.5	4.2	97	339	6.7	6.2	101	660	6.9	12.1	103	210	5.9	3.9	87
CBS WEDNESDAY NIGHT MOVIE	C 6100	290	8.1	4.8	108	325	6.5	5.3	86	752	7.9	12.3	105	233	6.5	3.8	86
CHEERS	N 8889	390	11.0	4.4	100	694	13.8	7.8	126	1127	11.8	12.7	108	534	14.9	6.0	136
DALLAS	N 22109	1034	29.0	4.7	106	1458	29.0	6.6	106	3215	33.8	14.5	124	1173	32.8	5.3	120
DIFF'RENT STROKES	N 6940	386	10.8	5.6	126	506	10.1	7.3	118	794	8.3	11.4	97	379	10.6	5.5	124
DOUBLE TROUBLE	N 7223	247	6.9	3.4	78	449	8.9	6.2	100	901	9.5	12.5	106	298	8.3	4.1	93
DUCK FACTORY	N 5595	*220	6.2	3.9	89	433	8.6	7.7	125	707	7.4	12.6	107	317	8.9	5.7	128
DUKES OF HAZZARD	C 5768	268	7.5	4.6	106	342	6.8	5.9	96	824	8.7	14.3	122	268	7.5	4.6	105
DYNASTY	A 20053	777	21.8	3.9	88	1433	28.5	7.1	115	2208	23.2	11.0	94	869	24.3	4.3	98
FACTS OF LIFE	N 8087	363	10.2	4.5	102	518	10.3	6.4	103	1097	11.5	13.6	115	429	12.0	5.3	120
FALCON CREST	C 20046	828	23.3	4.1	94	1288	25.6	6.4	104	2946	30.9	14.7	125	1134	31.7	5.7	128
FALL GUY	A 9084	327	9.2	3.6	82	645	12.8	7.1	114	1115	11.7	12.3	104	412	11.5	4.5	103
FAMILY TIES	N 7964	437	12.3	5.5	125	542	10.8	6.8	110	1010	10.6	12.7	108	461	12.9	5.8	131
FANTASY ISLAND	A 7687	314	8.8	4.1	93	472	9.4	6.1	99	823	8.6	10.7	91	328	9.2	4.3	97
FOULUPS, BLEEPERS & BLUNDERS	A 8861	444	12.5	5.0	114	621	12.4	7.0	113	1044	11.0	11.8	100	339	9.5	3.8	87
FOUR SEASONS	C 5095	*213	6.0	4.2	95	369	7.3	7.2	117	682	7.2	13.4	114	*273	7.6	5.4	121
GIMME A BREAK	N 8838	460	12.9	5.2	118	592	11.8	6.7	108	1083	11.4	12.3	104	489	13.7	5.5	125
HART TO HART	A 8978	404	11.3	4.5	102	655	13.0	7.3	118	1025	10.8	11.4	97	428	12.0	4.8	108
HILL STREET BLUES	N 8590	423	11.9	4.9	112	562	11.2	6.5	105	1047	11.0	12.2	104	378	10.6	4.4	100
HOTEL	A 14085	482	13.5	3.4	78	866	17.2	6.1	99	1664	17.5	11.8	100	656	18.3	4.7	105
JEFFERSONS	C 9360	369	10.4	3.9	90	705	14.0	7.5	121	1312	13.8	14.0	119	435	12.2	4.6	105
JENNIFER SLEPT HERE	N 5841	322	9.0	5.5	125	452	9.0	7.7	125	675	7.1	11.6	98	332	9.3	5.7	129
KATE & ALLIE	C 9206	438	12.3	4.8	108	671	13.4	7.3	118	1270	13.3	13.8	117	566	15.8	6.1	139
KNIGHT RIDER	N 7076	324	9.1	4.6	104	405	8.1	5.7	92	843	8.9	11.9	101	358	10.0	5.1	115
LOVE BOAT	A 12219	491	13.8	4.0	91	843	16.8	6.9	111	1349	14.2	11.0	94	594	16.6	4.9	110
MAGNUM PI	C 11199	413	11.6	3.7	84	789	15.7	7.0	114	1495	15.7	13.3	114	441	12.3	3.9	89
MAMA'S FAMILY	N 6057	344	9.7	5.7	129	451	9.0	7.4	120	896	9.4	14.8	126	382	10.7	6.3	143
MASTER, THE	N 3598	*159	4.5	4.4	101	205	4.1	5.7	92	389	4.1	10.8	92	*192	5.4	5.3	121
MATT HOUSTON	A 6344	*198	5.6	3.1	71	429	8.5	6.8	109	699	7.3	11.0	94	288	8.0	4.5	103
NBC MONDAY NIGHT MOVIE	N 11994	474	13.3	4.0	90	777	15.5	6.5	104	1437	15.1	12.0	102	543	15.2	4.5	102
NBC NIGHTLY NEWS	N 5132	230	6.5	4.5	102	271	5.4	5.3	85	693	7.3	13.5	115	208	5.8	4.1	92
NBC NIGHTLY NEWS-SAT	N 3375	*101	2.8	3.0	68	*164	3.3	4.9	78	401	4.2	11.9	101	*163	4.6	4.8	109
NBC NIGHTLY NEWS-SUN	N 3130	*148	4.2	4.7	108	*200	4.0	6.4	103	471	4.9	15.0	128	*135	3.8	4.3	98
NBC SUNDAY NIGHT MOVIE	N 8284	*285	8.0	3.4	78	519	10.3	6.3	101	978	10.3	11.8	100	444	12.4	5.4	121
NEMHART	C 9240	427	12.0	4.6	105	672	13.4	7.3	117	1445	15.2	15.6	133	576	16.1	6.2	141
ONE DAY AT A TIME	C 7288	289	8.1	4.0	90	455	9.1	6.2	101	929	9.8	12.7	108	370	10.3	5.1	115
PEOPLE ARE FUNNY	N 4855	*303	8.5	6.2	142	365	7.3	7.5	121	634	6.7	13.1	111	352	9.8	7.3	164
REAL PEOPLE	N 8869	385	10.8	4.3	99	533	10.6	6.0	97	1210	12.7	13.6	116	403	11.3	4.5	103
REMINGTON STEELE	N 7743	249	7.0	3.2	73	380	7.6	4.9	79	925	9.7	11.9	102	291	8.1	3.8	85
RIPLEY'S BELIEVE IT - NOT	A 5345	*221	6.2	4.1	94	400	8.0	7.5	121	583	6.1	10.9	93	220	6.1	4.1	93
RIPTIDE	N 6988	244	6.9	3.5	79	428	8.5	6.1	99	908	9.5	13.0	111	314	8.8	4.5	102
SCARECROW & MRS. KING	C 10002	521	14.6	5.2	118	655	13.0	6.5	106	1334	14.0	13.3	113	456	12.7	4.6	103
SIMON & SIMON	N 10638	478	13.4	4.5	102	624	12.4	5.9	95	1323	13.9	12.4	106	428	12.0	4.0	91
60 MINUTES	C 13293	623	17.5	4.7	107	778	15.5	5.9	94	1687	17.7	12.7	108	645	18.0	4.9	110
ST. ELSEWHERE	N 7017	336	9.4	4.8	109	451	9.0	6.4	104	915	9.6	13.0	111	280	7.8	4.0	90
THREE'S COMPANY	A 10917	550	15.4	5.0	115	710	14.1	6.5	105	1283	13.5	11.8	100	423	11.8	3.9	88
T.J. HOOKER	A 9204	246	6.9	2.7	61	549	10.9	6.0	96	1189	12.5	12.9	110	402	11.2	4.4	99
TONIGHT SHOW	N 2372	81	2.3	3.4	78	192	3.8	8.1	131	307	3.2	12.9	110	137	3.8	5.8	131
TRAPPER JOHN, M.D.	C 9																

	TOTAL U.S. '000	SCOTTIES A '000	B % DOWN	C % ACROSS	D % INDX	OTHER SCOTTIES A '000	B % DOWN	C % ACROSS	D % INDX	VANITY FAIR A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	4093	100.0	5.1	100	5260	100.0	6.5	100	2713	100.0	3.3	100				
18 - 24	9282	*523	12.8	5.6	111	*459	8.7	4.9	76	**169	6.2	1.8	54				
25 - 34	19072	911	22.3	4.8	95	1105	21.0	5.8	89	*381	14.0	2.0	60				
35 - 44	14591	665	16.2	4.6	90	970	18.4	6.6	102	*427	15.7	2.9	87				
45 - 54	11345	617	15.1	5.4	108	868	16.5	7.7	118	*647	23.8	5.7	170				
55 - 64	11635	765	18.7	6.6	130	836	15.9	7.2	111	573	21.1	4.9	147				
65 OR OLDER	15061	611	14.9	4.1	80	1022	19.4	6.8	104	516	19.0	3.4	102				
18 - 34	28354	1435	35.1	5.1	100	1564	29.7	5.5	85	551	20.3	1.9	58				
18 - 49	48339	2410	58.9	5.0	99	2815	53.5	5.8	90	1207	44.5	2.5	75				
25 - 54	45008	2194	53.6	4.9	96	2943	56.0	6.5	101	1455	53.6	3.2	97				
35 - 49	19985	975	23.8	4.9	97	1251	23.8	6.3	96	656	24.2	3.3	98				
50 OR OLDER	32647	1683	41.1	5.2	102	2445	46.5	7.5	115	1506	55.5	4.6	138				
GRADUATED COLLEGE	11155	690	16.9	6.2	122	867	16.5	7.8	120	*327	12.1	2.9	88				
ATTENDED COLLEGE	13682	670	16.4	4.9	97	1171	22.3	8.6	132	*533	19.6	3.9	116				
GRADUATED HIGH SCHOOL	33880	1674	40.9	4.9	98	2238	42.5	6.6	102	970	35.8	2.9	85				
DID NOT GRADUATE HIGH SCHOOL	22270	1059	25.9	4.8	94	984	18.7	4.4	68	884	32.6	4.0	118				
EMPLOYED	40306	2022	49.4	5.0	99	2497	47.5	6.2	95	1414	52.1	3.5	105				
EMPLOYED FULL-TIME	32850	1643	40.1	5.0	99	1957	37.2	6.0	92	1089	40.1	3.3	99				
EMPLOYED PART-TIME	7456	*380	9.3	5.1	101	*541	10.3	7.3	112	*326	12.0	4.4	131				
NOT EMPLOYED	40680	2070	50.6	5.1	101	2763	52.5	6.8	105	1299	47.9	3.2	95				
PROFESSIONAL/MANAGER	10392	*512	12.5	4.9	97	693	13.2	6.7	103	**368	13.6	3.5	106				
TECH/CLERICAL/SALLES	17574	892	21.8	5.1	100	1273	24.2	7.2	112	*514	18.9	2.9	87				
PRECISION/CRAFT	985	*75	1.8	7.6	151	*67	1.3	6.8	105	*31	1.1	3.1	94				
OTHER EMPLOYED	11354	*544	13.3	4.8	95	*464	8.8	4.1	63	*502	18.5	4.4	132				
SINGLE	9863	576	14.1	5.8	116	691	13.1	7.0	108	*331	12.2	3.4	100				
MARRIED	51375	2686	65.6	5.2	103	3561	67.7	6.9	107	1773	65.4	3.5	103				
DIVORCED/SEPARATED/WIDOWED	19748	831	20.3	4.2	83	1008	19.2	5.1	79	609	22.4	3.1	92				
PARENTS	32590	1646	40.2	5.1	100	1915	36.4	5.9	90	875	32.3	2.7	80				
WHITE	70416	3643	89.0	5.2	102	4869	92.6	6.9	106	2348	86.5	3.3	100				
BLACK	8778	413	10.1	4.7	93	*269	5.1	3.1	47	*346	12.8	3.9	118				
OTHER	1791	*37	0.9	2.1	41	*122	2.3	6.8	105	*20	0.7	1.1	33				
NORTHEAST-CENSUS	17786	1773	43.3	10.0	197	1711	32.5	9.6	148	1440	53.1	8.1	242				
NORTH CENTRAL	20741	1094	26.7	5.3	104	1695	32.2	8.2	126	535	19.7	2.6	77				
SOUTH	27775	787	19.2	2.8	56	1016	19.3	3.7	56	*520	19.2	1.9	56				
WEST	14683	*439	10.7	3.0	59	837	15.9	5.7	88	**218	8.0	1.5	44				
NORTHEAST-MKTG.	17961	1697	41.5	9.4	187	1731	32.9	9.6	148	1464	54.0	8.2	243				
EAST CENTRAL	11885	590	14.4	5.0	98	954	18.1	8.0	124	**235	8.7	2.0	59				
WEST CENTRAL	14090	785	19.2	5.6	110	1108	21.1	7.9	121	*377	13.9	2.7	80				
SOUTH	24081	*675	16.5	2.8	55	699	13.3	2.9	45	*449	16.5	1.9	56				
PACIFIC	12969	**346	8.5	2.7	53	768	14.6	5.9	91	**188	6.9	1.4	43				
COUNTY SIZE A	32439	1960	47.9	6.0	120	2372	45.1	7.3	113	1011	37.3	3.1	93				
COUNTY SIZE B	24915	1219	29.8	4.9	97	1631	31.0	6.5	101	996	36.7	4.0	119				
COUNTY SIZE C	12930	*502	12.3	3.9	77	693	13.2	5.4	83	*544	20.1	4.2	126				
COUNTY SIZE D	10703	*411	10.0	3.8	76	565	10.7	5.3	81	**163	6.0	1.5	45				
METRO CENTRAL CITY	24518	1218	29.8	5.0	98	1551	29.5	6.3	97	757	27.9	3.1	92				
METRO SUBURBAN	35919	2134	52.1	5.9	118	2671	50.8	7.4	114	1419	52.3	4.0	118				
NON METRO	20549	741	18.1	3.6	71	1038	19.7	5.1	78	*538	19.8	2.6	78				
TOP 5 ADI'S	18341	1413	34.5	7.7	152	1471	28.0	8.0	123	927	34.2	5.1	151				
TOP 10 ADI'S	25378	1764	43.1	7.0	138	1853	35.2	7.3	112	1159	42.7	4.6	136				
TOP 20 ADI'S	36488	2160	52.8	5.9	117	2604	49.5	7.1	110	1377	50.8	3.8	113				
HS HLD INC. \$50,000 OR MORE	6612	*562	13.7	8.5	168	*556	10.6	8.4	129	**223	8.2	3.4	101				
\$40,000 OR MORE	12659	943	23.0	7.4	147	1122	21.3	8.9	136	*465	17.1	3.7	110				
\$30,000 OR MORE	24698	1576	38.5	6.4	126	2092	39.8	8.5	130	815	30.0	3.3	99				
\$25,000 OR MORE	32077	2017	49.3	6.3	124	2508	47.7	7.8	120	1173	43.2	3.7	109				
\$20,000 - \$24,999	9144	*532	13.0	5.8	115	746	14.2	8.2	126	*386	14.2	4.2	126				
\$15,000 - \$19,999	8728	486	11.9	5.6	110	576	11.0	6.6	102	*362	13.3	4.1	124				
\$10,000 - \$14,999	12562	427	10.4	3.4	67	805	15.3	6.4	99	*351	12.9	2.8	83				
UNDER \$10,000	18475	631	15.4	3.4	68	625	11.9	3.4	52	442	16.3	2.4	71				
HOUSEHOLD OF 1 PERSON	11987	428	10.5	3.6	71	672	12.8	5.6	86	372	13.7	3.1	93				
2 PEOPLE	26577	1238	30.2	4.7	92	1677	31.9	6.3	97	965	35.6	3.6	108				
3 OR 4 PEOPLE	30617	1800	44.0	5.9	116	2110	40.1	6.9	106	966	35.6	3.2	94				
5 OR MORE PEOPLE	11804	*628	15.3	5.3	105	800	15.2	6.8	104	**411	15.1	3.5	104				
NO CHILD IN HSHLD	46165	2377	58.1	5.1	102	3188	60.6	6.9	106	1723	63.5	3.7	111				
CHILD(REN) UNDER 2 YRS	5325	**309	7.5	5.8	115	**236	4.5	4.4	68	**79	2.9	1.5	44				
2 - 5 YEARS	14221	697	17.0	4.9	97	749	14.2	5.3	81	*349	12.9	2.5	73				
6 - 11 YEARS	15117	741	18.1	4.9	97	808	15.4	5.3	82	*470	17.3	3.1	93				
12 - 17 YEARS	16611	745	18.2	4.5	89	1184	22.5	7.1	110	*551	20.3	3.3	99				
RESIDENCE OWNED	55884	3056	74.7	5.5	108	4049	77.0	7.2	112	2014	74.2	3.6	108				
VALUE: \$50,000 OR MORE	31744	1921	46.9	6.1	120	2543	48.3	8.0	123	1205	44.4	3.8	113				
VALUE: UNDER \$50,000	24140	1135	27.7	4.7	93	1506	28.6	6.2	96	809	29.8	3.4	100				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
-NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR CONSISTENCY ONLY

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		TOTAL	SCOTTIES JUMBO PACK				OTHER SCOTTIES				VANITY FAIR							
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	4093	100.0	5.1	100	5260	100.0	6.5	100	2713	100.0	3.3	100				
MAGAZINES	QUINTILE 1	15799	1054	25.8	6.7	132	1314	25.0	8.3	128	641	23.6	4.1	121				
	QUINTILE 2	17259	850	20.8	4.9	97	1302	24.8	7.5	116	720	26.5	4.2	125				
	QUINTILE 3	13545	651	15.9	4.8	95	824	15.7	6.1	94	*485	17.9	3.6	107				
	QUINTILE 4	15133	731	17.9	4.8	96	721	13.7	4.8	73	*316	11.6	2.1	62				
	QUINTILE 5	19250	807	19.7	4.2	83	1099	20.9	5.7	88	552	20.3	2.9	86				
NEWSPAPERS	QUINTILE 1	12413	845	20.6	6.8	135	1075	20.4	8.7	133	554	20.4	4.5	133				
	QUINTILE 2	24116	1429	34.9	5.9	117	1853	35.2	7.7	118	917	33.8	3.8	114				
	QUINTILE 3	11261	*499	12.2	4.4	88	582	11.1	5.2	80	*469	17.3	4.2	124				
	QUINTILE 4	20255	898	21.9	4.4	88	1229	23.4	6.1	93	*392	14.4	1.9	58				
	QUINTILE 5	12940	*422	10.3	3.3	65	521	9.9	4.0	62	*381	14.0	2.9	88				
OUTDOOR	QUINTILE 1	14852	800	19.5	5.4	107	851	16.2	5.7	88	*503	18.5	3.4	101				
	QUINTILE 2	15725	906	22.1	5.8	114	1083	20.6	6.9	106	504	18.6	3.2	96				
	QUINTILE 3	16330	916	22.4	5.6	111	1238	23.5	7.6	117	634	23.4	3.9	116				
	QUINTILE 4	16744	887	21.7	5.3	105	1129	21.5	6.7	104	537	19.8	3.2	96				
	QUINTILE 5	17334	585	14.3	3.4	67	959	18.2	5.5	85	536	19.8	3.1	92				
RADIO-DRIVE TIME	QUINTILE 1	15911	768	18.8	4.8	96	1064	20.2	6.7	103	*503	18.5	3.2	94				
	QUINTILE 2	14837	735	18.0	5.0	98	964	18.3	6.5	100	591	21.8	4.0	119				
	QUINTILE 3	15339	809	19.8	5.3	104	933	17.7	6.1	94	*433	16.0	2.8	84				
	QUINTILE 4	16723	905	22.1	5.4	107	1150	21.9	6.9	106	602	22.2	3.6	107				
	QUINTILE 5	18176	876	21.4	4.8	95	1149	21.8	6.3	97	585	21.6	3.2	96				
RADIO-MID- DAY	TERCILE 1	21020	1033	25.2	4.9	97	1556	29.6	7.4	114	669	24.7	3.2	95				
	TERCILE 2	21610	1070	26.1	5.0	98	1579	30.0	7.3	112	716	26.4	3.3	99				
	TERCILE 3	38355	1990	48.6	5.2	103	2125	40.4	5.5	85	1328	48.9	3.5	103				
RADIO-TOTAL	QUINTILE 1	15988	767	18.7	4.8	95	987	18.8	6.2	95	*515	19.0	3.2	96				
	QUINTILE 2	15626	661	16.1	4.2	84	1215	23.1	7.8	120	*466	17.2	3.0	89				
	QUINTILE 3	16723	976	23.8	5.8	115	996	18.9	6.0	92	589	21.7	3.5	105				
	QUINTILE 4	16342	912	22.3	5.6	110	1229	23.4	7.5	116	534	19.7	3.3	98				
	QUINTILE 5	16306	777	19.0	4.8	94	833	15.8	5.1	79	609	22.4	3.7	111				
TV-PRIME TIME	QUINTILE 1	15953	914	22.3	5.7	113	1299	24.7	8.1	125	674	24.8	4.2	126				
	QUINTILE 2	16137	681	16.6	4.2	84	999	19.0	6.2	95	538	19.8	3.3	100				
	QUINTILE 3	16420	748	18.3	4.6	90	955	18.2	5.8	90	*506	18.7	3.1	92				
	QUINTILE 4	16687	770	18.8	4.6	91	1071	20.4	6.4	99	538	19.8	3.2	96				
	QUINTILE 5	15789	980	23.9	6.2	123	936	17.8	5.9	91	*429	16.9	2.9	87				
TV-DAYTIME	TERCILE 1	27736	1407	34.4	5.1	100	1529	29.1	5.5	85	982	35.5	3.5	104				
	TERCILE 2	26489	1239	30.3	4.7	93	1835	34.9	6.9	107	885	32.6	3.3	100				
	TERCILE 3	26761	1446	35.3	5.4	107	1896	36.0	7.1	109	866	31.9	3.2	97				
TV-TOTAL	QUINTILE 1	16345	777	19.0	4.8	94	1011	19.2	6.2	95	559	20.6	3.4	102				
	QUINTILE 2	16447	989	24.2	6.0	119	1082	20.6	6.6	101	672	24.8	4.1	122				
	QUINTILE 3	15980	593	14.5	3.7	73	1084	20.6	6.8	104	*459	16.9	2.9	86				
	QUINTILE 4	15887	763	18.6	4.8	95	1034	19.7	6.5	100	592	21.8	3.7	111				
	QUINTILE 5	16326	971	23.7	5.9	118	1050	20.0	6.4	99	*432	15.9	2.6	79				
MAGAZINES-NEWSPAPERS: DUAL		20721	1188	29.0	5.7	113	1837	34.9	8.9	136	863	31.8	4.2	124				
MAGAZINE IMPERATIVE		19186	943	23.0	4.9	97	1167	22.2	6.1	94	589	25.4	3.6	107				
NEWSPAPER IMPERATIVE		21899	1359	33.2	6.2	123	1387	26.4	6.3	98	808	29.8	3.7	110				
MAGAZINES-OUTDOOR: DUAL		15451	851	20.8	5.5	109	1156	22.0	7.5	115	569	21.0	3.7	110				
MAGAZINE IMPERATIVE		25953	1411	34.5	5.4	108	1974	37.5	7.6	117	1076	39.7	4.1	124				
OUTDOOR IMPERATIVE		24400	1271	31.1	5.2	103	1409	26.8	5.8	89	697	25.7	2.9	85				
MAGAZINES-RADIO: DUAL		18049	931	22.7	5.2	102	1334	25.4	7.4	114	729	26.9	4.0	121				
MAGAZINE IMPERATIVE		23571	1341	32.8	5.7	113	1799	34.2	7.6	118	965	35.6	4.1	122				
RADIO IMPERATIVE		23278	1031	25.2	4.4	88	1358	25.8	5.8	90	513	18.9	2.2	66				
MAGAZINES-TELEVISION: DUAL		15459	899	22.0	5.8	115	1130	21.5	7.3	113	754	27.8	4.9	146				
MAGAZINE IMPERATIVE		25829	1409	34.4	5.5	108	1981	37.7	7.7	118	882	32.5	3.4	102				
TELEVISION IMPERATIVE		26039	1218	29.8	4.7	93	1468	27.9	5.6	87	670	24.7	2.6	77				
NEWSPAPERS-OUTDOOR: DUAL		16405	1100	26.9	6.6	131	1342	25.5	8.1	124	703	25.9	4.2	126				
NEWSPAPER IMPERATIVE		26834	1485	36.3	5.5	109	2003	38.1	7.5	115	1078	39.7	4.0	120				
OUTDOOR IMPERATIVE		23346	1053	25.7	4.5	89	1211	23.0	5.2	80	668	24.6	2.9	85				
NEWSPAPERS-RADIO: DUAL		17133	898	21.9	5.2	104	1363	25.9	8.0	122	735	27.1	4.3	128				
NEWSPAPER IMPERATIVE		25892	1690	41.3	6.5	129	1925	36.6	7.4	114	1046	38.6	4.0	121				
RADIO IMPERATIVE		23167	909	22.2	3.9	78	1203	22.9	5.2	80	594	21.9	2.6	77				
NEWSPAPERS-TELEVISION: DUAL		17159	1031	25.2	6.0	119	1247	23.7	7.3	112	758	27.9	4.4	132				
NEWSPAPER IMPERATIVE		26214	1493	36.5	5.7	113	2015	38.3	7.7	118	974	35.9	3.7	111				
TELEVISION IMPERATIVE		23412	939	22.9	4.0	79	1231	23.4	5.3	81	665	24.5	2.8	85				
OUTDOOR-RADIO: DUAL		15303	674	16.5	4.4	87	988	18.8	6.5	99	*464	17.1	3.0	91				
OUTDOOR IMPERATIVE		24901	1604	39.2	6.4	127	1537	29.2	6.2	95	929	34.2	3.7	111				
RADIO IMPERATIVE		26492	1234	30.1	4.7	92	1907	36.3	7.2	111	822	30.3	3.1	93				
OUTDOOR-TELEVISION: DUAL		14794	851	20.8	5.8	114	877	16.7	5.9	91	479	17.7	3.2	97				
OUTDOOR IMPERATIVE		25437	1468	35.9	5.8	114	1820	34.6	7.2	110	837	30.9	3.3	98				
TELEVISION IMPERATIVE		27877	1291	31.5	4.6	92	1880	35.7	6.7	104	1057	39.0	3.8	113				
RADIO-TELEVISION: DUAL		15996	639	15.6	4.0	79	1148	21.8	7.2	110	520	19.2	3.3	97				
RADIO IMPERATIVE		25478	1346	32.9	5.3	105	1647	31.3	6.5	100	781	28.8	3.1	92				
TELEVISION IMPERATIVE		26573	1500	36.6	5.6	112	1689	32.1	6.4	98	985	26.3	3.7	111				

	TOTAL U.S. '000	SCOTTIES JUMBO PACK				OTHER SCOTTIES				VANITY FAIR				A B C D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	4093	100.0	5.1	100	5260	100.0	6.5	100	2713	100.0	3.3	100				
ATLANTIC MONTHLY	415	**54	1.3	13.0	257	**87	1.7	21.0	323	**24	0.9	5.8	173				
BARRON'S	453	**33	0.8	7.3	144	**58	1.1	12.8	197	**14	0.5	3.1	92				
BETTER HOMES & GARDENS	16256	935	22.8	5.8	114	1254	23.8	7.7	119	637	23.5	3.9	117				
BON APPETIT	2535	*180	4.4	7.1	140	*222	4.2	8.8	135	**139	5.1	5.5	164				
BUSINESS WEEK	1278	**122	3.0	9.5	189	**51	1.0	4.0	61	**50	1.8	3.9	117				
CAR AND DRIVER	378	**38	0.9	10.1	199	**42	0.8	11.1	171	**19	0.7	5.0	150				
CBS MAGAZINE NETWORK (GROSS)	1498	**100	2.4	6.7	132	**52	1.0	3.5	53	**69	2.5	4.6	137				
CHANGING TIMES	1505	**68	1.7	4.5	89	**97	1.8	6.4	99	**82	3.0	5.4	163				
COLONIAL HOMES	1231	**93	2.3	7.6	149	**120	2.3	9.7	150	**19	0.7	1.5	46				
CONDE NAST MAG. PKG. (GROSS)	14146	932	22.8	6.6	130	1348	25.6	9.5	147	488	18.0	3.4	103				
CONSUMERS DIGEST	1323	**84	2.1	6.3	126	*194	3.7	14.7	226	**71	2.6	5.4	160				
COSMOPOLITAN	7102	360	8.8	5.1	100	565	10.7	8.0	122	258	9.5	3.6	108				
COUNTRY LIVING	2481	*144	3.5	5.8	115	*213	4.0	8.6	132	**111	4.1	4.5	134				
CUISINE	1472	**68	1.7	4.6	91	**80	1.5	5.4	84	**94	3.5	6.4	191				
CYCLE WORLD	425	**27	0.7	6.4	126	**8	0.2	1.9	29	**20	0.7	4.7	140				
DCI:CREATIVE IDEAS FOR LIV	2510	*262	6.4	10.4	207	*139	2.6	5.5	85	**68	2.5	2.7	81				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	461	11.3	6.9	136	303	5.8	4.5	70	*201	7.4	3.0	90				
DISCOVER	894	**63	1.5	7.0	139	**74	1.4	8.3	127	**14	0.5	1.6	47				
EBONY	3507	186	4.5	5.3	105	*161	3.1	4.6	71	*207	7.6	5.9	176				
ESQUIRE	1083	**26	0.6	2.4	48	**61	1.2	5.6	87	**41	1.5	3.8	113				
ESSENCE	1830	**85	2.1	4.6	92	**94	1.8	5.1	79	*140	5.2	7.7	228				
FAMILY CIRCLE	15930	955	23.3	6.0	119	1359	25.8	8.5	131	726	26.8	4.6	136				
THE FAMILY HANDYMAN	1126	**74	1.8	6.6	130	**59	1.1	5.2	81	**50	1.8	4.4	133				
FAMILY WEEKLY	11468	481	11.8	4.2	83	675	12.8	5.9	91	241	8.9	2.1	63				
FIELD & STREAM	2234	**156	3.8	7.0	138	**124	2.4	5.6	85	**59	2.2	2.6	79				
FOOD & WINE	579	**54	1.3	9.3	185	**53	1.0	9.2	141	**13	0.5	2.2	67				
FORBES	728	**60	1.5	8.2	163	**38	0.7	5.2	80	**33	1.2	4.5	135				
FORTUNE	906	**67	1.6	7.4	146	**74	1.4	8.2	126	**50	1.8	5.5	165				
GENTLEMEN'S QUARTERLY	791	**64	1.6	8.1	160	**73	1.4	9.2	142	**13	0.5	1.6	49				
GLAMOUR	5265	331	8.1	6.3	124	445	8.5	8.5	130	*154	5.7	2.9	87				
GOLF DIGEST	636	**52	1.3	8.2	162	**37	0.7	5.8	90	**12	0.4	1.9	56				
GOLF DIGEST/TENNIS (GROSS)	1186	**92	2.2	7.8	153	**72	1.4	6.1	93	**52	1.9	4.4	131				
GOLF MAGAZINE	441	**71	1.7	16.1	319	**62	1.2	14.1	216	**9	0.3	2.0	61				
GOLF MAGAZINE/SKI (GROSS)	922	**87	2.1	9.4	187	**72	1.4	7.8	120	**14	0.5	1.5	45				
GOOD HOUSEKEEPING	16487	896	21.9	5.4	108	1469	27.9	8.9	137	647	23.8	3.9	117				
HARPER'S BAZAAR	2423	*160	3.9	6.6	131	*204	3.9	8.4	130	**112	4.1	4.6	138				
HEALTH	1994	**96	2.3	4.8	95	**99	1.9	5.0	76	**43	1.6	2.2	64				
HEARST MAG CORP. BUY (GROSS)	44101	2570	62.8	5.8	115	3638	69.2	8.2	127	1756	64.7	4.0	119				
HEARST MAN POWER (GROSS)	1993	*216	5.3	10.8	214	*146	2.8	7.3	113	**74	2.7	3.7	111				
HEARST WOMAN POWER (GROSS)	31274	1652	40.4	5.3	105	2601	49.4	8.3	128	1263	46.6	4.0	121				
HOUSE BEAUTIFUL	3623	235	5.7	6.5	128	267	5.1	7.4	113	*137	5.0	3.8	113				
INC.	283	**24	0.6	8.5	168	**4	0.1	1.4	22	**2	0.1	0.7	21				
JET	2928	*116	2.8	4.0	78	**90	1.7	3.1	47	*154	5.7	5.3	157				
LADIES' HOME JOURNAL	11918	535	13.1	4.5	89	942	17.9	7.9	122	592	21.8	5.0	148				
LHJ FAMILY GRP COMBO(GROSS)	16764	785	19.2	4.7	93	1193	22.7	7.1	110	694	25.6	4.1	124				
LIFE	4254	*239	5.8	5.6	111	284	5.4	6.7	103	**120	4.4	2.8	84				
L.A. TIMES HOME MAGAZINE	1145	**15	0.4	1.3	26	**42	0.8	3.7	56	**0	0.0	0.0	0				
MADEMOISELLE	2884	*187	4.6	6.5	128	*292	5.6	10.1	156	**103	3.8	3.6	107				
MC CALL'S	13460	640	15.6	4.8	94	1033	19.6	7.7	118	517	19.1	3.8	115				
MC CALL'S/MRK MOTHER (GROSS)	14406	720	17.6	4.9	98	1149	21.8	7.9	121	598	22.0	4.1	122				
MECHANIX ILLUSTRATED	772	**66	1.6	8.5	169	**32	0.6	4.1	64	**58	2.1	7.5	224				
METROPOLITAN HOME	967	**72	1.8	7.4	147	**55	1.0	5.7	88	**52	1.9	5.4	161				
MONEY	1588	*147	3.6	9.3	183	**94	1.8	5.9	91	**50	1.8	3.1	94				
MOTHER EARTH NEWS	1002	**80	2.0	8.0	158	**41	0.8	4.1	63	**25	0.9	2.5	74				
MS.	825	**35	0.9	4.2	84	**49	0.9	5.9	91	**26	1.0	3.2	94				
NATIONAL ENQUIRER	10336	551	13.5	5.3	105	556	10.6	5.4	83	428	15.8	4.1	124				
NATIONAL GEOGRAPHIC	9597	675	16.5	7.0	139	796	15.1	8.3	128	*267	9.8	2.8	83				
NATIONAL SUNDAY MAGAZINE PKG	49558	2900	70.9	5.9	116	3842	73.0	7.8	119	1806	66.6	3.6	109				
NATURAL HISTORY	573	**47	1.1	8.2	162	**19	0.4	3.3	51	**5	0.2	0.9	26				
NEW WOMAN	1699	*100	2.4	5.9	116	*165	3.1	9.7	150	**84	3.1	4.9	148				
NEW YORK INCLUDING CUE	443	**51	1.2	11.5	228	**20	0.4	4.5	70	**21	0.8	4.7	142				
THE NEW YORKER	1270	**95	2.3	7.5	148	**83	1.6	6.5	101	**99	3.6	7.8	233				
NEWSWEEK	6277	389	9.5	6.2	123	574	10.9	9.1	141	*255	9.4	4.1	121				
THE N.Y. TIMES DAILY EDITION	1205	*147	3.6	12.2	241	**122	2.3	10.1	156	**126	4.6	10.5	312				
THE N.Y. TIMES MAGAZINE	2081	*211	5.2	10.1	201	*200	3.8	9.6	148	*206	7.6	9.9	295				
OMNI	788	**34	0.8	4.3	85	**40	0.8	5.1	78	**26	1.0	3.3	98				
ON CABLE	1158	**33	0.8	2.8	56	**94	1.8	8.1	125	**29	1.1	2.5	75				
1001 HOME IDEAS	2852	*154	3.8	5.4	107	*151	2.9	5.3	82	**59	2.2	2.1	62				
ORGANIC GARDENING	1658	**72	1.8	4.3	86	*142	2.7	8.6	132	**88	3.2	5.3	158				
OUTDOOR LIFE	896	**96	2.3	10.7	212	**84	1.6	9.4	144	**12	0.4	1.3	40				
PARADE MAGAZINE	24275	1819	44.4	7.5	148	2090	39.7	8.6	133	958	35.3	3.9	118				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SCOTTIES JUMBO PACK				OTHER SCOTTIES				VANITY FAIR				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	4093	100.0	5.1	100	5260	100.0	6.5	100	2713	100.0	3.3	100				
PARENTS	3845	242	5.9	6.3	125	*264	5.0	6.9	106	**90	3.3	2.3	70				
PENTHOUSE	831	**46	1.1	5.5	110	*26	0.5	3.1	48	**15	0.6	1.8	54				
PEOPLE	11645	593	14.5	5.1	101	865	16.4	7.4	114	428	15.8	3.7	110				
PLAYBOY	2006	**64	1.6	3.2	63	*116	2.2	5.8	89	**51	1.9	2.5	76				
POPULAR HOT RODDING	297	**14	0.3	4.7	93	*7	0.1	2.4	36	**10	0.4	3.4	101				
POPULAR MECHANICS	1018	**120	2.9	11.8	233	**105	2.0	10.3	159	**66	2.4	6.5	194				
POPULAR SCIENCE	878	**56	1.4	6.4	126	**69	1.3	7.9	121	**3	0.1	0.3	10				
PREVENTION	3913	*193	4.7	4.9	98	337	6.4	8.6	133	*205	7.6	5.2	156				
PSYCHOLOGY TODAY	1710	**124	3.0	7.3	143	*230	4.4	13.5	207	**92	3.4	5.4	161				
READER'S DIGEST	22204	1081	26.4	4.9	96	1615	30.7	7.3	112	895	33.0	4.0	120				
REDBOOK	7684	396	9.7	5.2	102	568	10.8	7.4	114	358	13.2	4.7	139				
ROAD & TRACK	410	**19	0.5	4.6	92	*7	0.1	1.7	26	**12	0.4	2.9	87				
ROLLING STONE	969	**88	2.2	9.1	180	*87	1.7	9.0	138	**25	0.9	2.6	77				
RUNNER'S WORLD	298	**14	0.3	4.7	93	*11	0.2	3.7	57	**15	0.6	5.0	150				
SATURDAY EVENING POST	1169	**105	2.6	9.0	178	*73	1.4	6.2	96	**31	1.1	2.7	79				
SCIENCE 84	587	**73	1.8	12.4	246	*102	1.9	17.4	268	**18	0.7	3.1	92				
SCIENCE DIGEST	482	**16	0.4	3.3	66	*30	0.6	6.2	96	**2	0.1	0.4	12				
SCIENTIFIC AMERICAN	594	**45	1.1	7.6	150	*34	0.6	5.7	88	*7	0.3	1.2	35				
SELF	2089	*149	3.6	7.1	141	*224	4.3	10.7	165	*83	3.1	4.0	119				
SEVENTEEN	2411	**132	3.2	5.5	108	*213	4.0	8.8	136	**156	5.8	6.5	193				
SKI	480	**16	0.4	3.3	66	*10	0.2	2.1	32	*5	0.2	1.0	31				
SMITHSONIAN	2760	*159	3.9	5.8	114	*172	3.3	6.2	96	*97	3.6	3.5	105				
SOAP OPERA DIGEST	3013	*217	5.3	7.2	143	*227	4.3	7.5	116	**106	3.9	3.5	105				
SOUTHERN LIVING	4184	*199	4.9	4.8	94	*164	3.1	3.9	60	**133	4.9	3.2	95				
SPORT	559	**16	0.4	2.9	57	*17	0.3	3.0	47	*6	0.2	1.1	32				
THE SPORTING NEWS	436	*62	1.5	14.2	281	*8	0.2	1.8	28	*6	0.2	1.4	41				
SPORTS AFIELD	493	*79	1.9	16.0	317	*11	0.2	2.2	34	*6	0.2	1.2	36				
SPORTS ILLUSTRATED	2758	*217	5.3	7.9	156	*192	3.7	7.0	107	*61	2.2	2.2	66				
STAR	7456	590	14.4	7.9	157	455	8.7	6.1	94	287	10.6	3.8	115				
SUNDAY	24936	1520	37.1	6.1	121	2094	39.8	8.4	129	980	36.1	3.9	117				
SUNSET	2124	**114	2.8	5.4	106	*159	3.0	7.5	115	*62	2.3	2.9	87				
TV GUIDE	21661	1018	24.9	4.7	93	1379	26.2	6.4	98	759	28.0	3.5	105				
TENNIS	550	**40	1.0	7.3	144	*36	0.7	6.5	101	*40	1.5	7.3	217				
TIME	8880	620	15.1	7.0	138	769	14.6	8.7	133	352	13.0	4.0	118				
TOWN & COUNTRY	917	*72	1.8	7.9	155	*85	1.6	9.3	143	*27	1.0	2.9	88				
TRAVEL & LEISURE	972	*91	2.2	9.4	185	*59	1.1	6.1	93	*33	1.2	3.4	101				
TRUE STORY	3356	*125	3.1	3.7	74	*167	3.2	5.0	77	*172	6.3	5.1	153				
U.S. NEWS & WORLD REPORT	3410	*260	6.4	7.6	151	319	6.1	9.4	144	*99	3.6	2.9	87				
USA TODAY	1759	*139	3.4	7.9	156	*187	3.6	10.6	164	*74	2.7	4.2	126				
US	1873	**114	2.8	6.1	120	*141	2.7	7.5	116	*51	1.9	2.7	81				
VOGUE	3909	265	6.5	6.8	134	387	7.4	9.9	152	*149	5.5	3.8	114				
MALL STREET JOURNAL	1886	**173	4.2	9.2	181	*115	2.2	6.1	94	**121	4.5	6.4	192				
WEIGHT WATCHERS	2120	*158	3.9	7.5	147	*160	3.0	7.5	116	*58	2.1	2.7	82				
WOMAN'S DAY	14172	936	22.9	6.6	131	1380	26.2	9.7	150	568	20.9	4.0	120				
WORKING WOMAN	1146	*80	2.0	7.0	138	*116	2.2	10.1	156	*82	3.0	7.2	214				
WORKING WOMAN	1322	*90	2.2	6.8	135	*74	1.4	5.6	86	*61	2.2	4.6	138				
WORLD TENNIS	*163	**12	0.3	7.4	146	*2	0.0	1.2	19	*2	0.1	1.2	37				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*219	5.4	8.6	171	*174	3.3	6.9	106	*67	2.5	2.6	79				
BLAIR INSERTS	43657	2665	65.1	6.1	121	3463	65.8	7.9	122	1862	68.6	4.3	127				
DAILY NEWSPAPERS																	
READ ANY	51633	2841	69.4	5.5	109	3746	71.2	7.3	112	1874	69.1	3.6	108				
READ ONE	43463	2360	57.7	5.4	107	3079	58.5	7.1	109	1456	53.7	3.3	100				
READ TWO OR MORE	8170	481	11.8	5.9	116	667	12.7	8.2	126	418	15.4	5.1	153				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3030	74.0	5.8	114	3937	74.8	7.5	115	2014	74.2	3.8	114				
READ ONE	46126	2485	60.7	5.4	107	3281	62.4	7.1	110	1778	65.5	3.9	115				
READ TWO OR MORE	6552	545	13.3	8.3	165	656	12.5	10.0	154	236	8.7	3.6	108				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.14				25.31				25.57							
30 DAY REACH	71455	3786	92.5	5.3	105	4704	89.4	6.6	101	2479	91.4	3.5	104				
50 SHWG - 30 DAY AV FREQ	14.56	15.15				13.09				13.75							
30 DAY REACH	67742	3644	89.0	5.4	106	4552	86.5	6.7	103	2301	84.8	3.4	101				
25 SHWG - 30 DAY AV FREQ	7.94	8.06				7.12				7.51							
30 DAY REACH	62117	3439	84.0	5.5	110	4166	79.2	6.7	103	2101	77.4	3.4	101				
CABLE TV: HOME WIRED	32077	1701	41.6	5.3	105	2186	41.6	6.8	105	1173	43.2	3.7	109				
HOME NOT WIRED	48909	2391	58.4	4.9	97	3074	58.4	6.3	97	1540	56.8	3.1	94				
HAVE PAY CABLE	15935	944	23.1	5.9	117	1229	23.4	7.7	119	*651	24.0	4.1	122				

	TOTAL U.S. '000	SCOTTIES JUMBO PACK				OTHER SCOTTIES				VANITY FAIR				A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	4093	100.0	5.1	100	5260	100.0	6.5	100	2713	100.0	3.3	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	2268	55.4	5.2	102	2989	56.8	6.8	105	1517	55.9	3.5	103				
10:00 AM - 3:00 PM	30659	1542	37.7	5.0	100	2252	42.8	7.3	113	948	34.9	3.1	92				
3:00 PM - 7:00 PM	31045	1604	39.2	5.2	102	2014	38.3	6.5	100	1006	37.1	3.2	97				
7:00 PM - MIDNIGHT	15767	920	22.5	5.8	115	1096	20.8	7.0	107	411	15.1	2.6	78				
MIDNIGHT - 6:00 AM	9120	539	13.2	5.9	117	662	12.6	7.3	112	273	10.1	3.0	89				
6:00 AM - MIDNIGHT	98527	2984	72.9	5.1	101	4076	77.5	7.0	107	1891	69.7	3.2	96				
ENTIRE DAY	59311	3042	74.3	5.1	101	4146	78.8	7.0	108	1903	70.1	3.2	96				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	878	21.5	5.4	107	1044	19.8	6.5	99	539	19.9	3.3	99				
ALL NEWS	2256	*150	3.7	6.6	132	*185	3.5	8.2	126	*558	2.1	2.6	77				
ADR/PROGRESSIVE	3874	*178	4.3	4.6	91	291	5.5	7.5	116	*107	3.9	2.8	82				
BEAUTIFUL MUSIC	5660	351	8.6	6.2	123	479	9.1	8.5	130	320	11.8	5.7	169				
BLACK	2204	*77	1.9	3.5	69	*121	2.3	5.5	85	*125	4.6	5.7	169				
CLASSICAL	1418	*104	2.5	7.3	145	*140	2.7	9.9	152	*446	1.7	3.2	97				
CHR/ROCK	9538	440	10.8	4.6	91	749	14.2	7.9	121	287	10.6	3.0	90				
COUNTRY	12648	480	11.7	3.8	75	890	16.9	7.0	108	328	12.1	2.6	77				
GOLDEN OLDIES	1191	*41	1.0	3.4	68	*81	1.5	6.8	105	*22	0.8	1.8	55				
MOR/NOSTALGIA	4757	*304	7.4	6.4	126	443	8.4	9.3	143	*169	6.2	3.6	106				
NEWS/TALK	3863	249	6.1	6.4	128	338	6.4	8.7	135	*109	4.0	2.8	84				
RELIGIOUS	3084	*82	2.0	2.7	53	*128	2.4	4.2	64	*50	1.8	1.6	48				
SOFT ROCK	521	*73	1.8	14.0	277	*69	1.3	13.2	204	*18	0.7	3.5	103				
URBAN CONTEMPORARY	1585	*159	3.9	10.0	198	*74	1.4	4.7	72	*84	3.1	5.3	158				
MIXED NETWORKS:																	
ABC CONTEMPORARY	3261	*103	2.5	3.2	62	*181	3.4	5.6	85	*62	2.3	1.9	57				
ABC DIRECTON	2316	*113	2.8	4.9	97	*180	3.4	7.8	120	*103	3.8	4.4	133				
ABC ENTERTAINMENT	4834	*173	4.2	3.6	71	396	7.5	8.2	126	*184	6.8	3.8	114				
ABC FM	2202	*140	3.4	6.4	126	*146	2.8	6.6	102	*72	2.7	3.3	98				
ABC INFORMATION	5425	245	6.0	4.5	89	572	10.9	10.5	162	*158	5.8	2.9	87				
ABC ROCK	1677	*153	3.7	9.1	181	*119	2.3	7.1	109	*62	2.3	3.7	110				
CBS	4430	302	7.4	6.8	135	394	7.5	8.9	137	*107	3.9	2.4	72				
MUTUAL	4992	288	7.0	5.8	114	425	8.1	8.5	131	*222	8.2	4.4	133				
NBC	4679	311	7.6	6.6	132	372	7.1	8.0	122	*114	4.2	2.4	73				
RADIO/RADIO	1994	*132	3.2	6.6	131	*156	3.0	7.8	120	*111	4.1	5.6	166				
RKO ONE	2298	*112	2.7	4.9	96	*157	3.0	6.8	105	*44	1.6	1.9	57				
RKO TWO	3311	*142	3.5	4.3	85	*245	4.7	7.4	114	*84	3.1	2.5	76				
THE SOURCE	2114	*131	3.2	6.2	123	*169	3.2	8.0	123	*106	3.9	5.0	150				
NON-HIRED: BLAIR	8654	402	9.8	4.6	92	660	12.5	7.6	117	382	14.1	4.4	132				
INTERNET	12025	733	17.9	6.1	121	973	18.5	8.1	125	330	12.2	2.7	82				
KATZ RADIO GROUP	15359	889	21.7	5.8	115	1243	23.6	8.1	125	535	19.7	3.5	104				
SUPERNET	10628	542	13.2	5.1	101	819	15.6	7.7	119	*287	10.6	2.7	81				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	410	10.0	4.7	94	493	9.4	5.7	88	276	10.2	3.2	95				
WKDAY 9:00 AM - 1:00 PM	12163	584	14.3	4.8	95	680	12.9	5.6	86	418	15.4	3.4	103				
WKDAY 1:00 PM - 4:30 PM	16150	798	19.5	4.9	98	854	16.2	5.3	81	565	20.8	3.5	104				
WKDAY 4:30 PM - 7:30 PM	22463	1090	26.6	4.9	96	1495	28.4	6.7	102	744	27.4	3.3	99				
WKDAY 7:30 PM - 8:00 PM	31795	1486	36.3	4.7	92	2219	42.2	7.0	107	1114	41.1	3.5	105				
WKDAY 11:00 PM - 11:30 PM	23977	1360	33.2	5.7	112	1630	31.0	6.8	105	904	33.3	3.8	113				
WKDAY 11:30 PM - 1:00 AM	7703	422	10.3	5.5	108	495	9.4	6.4	99	250	9.2	3.2	97				
M-SAT 8-11 PM-SUN 7-11 PM	33800	1701	41.6	5.0	100	2353	44.7	7.0	107	1231	45.4	3.6	109				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	318	7.8	4.9	96	334	6.3	5.1	79	209	7.7	3.2	95				
ANOTHER WORLD	M 4620	251	6.1	5.4	107	192	3.7	4.2	64	209	7.7	4.5	135				
AS THE WORLD TURNS	C 5614	209	5.1	3.7	74	272	5.2	4.8	75	182	6.7	3.2	97				
CAPITOL	C 3396	176	4.3	5.2	103	162	3.1	4.8	73	*115	4.2	3.4	101				
CBS MORN. NEWS 1	C 1446	*32	0.8	2.2	44	70	1.3	4.8	75	*34	1.3	2.4	70				
CBS MORN. NEWS 2	C 1207	*30	0.7	2.5	49	*97	1.8	8.0	124	*26	1.0	2.2	64				
DAYS OF OUR LIVES	M 5877	282	6.9	4.8	95	321	6.1	5.5	84	239	8.8	4.1	121				
FACTS OF LIFE - DAYTIME	M 2290	86	2.1	3.8	74	89	1.7	3.9	60	*54	2.0	2.4	70				
FAMILY FEUD	A 3023	189	4.6	6.3	124	173	3.3	5.7	88	*79	2.9	2.6	78				
GENERAL HOSPITAL	A 6097	375	9.2	6.2	122	325	6.2	5.3	82	196	7.2	3.2	96				
GOOD MORNING, AMERICA-730	A 3515	161	3.9	4.6	91	200	3.8	5.7	88	102	3.8	2.9	87				
GOOD MORNING, AMERICA-830	A 2818	152	3.7	5.4	107	209	4.0	7.4	114	*98	3.6	3.5	104				
GUIDING LIGHT	C 5339	235	5.7	4.4	87	275	5.2	5.2	79	211	7.8	4.0	118				
ONE LIFE TO LIVE	A 4478	266	6.5	5.9	118	228	4.3	5.1	78	111	4.1	2.5	74				
PRICE YOUR LUCK	C 2244	*73	1.8	3.3	64	203	3.9	9.0	139	*92	3.4	4.1	122				
PRICE IS RIGHT 1	C 4348	217	5.3	5.0	99	231	4.4	5.3	82	167	6.2	3.8	115				
PRICE IS RIGHT 2	C 5014	264	6.5	5.3	104	259	4.9	5.2	80	160	5.9	3.2	95				
RYAN'S HOPE	A 3150	175	4.3	5.6	110	223	4.2	7.1	109	141	5.2	4.5	134				
SALE OF THE CENTURY	M 2695	*117	2.9	4.3	86	108	2.1	4.0	62	*117	4.3	4.3	130				
SEARCH FOR TOMORROW	M 2319	*140	3.4	6.0	119	149	2.8	6.4	99	*89	3.3	3.8	115				
TODAY SHOW 1	N 2693	120	2.9	4.5	88	152	2.9	5.6	87	*79	2.9	2.9	88				
TODAY SHOW 2	N 2498	154	3.8	6.2	122	170	3.2	6.8	105	*95	3.5	3.8	114				
\$25,000 PYRAMID	C 2753	*111	2.7	4.0	80	186	3.5	6.8	104	*113	4.2	4.1	123				
MHEEL OF FORTUNE	N 4388	210	5.1	4.8	95	234	4.4	5.3	82	166	6.1	3.8	113				
YOUNG AND THE RESTLESS	C 5695	231	5.6	4.1	80	219	4.2	3.8	59	139	5.1	2.4	73				
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A	1760	*54	1.3	3.1	61	*85	1.6	4.8	74	*41	1.5	2.3	70				
NBA PLAYOFF GAME -1 C	1136	*32	0.8	2.8	56	*86	1.6	7.6	117	*41	1.5	3.6	108				
NBC MAJOR LEAGUE PRE-GAME N	953	*31	0.8	3.3	64	*46	0.9	4.8	74	*12	0.4	1.3	38				
SPORTSWORLD - SUN N	1233	*37	0.9	3.0	59	*92	1.7	7.5	115	*25	0.9	2.0	61				
SUNDAY MORNING C	1611	*53	1.3	3.3	65	*98	1.9	6.1	94	*28	1.0	1.7	52				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	SCOTTIES JUMBO PACK				OTHER SCOTTIES				VANITY FAIR				A B C D			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	4093	100.0	5.1	100	5260	100.0	6.5	100	2713	100.0	3.3	100				
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26043	1198	29.3	4.6	91	1776	33.8	6.8	105	834	30.7	3.2	96				
NETWORK AFFILIATES - LATE	20261	1066	26.0	5.3	104	1377	26.2	6.8	105	738	27.2	3.6	109				
INDEPENDENTS - LATE	2076	152	3.7	7.3	145	170	3.2	8.2	126	113	4.2	5.4	162				
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	403	9.8	3.9	76	856	16.3	8.2	126	353	13.0	3.4	101				
ABC MONDAY NIGHT MOVIE	A 6412	275	6.7	4.3	85	398	7.6	6.2	96	*230	8.5	3.6	107				
ABC SUNDAY NIGHT MOVIE	A 12407	647	15.8	5.2	103	803	15.3	6.5	100	468	17.3	3.8	113				
ABC WORLD NEWS TONIGHT	A 6176	310	7.6	5.0	99	375	7.1	6.1	93	209	7.7	3.4	101				
AFTERTASH	C 5863	*233	5.7	4.0	79	423	8.0	7.2	111	*243	9.0	4.1	124				
ALICE	C 9594	460	11.2	4.8	95	619	11.8	6.5	99	335	12.3	3.5	104				
AMERICAN PARADE	C 6622	251	6.1	3.8	75	396	7.5	6.0	92	164	6.0	2.5	74				
BENSON	A 10886	530	12.9	4.9	96	849	16.1	7.8	120	403	14.9	3.7	111				
BLUE THUNDER	A 5036	*180	4.4	3.6	71	381	7.2	7.6	116	*184	6.8	3.7	109				
CAGNEY & LACEY	C 9965	494	12.1	5.0	98	852	16.2	8.5	132	317	11.7	3.2	95				
CBS EVENING NEWS-DEAN	C 3491	*168	4.1	4.8	95	254	4.8	7.3	112	**114	4.2	3.3	97				
CBS EVENING NEWS-RATHER	C 7123	284	6.9	4.0	79	590	11.2	8.3	128	232	8.6	3.3	97				
CBS SAT. NEWS-SCHIEFFER	C 3621	130	3.2	3.6	71	236	4.5	6.5	100	119	4.4	3.3	98				
CBS SATURDAY NIGHT MOVIE	C 5436	267	6.5	4.9	97	395	7.5	7.3	112	153	5.6	2.8	84				
CBS WEDNESDAY NIGHT MOVIE	C 6100	242	5.9	4.0	78	422	8.0	6.9	107	192	7.1	3.1	94				
CHEERS	N 8889	596	14.6	6.7	133	753	14.3	8.5	130	402	14.8	4.5	135				
DALLAS	C 22109	1054	25.8	4.8	94	1554	29.5	7.0	108	875	32.3	4.0	118				
DIFF'RENT STROKES	N 6940	*262	6.4	3.8	75	415	7.9	6.0	92	*160	5.9	2.3	69				
DOUBLE TROUBLE	N 7223	224	5.5	3.1	61	566	10.8	7.8	121	*224	8.3	3.1	93				
DUCK FACTORY	N 5595	372	9.1	6.6	132	495	9.4	8.8	136	*209	7.7	3.7	112				
DUKES OF HAZZARD	C 5768	*274	6.7	4.8	94	405	7.7	7.0	108	*208	7.7	3.6	108				
DYNASTY	A 20053	902	22.0	4.5	89	1252	23.8	6.2	96	595	21.9	3.0	89				
FACTS OF LIFE	N 8087	279	6.8	3.4	68	645	12.3	8.0	123	275	10.1	3.4	102				
FALCON CREST	C 20046	973	23.8	4.9	96	1380	26.2	6.9	106	752	27.7	3.8	112				
FALL GUY	A 9084	407	9.9	4.5	89	725	13.8	8.0	123	283	10.4	3.1	93				
FAMILY TIES	N 7964	384	9.4	4.8	95	607	11.5	7.6	117	281	10.4	3.5	105				
FANTASY ISLAND	A 7687	345	8.4	4.5	89	562	10.7	7.3	113	244	9.0	3.2	95				
FOULUPS,BLEEPS & BLUNDERS	A 8861	400	9.8	4.5	89	512	9.7	5.8	89	312	11.5	3.5	105				
FOUR SEASONS	C 5095	*247	6.0	4.8	96	402	7.6	7.9	121	*257	9.5	5.0	151				
GIMME A BREAK	N 8838	388	9.5	4.4	87	612	11.6	6.9	107	297	10.9	3.4	100				
HART TO HART	A 8978	358	8.7	4.0	79	553	10.5	6.2	95	267	9.8	3.0	89				
HILL STREET BLUES	N 8590	516	12.6	6.0	119	647	12.3	7.5	116	315	11.6	3.7	109				
MOTEL	A 14085	671	16.4	4.8	94	928	17.6	6.6	101	513	18.9	3.6	109				
JEFFERSONS	C 9360	477	11.7	5.1	101	593	11.3	6.3	98	361	13.3	3.9	115				
JENNIFER SLEPT HERE	N 5841	*187	4.6	3.2	63	319	6.1	5.5	84	*157	5.8	2.7	80				
KATE & ALLIE	C 9206	480	11.7	5.2	103	697	13.3	7.6	117	277	10.2	3.0	90				
KNIGHT RIDER	N 7076	368	9.0	5.2	103	600	11.4	8.5	131	249	9.2	3.5	105				
LOVE BOAT	A 12219	473	11.6	3.9	77	801	15.2	6.6	101	374	13.8	3.1	91				
MAGNUM PI	C 11199	592	14.5	5.3	105	724	13.8	6.5	100	383	14.1	3.4	102				
MAMA'S FAMILY	N 6057	279	6.8	4.6	91	423	8.0	7.0	108	*185	6.8	3.1	91				
MASTER, THE	N 3598	*173	4.2	4.8	95	*196	3.7	5.4	84	*122	4.5	3.4	101				
MATT HOUSTON	A 6344	330	8.1	5.2	103	446	8.5	7.0	108	250	9.2	3.9	118				
NBC MONDAY NIGHT MOVIE	N 11994	496	12.1	4.1	82	768	14.6	6.4	99	405	14.9	3.4	101				
NBC NIGHTLY NEWS	N 5132	232	5.7	4.5	89	382	7.3	7.4	115	177	6.5	3.4	103				
NBC NIGHTLY NEWS-SAT	N 3375	*154	3.8	4.6	90	227	4.3	6.7	104	*97	3.6	2.9	86				
NBC NIGHTLY NEWS-SUN	N 3130	*134	3.3	4.3	85	*254	4.8	8.1	125	*63	2.3	2.0	60				
NBC SUNDAY NIGHT MOVIE	N 8284	*282	6.9	3.4	67	600	11.4	7.2	112	*268	9.9	3.2	97				
NEW HART	C 9240	538	13.1	5.8	115	776	14.8	8.4	129	293	10.8	3.2	95				
ONE DAY AT A TIME	C 7288	310	7.6	4.3	84	394	7.5	5.4	83	258	9.5	3.5	106				
PEOPLE ARE FUNNY	N 4855	*222	5.4	4.6	90	317	6.0	6.5	101	*126	4.6	2.6	77				
REAL PEOPLE	N 8869	281	6.9	3.2	63	566	10.8	6.4	98	369	13.6	4.2	124				
REMINGTON STEELE	N 7743	543	13.3	7.0	139	537	10.2	6.9	107	332	12.2	4.3	128				
RIPLEY'S BELIEVE IT - NOT	A 5345	*244	6.0	4.6	90	252	4.8	4.7	73	*190	7.0	3.6	106				
RIPTIDE	N 6988	400	9.8	5.7	113	521	9.9	7.5	115	334	12.3	4.8	143				
SCARECROW & MRS. KING	C 10002	429	10.5	4.3	85	727	13.8	7.3	112	305	11.2	3.0	91				
SIMON & SIMON	C 10638	452	11.0	4.2	84	533	10.1	5.0	77	362	13.3	3.4	102				
60 MINUTES	C 13293	552	13.5	4.2	82	933	17.7	7.0	108	446	16.4	3.4	100				
ST. ELSEWHERE	N 7017	418	10.2	6.0	118	530	10.1	7.6	116	*162	6.0	2.3	69				
THREE'S COMPANY	A 10917	474	11.6	4.3	86	778	14.8	7.1	110	337	12.4	3.1	92				
T.J. HOOKER	A 9204	367	9.0	4.0	79	700	13.3	7.6	117	285	10.5	3.1	92				
TONIGHT SHOW	N 2372	117	2.9	4.9	98	198	3.8	8.3	129	85	3.1	3.6	107				
TRAPPER JOHN, M.D.	C 9846	448	10.9	4.6	90	587	11.2	6.0	92	447	16.5	4.5	136				
TV BLOOPERS & PRAC. JOKES	N 9105	377	9.2	4.1	82	577	11.0	6.3	98	357	13.2	3.9	117				
20/20	A 9387	416	10.2	4.4	88	615	11.7	6.6	101	450	16.6	4.8	143				
WEBSTER	A 11067	487	11.9	4.4	87	814	15.5	7.4	113	415	15.3	3.7	112				
WORLD NEWS - SUN	A 3062	*152	3.7	5.0	98	*221	4.2	7.2	111	*79	2.9	2.6	77				
YELLOW ROSE	N 4978	*213	5.2	4.3	85	339	6.4	6.8	105	*159	5.9	3.2	95				
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*354	8.6	4.0	79	687	13.1	7.7	119	*404	14.9	4.6	136				
BASKETBALL - COLLEGE GAMES	4080	*226	5.5	5.5	110	*257	4.9	6.3	97	*200	7.4	4.9	146				
BASKETBALL - PRO GAMES	3607	*160	3.9	4.4	88	*257	4.9	7.1	110	*155	5.7	4.3	128				
BOWLING	3883	*364	8.9	9.4	185	*359	6.8	9.2	142	*158	5.8	4.1	121				
BOXING	3928	*196	4.8	5.0	99	*290	5.5	7.4	114	*212	7.8	5.4	161				
FOOTBALL - COLLEGE GAMES	6366	*360	8.8	5.7	112	456	8.7	7.2	110	*206	7.6	3.2	97				
FOOTBALL - PRO GAMES	11300	*474	11.6	4.2	83	850	16.2	7.5	116	*518	19.1	4.6	137				
GOLF	3378	*212	5.2	6.3	124	*303	5.8	9.0	138	*77	2.8	2.3	68				
POST-SEASON COLL. FOOTBALL	4906	*256	6.3	5.2	103	*293	5.6	6.0	92	*237	8.7	4.8	144				
POST-SEASON PRO FOOTBALL	6120	*280	6.8	4.6	91	598	11.4	9.8	150	*228	8.4	3.7	111				
TENNIS	3033	*161	3.9	5.3	105	*219	4.2	7.2	111	*174	6.4	5.7	171				
WRESTLING - PROFESSIONAL	3344	*253	6.2	7.6	150	*195	3.7	5.8	90	*76	2.8	2.3	68				

	TOTAL U.S. '000	ALL KLEENEX				ALL PUFFS				ALL SCOTT (LADY/JUMBO/OTHER)				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	45111	100.0	55.7	100	15282	100.0	18.9	100	11304	100.0	14.0	100				
18 - 24	9282	4317	9.6	46.5	83	1289	8.4	13.9	74	1050	9.3	11.3	81				
25 - 34	19072	10900	24.2	57.2	103	3804	24.9	19.9	106	2387	21.1	12.5	90				
35 - 44	14591	8043	17.8	55.1	99	2815	18.4	19.3	102	2061	18.2	14.1	101				
45 - 54	11345	6611	14.7	58.3	105	2268	14.8	20.0	106	1727	15.3	15.2	109				
55 - 64	11635	6870	15.2	59.0	106	2213	14.5	19.0	101	1914	16.9	16.5	118				
65 OR OLDER	15061	8371	18.6	55.6	100	2894	18.9	19.2	102	2165	19.2	14.4	103				
18 - 34	28354	15217	33.7	53.7	96	5092	33.3	18.0	95	3437	30.4	12.1	87				
18 - 49	48339	26440	58.6	54.7	98	9214	60.3	19.1	101	6180	54.7	12.8	92				
25 - 54	45008	25554	56.6	56.8	102	8886	58.1	19.7	105	6175	54.6	13.7	98				
35 - 49	19985	11224	24.9	56.2	101	4122	27.0	20.6	109	2743	24.3	13.7	98				
50 OR OLDER	32647	18671	41.4	57.2	103	6069	39.7	18.6	99	5124	45.3	15.7	112				
GRADUATED COLLEGE	11155	7245	16.1	64.9	117	1954	12.8	17.5	93	1920	17.0	17.2	123				
ATTENDED COLLEGE	13682	8614	19.1	63.0	113	2646	17.3	19.3	102	2249	19.9	16.4	118				
GRADUATED HIGH SCHOOL	33880	18710	41.5	55.2	99	7035	46.0	20.8	110	4609	40.8	13.6	97				
DID NOT GRADUATE HIGH SCHOOL	22270	10544	23.4	47.3	85	3648	23.9	16.4	87	2527	22.4	11.3	81				
EMPLOYED	40306	23697	52.5	58.8	106	7413	48.5	18.4	97	5500	48.7	13.6	98				
EMPLOYED FULL-TIME	32850	19139	42.4	58.3	105	5987	39.2	18.2	97	4458	39.4	13.6	97				
EMPLOYED PART-TIME	7456	4559	10.1	61.1	110	1426	9.3	19.1	101	1041	9.2	14.0	100				
NOT EMPLOYED	40680	21414	47.5	52.6	95	7869	51.5	19.3	103	5805	51.4	14.3	102				
PROFESSIONAL/MANAGER	10392	6716	14.9	64.6	116	1660	10.9	16.0	85	1565	13.8	15.1	108				
TECH/CLERICAL/SALES	17574	10457	23.2	59.5	107	3658	23.9	20.8	110	2552	22.6	14.5	104				
PRECISION/CRAFT	985	617	1.4	62.6	112	**124	0.8	12.6	67	**189	1.7	19.2	137				
OTHER EMPLOYED	11354	5908	13.1	52.0	93	1971	12.9	17.4	92	1194	10.6	10.5	75				
SINGLE	9863	5156	11.4	52.3	94	1578	10.3	16.0	85	1406	12.4	14.3	102				
MARRIED	51375	29667	65.8	57.7	104	10296	67.4	20.0	106	7552	66.8	14.7	105				
DIVORCED/SEPARATED/WIDOWED	19748	10289	22.8	52.1	94	3408	22.3	17.3	91	2346	20.8	11.9	85				
PARENTS	32590	17654	39.1	54.2	97	6545	42.8	20.1	106	4189	37.1	12.9	92				
WHITE	70416	40090	88.9	56.9	102	13835	90.5	19.6	104	10201	90.2	14.5	104				
BLACK	8778	3962	8.8	45.1	81	1322	8.7	15.1	80	902	8.0	10.3	74				
OTHER	1791	1060	2.3	59.2	106	**126	0.8	7.0	37	**201	1.8	11.2	80				
NORTHEAST-CENSUS	17786	9775	21.7	55.0	99	2170	14.2	12.2	65	3646	32.3	20.5	147				
NORTH CENTRAL	20741	12256	27.2	59.1	106	7666	50.2	37.0	196	3265	28.9	15.7	113				
SOUTH	27775	14669	32.5	52.8	95	4967	32.5	17.9	95	2368	20.9	8.5	61				
WEST	14683	8412	18.6	57.3	103	480	3.1	3.3	17	2026	17.9	13.8	99				
NORTHEAST-MKTG.	17961	9518	21.1	53.0	95	1854	12.1	10.3	55	3651	32.3	20.3	146				
EAST CENTRAL	11885	6406	14.2	53.9	97	4052	26.5	34.1	181	1756	15.5	14.8	106				
WEST CENTRAL	14090	8705	19.3	61.8	111	4952	32.4	35.1	186	2270	20.1	16.1	115				
SOUTH	24081	13165	29.2	54.7	98	4192	27.4	17.4	92	1832	16.2	7.6	55				
PACIFIC	12969	7318	16.2	56.4	101	**232	1.5	1.8	9	1795	15.9	13.8	99				
COUNTY SIZE A	32439	18016	39.9	55.5	100	5480	35.9	16.9	90	5171	45.7	15.9	114				
COUNTY SIZE B	24915	14231	31.5	57.1	103	4781	31.3	19.2	102	3359	29.7	13.5	97				
COUNTY SIZE C	12930	7111	15.8	55.0	99	2348	15.4	18.2	96	1647	14.6	12.7	91				
COUNTY SIZE D	10703	5753	12.8	53.8	96	2674	17.5	25.0	132	1128	10.0	10.5	76				
METRO CENTRAL CITY	24518	13098	29.0	53.4	96	4154	27.2	16.9	90	3443	30.5	14.0	101				
METRO SUBURBAN	35919	21206	47.0	59.0	106	6639	43.4	18.5	98	5656	50.0	15.7	113				
NON METRO	20549	10808	24.0	52.6	94	4490	29.4	21.9	116	2205	19.5	10.7	77				
TOP 5 ADI'S	18341	9987	22.1	54.5	98	2408	15.8	13.1	70	3421	30.3	18.7	134				
TOP 10 ADI'S	25378	13987	31.0	55.1	99	3445	22.5	13.6	72	4260	37.7	16.8	120				
TOP 20 ADI'S	36488	20127	44.6	55.2	99	5790	37.9	15.9	84	5817	51.5	15.9	114				
HSMLD INC. \$50,000 OR MORE	6612	4337	9.6	65.6	118	1371	9.0	20.7	110	1248	11.0	18.9	135				
\$40,000 OR MORE	12659	8203	18.2	64.8	116	2449	16.0	19.3	103	2315	20.5	18.3	131				
\$30,000 OR MORE	24698	15483	34.3	62.7	113	4719	30.9	19.1	101	4290	38.0	17.4	124				
\$25,000 OR MORE	32077	20005	44.3	62.4	112	6356	41.6	19.8	105	5340	47.2	16.6	119				
\$20,000 - \$24,999	9144	5328	11.8	58.3	105	1849	12.1	20.2	107	1396	12.3	15.3	109				
\$15,000 - \$19,999	8728	4813	10.7	55.1	99	1632	10.7	18.7	99	1317	11.7	15.1	108				
\$10,000 - \$14,999	12562	6831	15.1	54.4	98	2309	15.1	18.4	97	1622	14.3	12.9	93				
UNDER \$10,000	18475	8135	18.0	44.0	79	3136	20.5	17.0	90	1630	14.4	8.8	63				
HOUSEHOLD OF 1 PERSON	11987	6868	15.2	57.3	103	2041	13.4	17.0	90	1509	13.3	12.6	90				
2 PEOPLE	26577	14873	33.0	56.0	100	5123	33.5	19.3	102	3661	32.4	13.8	99				
3 OR 4 PEOPLE	30617	17244	38.2	56.3	101	5972	39.1	19.5	103	4446	39.3	14.5	104				
5 OR MORE PEOPLE	11804	6127	13.6	51.9	93	2147	14.0	18.2	96	1688	14.9	14.3	102				
NO CHILD IN HSMLD	46165	26442	58.6	57.3	103	8338	54.6	18.1	96	6763	59.8	14.6	105				
CHILD(REN) UNDER 2 YRS	5325	2570	5.7	48.3	87	1103	7.2	20.7	110	673	6.0	12.6	91				
2 - 5 YEARS	14221	7348	16.3	51.7	93	2785	18.2	19.6	104	1855	16.4	13.0	93				
6 - 11 YEARS	15117	7985	17.7	52.8	95	3049	20.0	20.2	107	1922	17.0	12.7	91				
12 - 17 YEARS	16611	9051	20.1	54.5	98	3433	22.5	20.7	110	2236	19.8	13.5	96				
RESIDENCE OWNED	55884	33112	73.4	59.3	106	11608	76.0	20.8	110	8517	75.3	15.2	109				
VALUE: \$50,000 OR MORE	31744	19606	43.5	61.8	111	6054	39.6	19.1	101	5422	48.0	17.1	122				
VALUE: UNDER \$50,000	24140	13506	29.9	55.9	100	5555	36.3	23.0	122	3096	27.4	12.8	92				

			TOTAL	ALL KLEENEX				ALL PUFFS				ALL SCOTT (LADY/JUMBO/OTHER)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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	TOTAL U.S. '000	ALL KLEENEX				ALL PUFFS				ALL SCOTT (LADY/JUMBO/OTHER)							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	45111	100.0	55.7	100	15282	100.0	18.9	100	11304	100.0	14.0	100				
ATLANTIC MONTHLY	415	253	0.6	61.0	109	**84	0.5	20.2	107	**111	1.0	26.7	192				
BARRON'S	453	321	0.7	70.9	127	**37	0.2	8.2	43	**93	0.8	20.5	147				
BETTER HOMES & GARDENS	16256	10071	22.3	62.0	111	3670	24.0	22.6	120	2678	23.7	16.5	118				
BON APPETIT	2535	1580	3.5	62.3	112	361	2.4	14.2	75	443	3.9	17.5	125				
BUSINESS WEEK	1278	807	1.8	63.1	113	*207	1.4	16.2	86	*248	2.2	19.4	139				
CAR AND DRIVER	378	*174	0.4	46.0	83	**35	0.2	9.3	49	**102	0.9	27.0	193				
CBS MAGAZINE NETWORK (GROSS)	1498	929	2.1	62.0	111	236	1.5	15.8	83	*229	2.0	15.3	110				
CHANGING TIMES	1505	929	2.1	61.7	111	275	1.8	18.3	97	197	1.7	13.1	94				
COLONIAL HOMES	1231	704	1.6	57.2	103	285	1.9	23.2	123	261	2.3	21.2	152				
CONDE NAST MAG. PKG. (GROSS)	14146	8370	18.6	59.2	106	2319	15.2	16.4	87	2434	21.5	17.2	123				
CONSUMERS DIGEST	1323	957	2.1	72.3	130	248	1.6	18.7	99	346	3.1	26.2	187				
COSMOPOLITAN	7102	4083	9.1	57.5	103	1260	8.2	17.7	94	1064	9.4	15.0	107				
COUNTRY LIVING	2481	1552	3.4	62.6	112	645	4.2	26.0	138	471	4.2	19.0	136				
CUISINE	1472	880	2.0	59.8	107	260	1.7	17.7	94	*183	1.6	12.4	89				
CYCLE WORLD	425	*216	0.5	50.8	91	**119	0.8	28.0	148	**63	0.6	14.8	106				
DCI:CREATIVE IDEAS FOR LIV	2510	1567	3.5	62.4	112	584	3.8	23.3	123	480	4.2	19.1	137				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4394	9.7	65.6	118	1431	9.4	21.4	113	941	8.3	14.1	101				
DISCOVER	894	473	1.0	52.9	95	*149	1.0	16.7	88	*143	1.3	16.0	115				
EBONY	3507	1745	3.9	49.8	89	528	3.5	15.1	80	483	4.3	13.8	99				
ESQUIRE	1083	622	1.4	57.4	103	*160	1.0	14.8	78	*170	1.5	15.7	112				
ESSENCE	1830	971	2.2	53.1	95	317	2.1	17.3	92	258	2.3	14.1	101				
FAMILY CIRCLE	15930	9878	21.9	62.0	111	3312	21.7	20.8	110	2717	24.0	17.1	122				
THE FAMILY HANDYMAN	1126	715	1.6	63.5	114	261	1.7	23.2	123	*165	1.5	14.7	105				
FAMILY WEEKLY	11468	7043	15.6	61.4	110	2174	14.2	19.0	100	1566	13.9	13.7	98				
FIELD & STREAM	2234	1200	2.7	53.7	96	548	3.6	24.5	130	337	3.0	15.1	108				
FOOD & WINE	579	297	0.7	51.3	92	**69	0.5	11.9	63	**121	1.1	20.9	150				
FORBES	728	461	1.0	63.3	114	*83	0.5	11.4	60	*112	1.0	15.4	110				
FORTUNE	906	653	1.4	72.1	129	*182	1.2	20.1	106	*139	1.2	15.3	110				
GENTLEMEN'S QUARTERLY	791	444	1.0	56.1	101	*80	0.5	10.1	54	*137	1.2	17.3	124				
GLAMOUR	5265	3132	6.9	59.5	107	909	5.9	17.3	91	878	7.8	16.7	119				
GOLF DIGEST	636	498	1.1	78.3	141	*142	0.9	22.3	118	**101	0.9	15.9	114				
GOLF DIGEST/TENNIS (GROSS)	1186	813	1.8	68.5	123	*223	1.5	18.8	100	*221	2.0	18.6	134				
GOLF MAGAZINE	441	370	0.8	83.9	151	**111	0.7	25.2	133	**94	0.8	21.3	153				
GOLF MAGAZINE/SKI (GROSS)	922	632	1.4	68.5	123	*163	1.1	17.7	94	*141	1.2	15.3	110				
GOOD HOUSEKEEPING	16487	10318	22.9	62.6	112	3553	23.2	21.6	114	2749	24.3	16.7	119				
HARPER'S BAZAAR	2423	1393	3.1	57.5	103	397	2.6	16.4	87	394	3.5	16.3	116				
HEALTH	1994	1222	2.7	61.3	110	420	2.7	21.1	112	259	2.3	13.0	93				
HEARST MAG CORP. BUY (GROSS)	44101	26833	59.5	60.8	109	9130	59.7	20.7	110	7140	63.2	16.2	116				
HEARST MAN POWER (GROSS)	1993	1168	2.6	58.6	105	457	3.0	22.9	122	389	3.4	19.5	140				
HEARST WOMAN POWER (GROSS)	31274	19063	42.3	61.0	109	6436	42.1	20.6	109	4890	43.3	15.6	112				
HOUSE BEAUTIFUL	3623	2267	5.0	62.6	112	720	4.7	19.9	105	596	5.3	16.5	118				
INC.	283	*193	0.4	68.2	122	**38	0.2	13.4	71	**38	0.3	13.4	96				
JET	2928	1375	3.0	47.0	84	509	3.3	17.4	92	330	2.9	11.3	81				
LADIES' HOME JOURNAL	11918	7777	17.2	65.3	117	2500	16.4	21.0	111	1753	15.5	14.7	105				
LHJ FAMILY GRP COMBO(GROSS)	16764	10704	23.7	63.9	115	3673	24.0	21.9	116	2373	21.0	14.2	101				
LIFE	4254	2511	5.6	59.0	106	663	4.3	15.6	83	637	5.6	15.0	107				
L.A. TIMES HOME MAGAZINE	1145	726	1.6	63.4	114	**5	0.0	0.4	2	*146	1.3	12.8	91				
MADEMOISELLE	2884	1830	4.1	63.5	114	480	3.1	16.6	88	500	4.4	17.3	124				
MC CALL'S	13460	8550	19.0	63.5	114	2968	19.4	22.1	117	2015	17.8	15.0	107				
MC CALL'S/MRK MOTHER (GROSS)	14606	9247	20.5	63.3	114	3146	20.6	21.5	114	2261	20.0	15.5	111				
MECHANIX ILLUSTRATED	772	409	0.9	53.0	95	*147	1.0	19.0	101	**107	0.9	13.9	99				
METROPOLITAN HOME	967	634	1.4	65.6	118	215	1.4	22.2	118	*172	1.5	17.8	127				
MONEY	1588	1101	2.4	69.3	124	271	1.8	17.1	90	277	2.5	17.4	125				
MOTHER EARTH NEWS	1002	495	1.1	49.4	89	*179	1.2	17.9	95	*141	1.2	14.1	101				
MS.	825	431	1.0	52.2	94	*162	1.1	19.6	104	*115	1.0	13.9	100				
NATIONAL ENQUIRER	10336	5586	12.4	54.0	97	2163	14.2	20.9	111	1364	12.1	13.2	95				
NATIONAL GEOGRAPHIC	9597	6050	13.4	63.0	113	1975	12.9	20.6	109	1679	14.9	17.5	125				
NATIONAL SUNDAY MAGAZINE PKG	49558	29245	64.8	59.0	106	10021	65.6	20.2	107	8082	71.5	16.3	117				
NATURAL HISTORY	573	348	0.8	60.7	109	**106	0.7	18.5	98	**59	0.5	10.3	74				
NEW WOMAN	1699	992	2.2	58.4	105	274	1.8	16.1	85	300	2.7	17.7	127				
NEW YORK INCLUDING CUE	443	268	0.6	60.5	109	**44	0.3	9.9	53	**61	0.5	13.8	99				
THE NEW YORKER	1270	720	1.6	56.7	102	*139	0.9	10.9	58	214	1.9	16.9	121				
NEWSWEEK	6277	3748	8.3	59.7	107	1278	8.4	20.4	108	1110	9.8	17.7	127				
THE N.Y. TIMES DAILY EDITION	1205	847	1.9	70.3	126	**87	0.6	7.2	38	248	2.2	20.6	147				
THE N.Y. TIMES MAGAZINE	2081	1296	2.9	62.3	112	*142	0.9	6.8	36	385	3.4	18.5	133				
OMNI	788	488	1.1	61.9	111	*94	0.6	11.9	63	**90	0.8	11.4	82				
ON CABLE	1158	736	1.6	63.6	114	*260	1.7	22.5	119	**124	1.1	10.7	77				
1001 HOME IDEAS	2852	1705	3.8	59.8	107	753	4.9	26.4	140	361	3.2	12.7	91				
ORGANIC GARDENING	1658	1005	2.2	60.6	109	343	2.2	20.7	110	288	2.5	17.4	124				
OUTDOOR LIFE	896	554	1.2	61.8	111	320	2.1	35.7	189	*225	2.0	25.1	180				
PARADE MAGAZINE	24275	14104	31.3	58.1	104	4550	29.8	18.7	99	4447	39.3	18.3	131				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ALL KLEENEX				ALL PUFFS				ALL SCOTT (LADY/JUMBO/OTHER)							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	45111	100.0	55.7	100	15282	100.0	18.9	100	11304	100.0	14.0	100				
PARENTS	3845	2098	4.7	54.6	98	933	6.1	24.3	129	609	5.4	15.8	113				
PENTHOUSE	831	406	0.9	48.9	88	*202	1.3	24.3	129	**113	1.0	13.6	97				
PEOPLE	11645	6959	15.4	59.8	107	2094	13.7	18.0	95	1739	15.4	14.9	107				
PLAYBOY	2006	1094	2.4	54.5	98	321	2.1	16.0	85	237	2.1	11.8	85				
POPULAR HOT RODDING	297	*128	0.3	43.1	77	**75	0.5	25.3	134	**35	0.3	11.8	84				
POPULAR MECHANICS	1018	631	1.4	62.0	111	*189	1.2	18.6	98	*218	1.9	21.4	153				
POPULAR SCIENCE	878	428	0.9	48.7	88	*191	1.2	21.8	115	**138	1.2	15.7	113				
PREVENTION	3913	2349	5.2	60.0	108	746	4.9	19.1	101	685	6.1	17.5	125				
PSYCHOLOGY TODAY	1710	1038	2.3	60.7	109	261	1.7	15.3	81	343	3.0	20.1	144				
READER'S DIGEST	22204	13559	30.1	61.1	110	4637	30.3	20.9	111	3252	28.8	14.6	105				
REDBOOK	7684	4661	10.3	60.7	109	1623	10.6	21.1	112	1077	9.5	14.0	100				
ROAD & TRACK	410	*251	0.6	61.2	110	**44	0.3	10.7	57	**40	0.4	9.8	70				
ROLLING STONE	969	567	1.3	58.5	105	*139	0.9	14.3	76	*169	1.5	17.4	125				
RUNNER'S WORLD	298	*192	0.4	64.4	116	**54	0.4	18.1	96	**41	0.4	13.8	99				
SATURDAY EVENING POST	1169	638	1.4	54.6	98	293	1.9	25.1	133	*213	1.9	18.2	131				
SCIENCE 84	587	341	0.8	58.1	104	*338	0.2	6.5	34	**133	1.2	22.7	162				
SCIENCE DIGEST	482	254	0.6	52.7	95	*144	0.9	29.9	158	**66	0.6	13.7	98				
SCIENTIFIC AMERICAN	594	313	0.7	52.7	95	*81	0.5	13.6	72	**104	0.9	17.5	125				
SELF	2089	1106	2.5	52.9	95	405	2.7	19.4	103	393	3.5	18.8	135				
SEVENTEEN	2411	1404	3.1	58.2	105	476	3.1	19.7	105	367	3.2	15.2	109				
SKI	480	262	0.6	54.6	98	*52	0.3	10.8	57	**47	0.4	9.8	70				
SMITHSONIAN	2760	1694	3.8	61.4	110	351	2.3	12.7	67	421	3.7	15.3	109				
SOAP OPERA DIGEST	3013	1721	3.8	57.1	103	689	4.5	22.9	121	446	3.9	14.8	106				
SOUTHERN LIVING	4184	2827	6.3	67.6	121	847	5.5	20.2	107	461	4.1	11.0	79				
SPORT	559	314	0.7	56.2	101	*84	0.5	15.0	80	**49	0.4	8.8	63				
THE SPORTING NEWS	436	*212	0.5	48.6	87	**131	0.9	30.0	159	**74	0.7	17.0	122				
SPORTS AFIELD	493	282	0.6	57.2	103	*123	0.8	24.9	132	**105	0.9	21.3	153				
SPORTS ILLUSTRATED	2758	1764	3.9	64.0	115	549	3.6	19.9	105	461	4.1	16.7	120				
STAR	7456	4222	9.4	56.6	102	1614	10.6	21.6	115	1165	10.3	15.6	112				
SUNDAY	24936	14531	32.2	58.3	105	5562	36.4	22.3	118	4361	38.6	17.5	125				
SUNSET	2124	1359	3.0	64.0	115	*70	0.5	3.3	17	441	3.9	20.8	149				
TV GUIDE	21661	12211	27.1	56.4	101	3862	25.3	17.8	94	2916	25.8	13.5	96				
TENNIS	550	314	0.7	57.1	102	*81	0.5	14.7	78	**120	1.1	21.8	156				
TIME	8880	5511	12.2	62.1	111	1371	9.0	15.4	82	1509	13.3	17.0	122				
TOWN & COUNTRY	917	609	1.4	66.4	119	*160	1.0	17.4	92	*135	1.2	14.7	105				
TRAVEL & LEISURE	972	661	1.5	68.0	122	*187	1.2	19.2	102	*152	1.3	15.6	112				
TRUE STORY	3356	1622	3.6	48.3	87	688	4.5	20.5	109	404	3.6	12.0	86				
U.S. NEWS & WORLD REPORT	3410	2215	4.9	65.0	117	760	5.0	22.3	118	683	6.0	20.0	143				
USA TODAY	1759	1154	2.6	65.6	118	341	2.2	19.4	103	332	2.9	18.9	135				
US	1873	1241	2.8	66.3	119	550	3.6	29.4	156	291	2.6	15.5	111				
VOGUE	3909	2302	5.1	58.9	106	524	3.4	13.4	71	663	5.9	17.0	122				
MALL STREET JOURNAL	1886	1239	2.7	65.7	118	421	2.8	22.3	118	346	3.1	18.3	131				
WEIGHT WATCHERS	2120	1286	2.9	60.7	109	449	2.9	21.2	112	351	3.1	16.6	119				
WOMAN'S DAY	14172	8868	19.7	62.6	112	2918	19.1	20.6	109	2669	23.6	18.8	135				
WORKING MOTHER	1146	697	1.5	60.8	109	*178	1.2	15.5	82	*246	2.2	21.5	154				
WORKING WOMAN	1322	874	1.9	66.1	119	252	1.6	19.1	101	203	1.8	15.4	110				
WORLD TENNIS	*163	*120	0.3	73.6	132	*23	0.2	14.1	75	**42	0.4	25.8	185				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1507	3.3	59.5	107	407	2.7	16.1	85	426	3.8	16.8	121				
BLAIR INSERTS	43657	25574	56.7	58.6	105	8675	56.8	19.9	105	7242	64.1	16.6	119				
DAILY NEWSPAPERS																	
READ ANY	51633	30384	67.4	58.8	106	10348	67.7	20.0	106	7972	70.5	15.4	111				
READ ONE	43463	25245	56.0	58.1	104	8672	56.7	20.0	106	6601	58.4	15.2	109				
READ TWO OR MORE	8170	5139	11.4	62.9	113	1676	11.0	20.5	109	1371	12.1	16.8	120				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	30997	68.7	58.8	106	10629	69.6	20.2	107	8373	74.1	15.9	114				
READ ONE	46126	26718	59.2	57.9	104	9142	59.8	19.8	105	7000	61.9	15.2	109				
READ TWO OR MORE	6552	4279	9.5	65.3	117	1487	9.7	22.7	120	1372	12.1	20.9	150				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.89				27.76				27.17							
30 DAY REACH	71455	39946	88.6	55.9	100	13490	88.3	18.9	100	10160	89.9	14.2	102				
50 SHWG - 30 DAY AV FREQ	14.56	14.68				14.42				14.16							
30 DAY REACH	67742	38011	84.3	56.1	101	13007	85.1	19.2	102	9760	86.3	14.4	103				
25 SHWG - 30 DAY AV FREQ	7.94	7.96				7.82				7.67							
30 DAY REACH	62117	35024	77.6	56.4	101	11986	78.4	19.3	102	9011	79.7	14.5	104				
CABLE TV: HOME WIRED	32077	19238	42.6	60.0	108	6517	42.6	20.3	108	4415	39.1	13.8	99				
HOME NOT WIRED	48909	25874	57.4	52.9	95	8766	57.4	17.9	95	6889	60.9	14.1	101				
HAVE PAY CABLE	15935	9897	21.9	62.1	112	3438	22.5	21.6	114	2353	20.8	14.8	106				

	TOTAL U.S. '000	ALL KLEENEX				ALL PUFFS				ALL SCOTT (LADY/JUMBO/OTHER)							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	45111	100.0	55.7	100	15282	100.0	18.9	100	11304	100.0	14.0	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	25079	55.6	57.1	103	8801	57.6	20.0	106	6503	57.5	14.8	106				
10:00 AM - 3:00 PM	30659	17559	38.9	57.3	103	6572	43.0	21.4	114	4514	39.9	14.7	105				
3:00 PM - 7:00 PM	31045	17671	39.2	56.9	102	6402	41.9	20.6	109	4431	39.2	14.3	102				
7:00 PM - MIDNIGHT	15767	8623	19.1	54.7	98	3247	21.2	20.6	109	2276	20.1	14.4	103				
MIDNIGHT - 6:00 AM	9120	5254	11.6	57.6	103	1951	12.8	21.4	113	1502	13.3	16.5	118				
6:00 AM - MIDNIGHT	58527	33107	73.4	56.6	102	11831	77.4	20.2	107	8599	76.1	14.7	105				
ENTIRE DAY	59311	33560	74.4	56.6	102	11965	78.3	20.2	107	8739	77.3	14.7	106				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9582	21.2	59.3	106	3610	23.6	22.3	118	2294	20.3	14.2	102				
ALL NEWS	2256	1316	2.9	58.3	105	268	1.8	11.9	63	421	3.7	18.7	134				
ADULT/PROGRESSIVE	3874	2040	4.5	52.7	95	582	3.8	15.0	80	511	4.5	13.2	95				
BEAUTIFUL MUSIC	5660	3130	6.9	55.3	99	1167	7.6	20.6	109	1010	8.9	17.8	128				
BLACK	2204	1069	2.4	48.5	87	394	2.6	17.9	95	*237	2.1	10.8	77				
CLASSICAL	1418	762	1.7	53.7	96	238	1.6	16.8	89	*251	2.2	17.7	127				
CHR/ROCK	9538	5270	11.7	55.3	99	1742	11.4	18.3	97	1381	12.2	14.5	104				
COUNTRY	12648	7476	16.6	59.1	106	3046	19.9	24.1	128	1720	15.2	13.6	97				
GOLDEN OLDIES	1191	637	1.4	53.5	96	*270	1.8	22.7	120	*159	1.4	13.4	96				
MOR/NOSTALGIA	4757	2870	6.4	60.3	108	826	5.4	17.4	92	828	7.3	17.4	125				
NEWS/TALK	3863	2133	4.7	55.2	99	855	5.6	22.1	117	719	6.4	18.6	133				
RELIGIOUS	3084	1600	3.5	51.9	93	628	4.1	20.4	108	385	3.4	12.5	89				
SOFT ROCK	521	295	0.7	56.6	102	**113	0.7	21.7	115	**136	1.2	26.1	187				
WIRE/ADULT CONTEMPORARY	1585	842	1.9	53.1	95	313	2.0	19.7	105	295	2.6	18.6	133				
WIRE NETWORKS:																	
ABC CONTEMPORARY	3261	1633	3.6	50.1	90	865	5.7	26.5	141	363	3.2	11.1	80				
ABC DIRECTION	2316	1275	2.8	55.1	99	400	2.6	17.3	92	378	3.3	16.3	117				
ABC ENTERTAINMENT	4834	2697	6.0	55.8	100	1115	7.3	23.1	122	702	6.2	14.5	104				
ABC FM	2202	1165	2.6	52.9	95	486	3.2	22.1	117	340	3.0	15.4	111				
ABC INFORMATION	5425	3205	7.1	59.1	106	1004	6.6	18.5	98	949	8.4	17.5	125				
ABC ROCK	1677	999	2.2	59.6	107	364	2.4	21.7	115	263	2.3	15.7	112				
CBS	4430	2690	6.0	60.7	109	1125	7.4	25.4	135	811	7.2	18.3	131				
MUTUAL	4992	2829	6.3	56.7	102	1368	9.0	27.4	145	798	7.1	16.0	115				
NBC	4679	2792	6.2	59.7	107	1060	6.9	22.7	120	790	7.0	16.9	121				
RADIORADIO	1994	1146	2.5	57.5	103	495	3.2	24.8	132	299	2.6	15.0	107				
RKO ONE	2298	1338	3.0	58.2	105	373	2.4	16.2	86	329	2.9	14.3	103				
RKO TWO	3311	1858	4.1	56.1	101	688	4.5	20.8	110	474	4.2	14.3	103				
THE SOURCE	2114	1098	2.4	51.9	93	360	2.4	17.0	90	317	2.8	15.0	107				
NON-WIRE: BLAIR	8654	5097	11.3	58.9	106	1920	12.6	22.2	118	1202	10.6	13.9	100				
INTERNET	12025	6938	15.4	57.7	104	2152	14.1	17.9	95	2059	18.2	17.1	123				
KATZ RADIO GROUP	15359	8620	19.1	56.1	101	3237	21.2	21.1	112	2571	22.7	16.7	120				
SUPERNET	10628	6336	14.0	58.6	107	2116	13.8	19.9	106	1585	14.0	14.9	107				
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	4806	10.7	55.5	100	1525	10.0	17.6	93	1176	10.4	13.6	97				
WKDAY 9:00 AM - 1:00 PM	12163	6477	14.4	53.3	96	2417	15.8	19.9	105	1611	14.3	13.2	95				
WKDAY 1:00 PM - 4:30 PM	16150	8691	19.3	53.8	97	3441	22.5	21.3	113	2053	18.2	12.7	91				
WKDAY 4:30 PM - 7:30 PM	22463	12260	27.2	54.6	98	4354	28.5	19.4	103	3138	27.8	14.0	100				
WKDAY 7:30 PM - 8:00 PM	31795	17773	39.4	55.9	100	6315	41.3	19.9	105	4458	39.4	14.0	100				
WKDAY 11:00 PM - 11:30 PM	23977	13837	30.7	57.7	104	5099	33.4	21.3	113	3452	30.5	14.4	103				
WKDAY 11:30 PM - 1:00 AM	7703	4380	9.7	56.9	102	1737	11.4	22.5	120	1035	9.2	13.4	96				
W-SAT 8-11 PM+SUN 7-11 PM	33800	18948	42.0	56.1	101	6552	42.9	19.4	103	4812	42.6	14.2	102				
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	3493	7.7	53.4	96	1290	8.4	19.7	105	801	7.1	12.3	88			
ANOTHER WORLD	N	4620	2480	5.5	53.7	96	1007	6.6	21.8	116	638	5.6	13.8	99			
AS THE WORLD TURNS	C	5614	2874	6.4	51.2	92	1348	8.8	24.0	127	643	5.7	11.5	82			
CAPITOL	C	3396	1707	3.8	50.3	90	882	5.8	26.0	138	420	3.7	12.4	89			
CBS MORN. NEWS 1	C	1446	772	1.7	53.4	96	277	1.8	19.2	102	160	1.4	11.1	79			
CBS MORN. NEWS 2	C	1207	656	1.5	54.3	98	228	1.5	18.9	100	172	1.5	14.3	102			
DAYS OF OUR LIVES	N	5877	3268	7.2	55.6	100	1243	8.1	21.2	112	769	6.8	13.1	94			
FACTS OF LIFE - DAYTIME	N	2290	1137	2.5	49.7	89	404	2.6	17.6	93	297	2.6	13.0	93			
FAMILY FEUD	A	3023	1575	3.5	52.1	94	508	3.3	16.8	89	423	3.7	14.0	100			
GENERAL HOSPITAL	A	6097	3224	7.1	52.9	95	1271	8.3	20.8	110	804	7.1	13.2	94			
GOOD MORNING, AMERICA-730	A	3515	2001	4.4	56.9	102	715	4.7	20.3	108	419	3.7	11.9	85			
GOOD MORNING, AMERICA-830	A	2818	1670	3.7	59.3	106	530	3.5	18.8	100	415	3.7	14.7	106			
GUIDING LIGHT	C	5339	2878	6.4	53.9	97	1113	7.3	20.8	110	660	5.8	12.4	89			
ONE LIFE TO LIVE	A	4478	2438	5.4	54.4	98	928	6.1	20.7	110	531	4.7	11.9	85			
PRESS YOUR LUCK	C	2244	1247	2.8	55.6	100	544	3.6	24.2	128	362	3.2	16.1	116			
PRICE IS RIGHT 1	C	4348	2460	5.5	56.6	102	1041	6.8	23.9	127	569	5.0	13.1	94			
PRICE IS RIGHT 2	C	5014	2751	6.1	54.9	98	1204	7.9	24.0	127	698	6.2	13.9	100			
RYAN'S HOPE	A	3150	1636	3.6	51.9	93	633	4.1	20.1	106	415	3.7	13.2	94			
SALE OF THE CENTURY	N	2695	1374	3.0	51.0	92	533	3.5	19.8	105	314	2.8	11.7	83			
SEARCH FOR TOMORROW	N	2319	1170	2.6	50.5	91	388	2.5	16.7	89	334	3.0	14.4	103			
TODAY SHOW 1	N	2693	1443	3.2	53.6	96	487	3.2	18.1	96	359	3.2	13.3	96			
TODAY SHOW 2	N	2498	1311	2.9	52.5	94	480	3.1	19.2	102	410	3.6	16.4	118			
\$25,000 PYRAMID	C	2753	1491	3.3	54.2	97	632	4.1	23.0	122	400	3.5	14.5	104			
WHEEL OF FORTUNE	N	4388	2408	5.3	54.9	99	870	5.7	19.8	105	601	5.3	13.7	98			
YOUNG AND THE RESTLESS	C	5695	2867	6.4	50.3	90	1310	8.6	23.0	122	659	5.8	11.6	83			
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT A		1760	1024	2.3	58.2	104	317	2.1	18.0	95	162	1.4	9.2	66			
NBA PLAYOFF GAME -1	C	1136	617	1.4	54.3	98	287	1.9	25.3	134	*133	1.2	11.7	84			
NBC MAJOR LEAGUE PRE-GAME N		953	491	1.1	51.5	92	*204	1.3	21.4	113	*90	0.8	9.4	68			
SPORTSWORLD - SUN	N	1233	748	1.7	60.7	109	292	1.9	23.7	126	*127	1.1	10.3	74			
SUNDAY MORNING	C	1611	939	2.1	58.3	105	312	2.0	19.4	103	187	1.7	11.6	83			

	TOTAL U.S. '000	ALL KLEENEX				ALL PUFFS				ALL SCOTT (LADY/JUMBO/OTHER)							
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	45111	100.0	55.7	100	15282	100.0	18.9	100	11304	100.0	14.0	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	14451	32.0	55.4	100	5420	35.5	20.8	110	3523	31.2	13.5	97				
NETWORK AFFILIATES - LATE	20261	11848	26.3	58.5	105	4332	28.3	21.4	113	2831	25.0	14.0	100				
INDEPENDENTS - LATE	2076	1175	2.6	56.6	102	262	1.7	12.6	67	379	3.4	18.3	131				
TV EVENING NTHK 6 PM - 2 AM																	
A TEAM	N 10453	5763	12.8	55.1	99	2065	13.5	19.8	105	1525	13.5	14.6	105				
ABC MONDAY NIGHT MOVIE	A 6412	3657	8.1	57.0	102	1367	8.9	21.3	113	884	7.8	13.8	99				
ABC SUNDAY NIGHT MOVIE	A 12407	6986	15.5	56.3	101	2168	14.2	17.5	93	1803	16.0	14.5	104				
ABC WORLD NEWS TONIGHT	A 6176	3472	7.7	56.2	101	1377	9.0	22.3	118	819	7.2	13.3	95				
AFTERMASH	C 5863	3281	7.3	56.0	100	1315	8.6	22.4	119	722	6.4	12.3	88				
ALICE	C 9594	5492	12.2	57.2	103	2006	13.1	20.9	111	1273	11.3	13.3	95				
AMERICAN PARADE	C 6422	3512	7.8	53.0	95	1407	9.2	21.2	113	808	7.1	12.2	87				
BENSON	A 10886	6335	14.0	58.2	104	2015	13.2	18.5	98	1623	14.4	14.9	107				
BLUE THUNDER	A 5036	2783	6.2	55.3	99	1002	6.6	19.9	105	682	6.0	13.5	97				
CAGNEY & LACEY	C 9965	6044	13.4	60.7	109	2285	15.0	22.9	122	1484	13.1	14.9	107				
CBS EVENING NEWS-DEAN	C 3491	1914	4.2	54.8	98	724	4.7	20.7	110	531	4.7	15.2	109				
CBS EVENING NEWS-RATHER	C 7123	4009	8.9	56.3	101	1479	9.7	20.8	110	1084	9.6	15.2	109				
CBS SAT. NEWS-SCHIEFFER	C 3621	1945	4.3	53.7	96	620	4.1	17.1	91	500	4.4	13.8	99				
CBS SATURDAY NIGHT MOVIE	C 5436	3079	6.8	56.6	102	1002	6.6	18.4	98	792	7.0	14.6	104				
CBS WEDNESDAY NIGHT MOVIE	C 6100	3427	7.6	56.2	101	1115	7.3	18.3	97	845	7.5	13.9	99				
CHEERS	N 8889	5078	11.3	57.1	103	1890	12.4	21.3	113	1457	12.9	16.4	117				
DALLAS	C 22109	12530	27.8	56.7	102	4877	31.9	22.1	117	3206	28.4	14.5	104				
DIFF'RENT STROKES	N 6940	3767	8.4	54.3	97	1412	9.2	20.3	108	943	8.3	13.6	97				
DOUBLE TROUBLE	N 7223	4045	9.0	56.0	101	1396	9.1	19.3	102	911	8.1	12.6	90				
DUCK FACTORY	N 5595	3142	7.0	56.2	101	1169	7.6	20.9	111	918	8.1	16.4	118				
DUKES OF HAZZARD	C 5768	3173	7.0	55.0	99	1263	8.3	21.9	116	785	6.9	13.6	98				
DYNASTY	A 20053	11131	24.7	55.5	100	3776	24.7	18.8	100	2601	23.0	13.0	93				
FACTS OF LIFE	N 8087	4488	9.9	55.5	100	1705	11.2	21.1	112	1125	10.0	13.9	100				
FALCON CREST	C 20046	11540	25.6	57.6	103	4481	29.3	22.4	118	2867	25.4	14.3	102				
FALL GUY	A 9084	4805	10.7	52.9	95	1839	12.0	20.2	107	1274	11.3	14.0	100				
FAMILY TIES	N 7964	4406	9.8	55.3	99	1658	10.8	20.8	110	1223	10.8	15.4	110				
FANTASY ISLAND	A 7687	4199	9.3	54.6	98	1360	8.9	17.7	94	1079	9.5	14.0	101				
FOULUPS, BLEEPES & BLUNDERS	A 8861	4930	10.9	55.6	100	1766	11.6	19.9	106	1234	10.9	13.9	100				
FOUR SEASONS	C 5095	2982	6.6	58.5	105	1015	6.6	19.9	106	686	6.1	13.5	96				
GIMME A BREAK	N 8838	4647	10.3	52.6	94	1811	11.9	20.5	109	1286	11.4	14.6	104				
HART TO HART	A 8978	5031	11.2	56.0	101	1796	11.8	20.0	106	1206	10.7	13.4	96				
HILL STREET BLUES	N 8590	4921	10.9	57.3	103	1665	10.9	19.4	103	1337	11.8	15.6	112				
HOTEL	A 14085	8043	17.8	57.1	103	2706	17.7	19.2	102	1886	16.7	13.4	96				
JEFFERSONS	C 9360	5315	11.8	56.8	102	1973	12.9	21.1	112	1220	10.8	13.0	93				
JENNIFER SLEPT HERE	N 5841	3167	7.0	54.2	97	1216	8.0	20.8	110	764	6.8	13.1	94				
KATE & ALLIE	C 9206	5188	11.5	56.4	101	2019	13.2	21.9	116	1394	12.3	15.1	108				
KNIGHT RIDER	N 7076	3851	8.5	54.4	98	1298	8.5	18.3	97	1060	9.4	15.0	107				
LOVE BOAT	A 12219	6645	14.7	54.4	98	2308	15.1	18.9	100	1531	13.5	12.5	90				
MAGNUM PI	C 11199	6291	13.9	56.2	101	2312	15.1	20.6	109	1551	13.7	13.8	99				
MAMA'S FAMILY	N 6057	3392	7.5	56.0	101	1469	9.6	24.3	129	841	7.4	13.9	99				
MASTER, THE	N 3598	1859	4.1	51.7	93	670	4.4	18.6	99	461	4.1	12.8	92				
MATT HOUSTON	A 6344	3525	7.8	55.6	100	1201	7.9	18.9	100	871	7.7	13.7	98				
NBC MONDAY NIGHT MOVIE	N 11994	6500	14.4	54.2	97	2277	14.9	19.0	101	1551	13.7	12.9	93				
NBC NIGHTLY NEWS	N 5132	2745	6.1	53.5	96	1064	7.0	20.7	110	706	6.2	13.8	99				
NBC NIGHTLY NEWS-SAT	N 3375	1769	3.9	52.4	94	671	4.4	19.9	105	423	3.7	12.5	90				
NBC NIGHTLY NEWS-SUN	N 3130	1566	3.5	50.0	90	759	5.0	24.2	129	490	4.3	15.7	112				
NBC SUNDAY NIGHT MOVIE	N 8284	4592	10.2	55.4	100	1595	10.4	19.3	102	1081	9.6	13.0	93				
NEWMART	C 9240	5294	11.7	57.3	103	2115	13.8	22.9	121	1527	13.5	16.5	118				
ONE DAY AT A TIME	C 7288	4159	9.2	57.1	102	1393	9.1	19.1	101	929	8.2	12.7	91				
PEOPLE ARE FUNNY	N 4855	2765	6.1	57.0	102	1126	7.4	23.2	123	665	5.9	13.7	98				
REAL PEOPLE	N 8869	4891	10.8	55.1	99	1838	12.0	20.7	110	1113	9.8	12.5	90				
REMINGTON STEELE	N 7743	4174	9.3	53.9	97	1312	8.6	16.9	90	1165	10.3	15.0	108				
RIPLEY'S BELIEVE IT - NOT	A 5345	3111	6.9	58.2	104	999	6.5	18.7	99	656	5.8	12.3	88				
RIPTIDE	N 6988	4087	9.1	58.5	105	1397	9.1	20.0	106	962	8.5	13.8	99				
SCARECROW & MRS. KING	C 10002	5651	12.5	56.5	101	2058	13.5	20.6	109	1504	13.3	15.0	108				
SIMON & SIMON	C 10638	5941	13.2	55.8	100	2050	13.4	19.3	102	1308	11.6	12.3	88				
60 MINUTES	C 13293	7441	16.5	56.0	100	2719	17.8	20.5	108	1833	16.2	13.8	99				
ST. ELSEWHERE	N 7017	3945	8.7	56.2	101	1342	8.8	19.1	101	1113	9.8	15.9	114				
THREE'S COMPANY	A 10917	6186	13.7	56.7	102	1996	13.1	18.3	97	1641	14.5	15.0	108				
T.J. HOOKER	A 9204	4853	10.8	52.7	95	1879	12.3	20.4	108	1154	10.2	12.5	90				
TONIGHT SHOW	N 2372	1433	3.2	60.4	108	546	3.6	23.0	122	354	3.1	14.9	107				
TRAPPER JOHN, M.D.	C 9846	5688	12.6	57.8	104	2084	13.6	21.2	112	1246	11.0	12.7	91				
TV BLOOPERS & PRAC. JOKES	N 9105	5100	11.3	56.0	101	1853	12.1	20.4	108	1202	10.6	13.2	95				
20/20	A 9387	5417	12.0	57.7	104	2075	13.6	22.1	117	1214	10.7	12.9	93				
WEBSTER	A 11067	6352	14.1	57.4	103	1984	13.0	17.9	95	1609	14.2	14.5	104				
WORLD NEWS - SUN	A 3062	1877	4.2	61.3	110	662	4.3	21.6	115	399	3.5	13.0	93				

PAPER PLATES

BASE = FEMALE HOME MAKERS (80986)

QUESTIONNAIRE PAGE H-22

2A. DO YOU OR OTHER MEMBERS OF YOUR
HOUSEHOLD USE THEM?

	'000	%	UNWEIGHTED	
YES	47591	58.8	5308	
NO	33395	41.2	4127	
	ALL		SOLE	
	'000	%	'000	%
			PRIMARY	
	'000	%	'000	%
			SECONDARY	
	'000	%	'000	%
			UNWEIGHTED	

IF YES

2B. WHICH BRANDS ARE USED BY
YOUR HOUSEHOLD?

BONDIWARE	2237	2.8	738	.9	1007	1.2	492	.6	254
CHINET	14106	17.4	6859	8.5	4922	6.1	2324	2.9	1577
DIAMOND	3303	4.1	1696	2.1	1212	1.5	396	.5	330
DIXIE	12141	15.0	5968	7.4	4526	5.6	1647	2.0	1330
HEFTY	5427	6.7	1984	2.4	2404	3.0	1038	1.3	613
LILY	1441	1.8	443	.5	684	.8	314	.4	181
ST. REGIS	420	.5	98	.1	166	.2	156	.2	62
SWEETHEART	2511	3.1	928	1.1	1006	1.2	577	.7	282
OTHER BRANDS	22389	27.6	16220	20.0	3979	4.9	2190	2.7	2513
DO NOT KNOW	218	.3							35

	TOTAL U.S. '000	PAPER PLATES				CHINET				DIAMOND				DIXIE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	47591	100.0	58.8	100	14106	100.0	17.4	100	3303	100.0	4.1	100	12141	100.0	15.0	100
18 - 24	9282	3998	8.4	43.1	73	811	5.7	8.7	50	**313	9.5	3.4	83	1114	9.2	12.0	80
25 - 34	19072	12228	25.7	64.1	109	3308	23.5	17.3	100	*524	15.9	2.7	67	2988	24.6	15.7	105
35 - 44	14591	10083	21.2	69.1	118	2646	18.8	18.1	104	748	22.6	5.1	126	2450	20.2	16.8	112
45 - 54	11345	7398	15.5	65.2	111	2399	17.0	21.1	121	*578	17.5	5.1	125	2105	17.3	18.6	124
55 - 64	11635	6889	14.5	59.2	101	2665	18.9	22.9	132	*566	17.1	4.9	119	1603	13.2	13.8	92
65 OR OLDER	15061	6994	14.7	46.4	79	2277	16.1	15.1	87	575	17.4	3.8	94	1881	15.5	12.5	83
18 - 34	28354	16226	34.1	57.2	97	4119	29.2	14.5	83	837	25.3	3.0	72	4102	33.8	14.5	97
18 - 49	48339	29928	62.9	61.9	105	7887	55.9	16.3	94	1926	58.3	4.0	98	7570	62.4	15.7	104
25 - 54	45008	29710	62.4	66.0	112	8353	59.2	18.6	107	1849	56.0	4.1	101	7543	62.1	16.8	112
35 - 49	19985	13702	28.8	68.6	117	3768	26.7	18.9	108	1089	33.0	5.4	134	3468	28.6	17.4	116
50 OR OLDER	32647	17663	37.1	54.1	92	6219	44.1	19.0	109	1377	41.7	4.2	103	4571	37.6	14.0	93
GRADUATED COLLEGE	11155	6595	13.9	59.1	101	2167	15.4	19.4	112	*399	12.1	3.6	88	1525	12.6	13.7	91
ATTENDED COLLEGE	13682	8486	17.8	62.0	106	2479	17.6	18.1	104	*617	18.7	4.5	111	2209	18.2	16.1	108
GRADUATED HIGH SCHOOL	33880	21386	44.9	63.1	107	6038	42.8	17.8	102	1398	42.3	4.1	101	5095	42.0	15.0	100
DID NOT GRADUATE HIGH SCHOOL	22270	11125	23.4	50.0	85	3423	24.3	15.4	88	889	26.9	4.0	98	3312	27.3	14.9	99
EMPLOYED	40306	24963	52.5	61.9	105	7012	49.7	17.4	100	1446	43.8	3.6	88	6066	50.0	15.0	100
EMPLOYED FULL-TIME	32850	20301	42.7	61.8	105	5767	40.9	17.6	101	1202	36.4	3.7	90	4986	41.1	15.2	101
EMPLOYED PART-TIME	7456	4662	9.8	62.5	106	1245	8.8	16.7	96	*244	7.4	3.3	80	1080	8.9	14.5	97
NOT EMPLOYED	40680	22628	47.5	55.6	95	7094	50.3	17.4	100	1857	56.2	4.6	112	6075	50.0	14.9	100
PROFESSIONAL/MANAGER	10392	6569	13.8	63.2	108	1849	13.1	17.8	102	*476	14.4	4.6	112	1370	11.3	13.2	88
TECH/CLERICAL/SALES	17574	11152	23.4	63.5	108	3116	22.1	17.7	102	541	16.4	3.1	75	2471	20.4	14.1	94
PRECISION/CRAFT	985	652	1.4	66.2	113	**211	1.5	21.4	123	**4	0.1	0.4	10	**194	1.6	19.7	131
OTHER EMPLOYED	11354	6590	13.8	58.0	99	1836	13.0	16.2	93	*426	12.9	3.8	92	2031	16.7	17.9	119
SINGLE	9863	4461	9.4	45.2	77	1139	8.1	11.5	66	*275	8.3	2.8	68	1346	11.1	13.6	91
MARRIED	51375	33085	69.5	64.4	110	10060	71.3	19.6	112	2249	68.1	4.4	107	7893	65.0	15.4	102
DIVORCED/SEPARATED/WIDOWED	19748	10045	21.1	50.9	87	2906	20.6	14.7	84	779	23.6	3.9	97	2902	23.9	14.7	98
PARENTS	32590	12646	26.5	64.4	113	5637	40.0	17.3	99	1617	49.0	5.0	122	5547	45.7	17.0	114
WHITE	70416	42181	88.6	59.9	102	12369	87.7	17.6	101	2912	88.2	4.1	101	10127	83.4	14.4	96
BLACK	8778	4523	9.5	51.5	88	1497	10.6	17.1	98	*266	8.1	3.0	74	1776	14.6	20.2	135
OTHER	1791	*887	1.9	49.5	84	**240	1.7	13.4	77	**125	3.8	7.0	171	**237	2.0	13.2	88
NORTHEAST-CENSUS	17786	10650	22.4	59.9	102	2190	15.5	12.3	71	*413	12.5	2.3	57	2569	21.2	14.4	96
NORTH CENTRAL	20741	13561	28.5	65.4	111	4401	31.2	21.2	122	821	24.9	4.0	97	2202	18.1	10.6	71
SOUTH	27775	15388	32.3	55.4	94	5294	37.5	19.1	109	1187	35.9	4.3	105	5102	42.0	18.4	123
WEST	14683	7991	16.8	54.4	93	2222	15.8	15.1	87	882	26.7	6.0	147	2268	18.7	15.4	103
NORTHEAST-PKTD.	17961	10351	21.7	57.6	98	2067	14.7	11.5	66	*460	13.9	2.6	63	2529	20.8	14.1	94
EAST CENTRAL	11885	7499	15.8	68.1	107	2106	14.9	17.7	102	*393	11.9	3.3	81	1365	11.2	11.5	77
WEST CENTRAL	14090	9184	19.3	65.2	111	3187	22.6	22.6	130	*626	19.0	4.4	109	1504	12.4	10.7	71
SOUTH	24081	13659	28.7	56.7	97	4799	34.0	19.9	114	1060	32.1	4.4	108	4729	39.0	19.6	131
PACIFIC	12969	6898	14.5	53.2	91	1948	13.8	15.0	86	764	23.1	5.9	144	2015	16.6	15.5	104
COUNTY SIZE A	32439	18207	38.3	56.1	96	5104	36.2	15.7	90	1217	36.8	3.8	92	4469	36.8	13.8	92
COUNTY SIZE B	24915	15017	31.6	60.3	103	4363	30.9	17.5	101	951	28.8	3.8	94	3991	32.9	16.0	107
COUNTY SIZE C	12930	7937	16.7	61.4	104	2206	15.6	17.1	98	541	16.4	4.2	103	2266	18.7	17.5	117
COUNTY SIZE D	10703	6430	13.5	60.1	102	2433	17.2	22.7	131	*593	18.0	5.5	136	1414	11.6	13.2	88
METRO CENTRAL CITY	24518	12937	27.2	52.8	90	3641	25.8	14.9	85	1002	30.3	4.1	100	3534	29.1	14.4	96
METRO SUBURBAN	35919	22152	46.5	61.7	105	6312	44.7	17.6	101	1284	38.9	3.6	88	5441	44.8	15.1	101
NON METRO	20549	12503	26.3	60.8	104	4153	29.4	20.2	116	1017	30.8	4.9	121	3166	26.1	15.4	103
TOP 5 ADI'S	18341	10209	21.5	55.7	95	2483	17.6	13.5	78	657	19.9	3.6	88	2407	19.8	13.1	88
TOP 10 ADI'S	25378	14268	30.0	56.2	96	3657	25.9	14.4	83	776	23.5	3.1	75	3683	30.3	14.5	97
TOP 20 ADI'S	36488	20682	43.5	56.7	96	5703	40.4	15.6	90	1202	36.4	3.3	81	5250	43.2	14.4	96
HSHLD INC. \$50,000 OR MORE	6612	4607	9.7	69.7	119	1589	11.3	24.0	138	*252	7.6	3.8	93	934	7.7	14.1	94
\$40,000 OR MORE	12659	8671	18.2	68.5	117	2921	20.7	23.1	132	*409	12.4	3.2	79	2067	17.0	16.3	109
\$30,000 OR MORE	24698	16607	34.9	67.2	114	5017	35.6	20.3	117	989	29.9	4.0	98	4082	33.6	16.5	110
\$25,000 OR MORE	32077	21544	45.3	67.2	114	6309	44.7	19.7	113	1317	39.9	4.1	101	5202	42.8	16.2	108
\$20,000 - \$24,999	9144	5495	11.5	60.1	102	1592	11.3	17.4	100	*417	12.6	4.6	112	1335	11.0	14.6	97
\$15,000 - \$19,999	8728	5192	10.9	59.5	101	1451	10.3	16.6	95	*452	13.7	5.2	127	1187	9.8	13.6	91
\$10,000 - \$14,999	12562	7268	15.3	57.9	98	2362	16.7	18.8	108	*440	13.3	3.5	86	1932	15.9	15.4	103
UNDER \$10,000	18475	8093	17.0	43.8	75	2391	17.0	12.9	74	677	20.5	3.7	90	2484	20.5	13.4	90
HOUSEHOLD OF 1 PERSON	11987	5124	10.8	42.7	73	1638	11.6	13.7	78	415	12.6	3.5	85	1352	11.1	11.3	75
2 PEOPLE	26577	14872	31.2	56.0	95	4936	35.0	18.6	107	917	27.8	3.5	85	3435	28.3	12.9	86
3 OR 4 PEOPLE	30617	19695	41.4	64.3	109	5178	36.7	16.9	97	1349	40.8	4.4	108	5222	43.0	17.1	114
5 OR MORE PEOPLE	11804	7899	16.6	66.9	114	2354	16.7	19.9	114	*622	18.8	5.3	129	2131	17.6	18.1	120
NO CHILD IN HSHLD	46165	24479	51.4	53.0	90	8043	57.0	17.4	100	1674	50.7	3.6	89	6169	50.8	13.4	89
CHILD(REN) UNDER 2 YRS	5325	3101	6.5	58.2	99	713	5.1	13.4	77	*269	8.1	5.1	124	779	6.4	14.6	98
2 - 5 YEARS	14221	8863	18.6	62.3	106	2126	15.1	14.9	86	*590	17.9	4.1	102	2431	20.0	17.1	114
6 - 11 YEARS	15117	10163	21.4	67.2	114	2799	19.8	18.5	106	665	20.1	4.4	108	2540	20.9	16.8	112
12 - 17 YEARS	16611	11753	24.7	70.8	120	3173	22.5	19.1	110	899	27.2	5.4	133	3102	25.5	18.7	125
RESIDENCE OWNED	55884	35811	75.2	64.1	109	11333	80.3	20.3	116	2467	74.7	4.4	108	8773	72.3	15.7	105
VALUE: \$50,000 OR MORE	31744	20649	43.4	65.0	111	6379	45.2	20.1	115	1301	39.4	4.1	100	5053	41.6	15.9	106
VALUE: UNDER \$50,000	24140	15162	31.9	62.8	107	4954	35.1	20.5	118	1166	35.3	4.8	118	3720	30.6	15.4	103

		TOTAL U.S. '000	USE PAPER PLATES				CHINET				DIAMOND				DIXIE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	47591	100.0	58.8	100	14106	100.0	17.4	100	3303	100.0	4.1	100	12141	100.0	15.0	100
MAGAZINES	QUINTILE 1	15799	10337	21.7	65.4	111	3417	24.2	21.6	124	649	19.6	4.1	101	2657	21.9	16.8	112
	QUINTILE 2	17259	11038	23.2	64.0	109	3523	25.0	20.4	117	699	21.2	4.1	99	2750	22.7	15.9	106
	QUINTILE 3	13545	8012	16.8	59.2	101	2067	14.7	15.3	88	*602	18.2	4.4	109	1951	16.1	14.4	96
	QUINTILE 4	15133	8748	18.4	57.8	98	2546	18.0	16.8	97	648	19.6	4.3	105	1947	16.0	12.9	86
	QUINTILE 5	19250	9457	19.9	49.1	84	2554	18.1	13.3	76	705	21.3	3.7	90	2837	23.4	14.7	98
NEWSPAPERS	QUINTILE 1	12413	7893	16.6	63.6	108	2401	17.0	19.3	111	*333	10.1	2.7	66	1786	14.7	14.4	96
	QUINTILE 2	24116	15454	32.5	64.1	109	4918	34.9	20.4	117	1121	33.9	4.6	114	4233	34.9	17.6	117
	QUINTILE 3	11261	6574	13.8	58.4	99	1758	12.5	15.6	90	*569	17.2	5.1	124	1543	12.7	13.7	91
	QUINTILE 4	20255	11080	23.3	54.7	93	3120	22.1	15.4	88	779	23.6	3.8	94	2524	20.8	12.5	83
	QUINTILE 5	12940	6591	13.8	50.9	87	1910	13.5	14.8	85	*501	15.2	3.9	95	2055	16.9	15.9	106
OUTDOOR	QUINTILE 1	14852	8963	18.8	60.3	103	2618	18.6	17.6	101	*553	16.7	3.7	91	2097	17.3	14.1	94
	QUINTILE 2	15725	9220	19.4	58.6	100	2462	17.5	15.7	90	*574	17.4	3.7	89	2598	21.4	16.5	110
	QUINTILE 3	16330	9825	20.6	60.2	102	3087	21.9	18.9	109	614	18.6	3.8	92	2613	21.5	16.0	107
	QUINTILE 4	16744	9596	20.2	57.3	98	3118	22.1	18.6	107	659	20.0	3.9	97	2234	18.4	13.3	89
	QUINTILE 5	17334	9987	21.0	57.6	98	2821	20.0	16.3	93	903	27.3	5.2	128	2599	21.4	15.0	100
RADIO-DRIVE TIME	QUINTILE 1	15911	10105	21.2	63.5	108	3096	21.9	19.5	112	606	18.3	3.8	93	2760	22.7	17.3	116
	QUINTILE 2	14837	9143	19.2	61.6	105	2636	18.7	17.8	102	*713	21.6	4.8	118	2180	18.0	14.7	98
	QUINTILE 3	15339	8737	18.4	57.0	97	2428	17.2	15.8	91	*538	16.3	3.5	86	2188	18.0	14.3	95
	QUINTILE 4	16723	9412	19.8	56.3	96	2589	18.4	15.5	89	822	24.9	4.9	121	2325	19.1	13.9	93
	QUINTILE 5	18176	10194	21.4	56.1	95	3356	23.8	18.5	106	625	18.9	3.4	84	2687	22.1	14.8	99
RADIO-MID- DAY	TERCILE 1	21020	12945	27.2	61.6	105	3682	26.1	17.5	101	905	27.4	4.3	106	3090	25.5	14.7	98
	TERCILE 2	21610	13254	27.8	61.3	104	3912	27.7	18.1	104	886	26.8	4.1	101	3396	28.0	15.7	105
	TERCILE 3	38355	21392	44.9	55.8	95	6512	46.2	17.0	97	1512	45.8	3.9	97	5655	46.6	14.7	98
RADIO-TOTAL	QUINTILE 1	15988	9953	20.9	62.3	106	2955	20.9	18.5	106	668	20.2	4.2	102	2713	22.3	17.0	113
	QUINTILE 2	15626	9508	20.0	60.8	104	2785	19.7	17.8	102	*682	20.6	4.4	107	2231	18.4	14.3	95
	QUINTILE 3	16723	10271	21.6	61.4	105	2847	20.2	17.0	98	732	22.2	4.4	107	2409	19.8	14.4	96
	QUINTILE 4	16342	8952	18.8	54.8	93	2609	18.5	16.0	92	598	18.1	3.7	90	2365	19.5	14.5	97
	QUINTILE 5	16306	8906	18.7	54.6	93	2909	20.6	17.8	102	623	18.9	3.8	94	2422	19.9	14.9	99
TV-PRIME TIME	QUINTILE 1	15953	9472	19.9	59.4	101	2962	21.0	18.6	107	871	26.4	5.5	134	2636	21.7	16.5	110
	QUINTILE 2	16137	9957	20.9	61.7	105	2904	20.6	18.0	103	*559	16.9	3.5	85	2145	17.7	13.3	89
	QUINTILE 3	16420	9828	20.7	59.9	102	2808	19.9	17.1	98	764	23.1	4.7	114	2540	20.9	15.5	103
	QUINTILE 4	16687	9587	20.1	57.5	98	2861	20.3	17.1	98	*512	15.5	3.1	75	2606	21.5	15.6	104
	QUINTILE 5	15789	8748	18.4	55.4	94	2570	18.2	16.3	93	598	18.1	3.8	93	2214	18.2	14.0	94
TV-DAYTIME	TERCILE 1	27736	15790	33.2	56.9	97	5082	36.0	18.3	105	1394	42.2	5.0	123	4255	35.0	15.3	102
	TERCILE 2	26489	15636	32.9	59.0	100	4444	31.5	16.8	96	804	24.3	3.0	74	3963	32.6	15.0	100
	TERCILE 3	26761	16166	34.0	60.4	103	4580	32.5	17.1	98	1106	33.5	4.1	101	3922	32.3	14.7	98
TV-TOTAL	QUINTILE 1	16345	8969	18.8	54.9	93	2787	19.8	17.1	98	1024	31.0	6.3	154	2503	20.6	15.3	102
	QUINTILE 2	16447	10027	21.1	61.0	104	3020	21.4	18.4	105	*554	16.8	3.4	83	2427	20.0	14.8	98
	QUINTILE 3	15980	10015	21.0	62.7	107	3200	22.7	20.0	115	*530	16.0	3.3	81	2271	18.7	14.2	95
	QUINTILE 4	15887	9461	19.9	59.6	101	2598	18.4	16.4	94	570	17.3	3.6	88	2352	19.4	14.8	99
	QUINTILE 5	16326	9120	19.2	55.9	95	2501	17.7	15.3	88	626	19.0	3.8	94	2588	21.3	15.9	106
MAGAZINES-NEWSPAPERS: DUAL		20721	13776	28.9	66.5	113	4567	32.4	22.0	127	985	29.8	4.8	117	3428	28.2	16.5	110
MAGAZINE IMPERATIVE		19186	11494	24.2	59.9	102	3268	23.2	17.0	98	764	23.1	4.0	98	2877	23.7	15.0	100
NEWSPAPER IMPERATIVE		21899	12904	27.1	58.9	100	3596	25.5	16.4	94	783	23.7	3.6	88	3274	27.0	15.0	100
MAGAZINES-OUTDOOR: DUAL		15451	10095	21.2	65.3	111	3245	23.0	21.0	121	*637	19.3	4.1	101	2569	21.2	16.6	111
MAGAZINE IMPERATIVE		25953	16189	34.0	62.4	106	5030	35.7	19.4	111	1121	33.9	4.3	106	3988	32.8	15.4	102
OUTDOOR IMPERATIVE		24400	13255	27.9	54.3	92	3414	24.2	14.0	80	844	25.6	3.5	85	3510	28.9	14.4	96
MAGAZINES-RADIO: DUAL		18049	11695	24.6	64.8	110	3577	25.4	19.8	114	829	25.1	4.6	113	3004	24.7	16.6	111
MAGAZINE IMPERATIVE		23571	14623	30.7	62.0	106	4711	33.4	20.0	115	862	26.1	3.7	90	3644	30.0	15.5	103
RADIO IMPERATIVE		23278	13390	28.1	57.5	98	3595	25.5	15.4	89	990	30.0	4.3	104	3254	26.8	14.0	93
MAGAZINES-TELEVISION: DUAL		15459	9752	20.5	63.1	107	3439	24.4	22.2	128	685	20.7	4.4	109	2601	21.4	16.8	112
MAGAZINE IMPERATIVE		25829	16457	34.6	63.7	108	4807	34.1	18.6	107	994	30.1	3.8	94	3986	32.8	15.4	103
TELEVISION IMPERATIVE		26039	14175	29.8	54.4	93	3959	28.1	15.2	87	1161	35.1	4.5	109	3511	28.9	13.5	90
NEWSPAPERS-OUTDOOR: DUAL		16605	10707	22.5	64.5	110	3315	23.5	20.0	115	700	21.2	4.2	103	2650	21.8	16.0	106
NEWSPAPER IMPERATIVE		26834	16672	35.0	62.1	106	5123	36.3	19.1	110	1145	34.7	4.3	105	4251	35.0	15.8	106
OUTDOOR IMPERATIVE		23346	12667	26.6	54.3	92	3462	24.5	14.8	85	796	24.1	3.4	84	3389	27.9	14.5	97
NEWSPAPERS-RADIO: DUAL		17133	11167	23.5	65.2	111	3402	24.1	19.9	114	*615	18.6	3.6	88	2976	24.5	17.4	116
NEWSPAPER IMPERATIVE		25892	15906	33.4	61.4	105	4836	34.3	18.7	107	1113	33.7	4.3	105	3958	32.6	15.3	102
RADIO IMPERATIVE		23167	13169	27.7	56.8	97	3664	26.0	15.8	91	1113	33.7	4.8	118	3174	26.1	13.7	91
NEWSPAPERS-TELEVISION: DUAL		17159	10785	22.7	62.9	107	3512	24.9	20.5	118	763	23.1	4.4	109	2666	22.0	15.5	104
NEWSPAPER IMPERATIVE		26214	16524	34.7	63.0	107	4891	34.7	18.7	107	974	29.5	3.7	91	4262	35.1	16.3	108
TELEVISION IMPERATIVE		23412	12618	26.5	53.9	92	3640	25.8	15.5	89	1060	32.1	4.5	111	3128	25.8	13.4	89
OUTDOOR-RADIO: DUAL		15303	9799	20.6	64.0	109	2771	19.6	18.1	104	*661	20.0	4.3	106	2551	21.0	16.7	111
OUTDOOR IMPERATIVE		24901	14152	29.7	56.8	97	4184	29.7	16.8	96	920	27.9	3.7	91	3640	30.0	14.6	

	TOTAL U.S. '000	USE PAPER PLATES				CHIMNEY				DIAMOND				DIXIE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	47591	100.0	58.8	100	14106	100.0	17.4	100	3303	100.0	4.1	100	12141	100.0	15.0	100
ATLANTIC MONTHLY	415	*272	0.6	65.5	112	**123	0.9	29.6	170	**1	0.0	0.2	6	**26	0.2	6.3	42
BARRON'S	453	*318	0.7	70.2	119	**70	0.5	15.5	89	**9	0.3	2.0	49	**43	0.4	9.5	63
BETTER HOMES & GARDENS	16256	10795	22.7	66.4	113	3483	24.7	21.4	123	731	22.1	4.5	110	2508	20.7	15.4	103
BON APPETIT	2535	1542	3.2	60.8	104	471	3.3	18.6	107	**99	3.0	3.9	96	415	3.4	16.4	109
BUSINESS WEEK	1278	678	1.4	53.1	90	*162	1.1	12.7	73	**17	0.5	1.3	33	*191	1.6	14.9	100
CAR AND DRIVER	378	*224	0.5	59.3	101	**61	0.4	16.1	93	**4	0.1	1.1	26	**38	0.3	10.1	67
CBS MAGAZINE NETWORK (GROSS)	1498	890	1.9	59.4	101	255	1.8	17.0	98	**57	1.7	3.8	93	246	2.0	16.4	110
CHANGING TIMES	1505	957	2.0	63.6	108	331	2.3	22.0	126	**47	1.4	3.1	77	295	2.4	19.6	131
COLONIAL HOMES	1231	843	1.8	68.5	117	339	2.4	27.5	158	**13	0.4	1.1	26	*277	2.3	22.5	150
CONDE NAST MAG. PKG. (GROSS)	14146	8713	18.3	61.6	105	2659	18.9	18.8	108	526	15.9	3.7	91	2234	18.4	15.8	105
CONSUMERS DIGEST	1323	888	1.9	67.1	114	298	2.1	22.5	129	**49	1.5	3.7	91	*238	2.0	18.0	120
COSMOPOLITAN	7102	4311	9.1	60.7	103	1292	9.2	18.2	104	273	8.3	3.8	94	1060	8.7	14.9	100
COUNTRY LIVING	2481	1834	3.9	73.9	126	655	4.6	26.4	152	**92	2.8	3.7	91	438	3.6	17.7	118
CUISINE	1472	905	1.9	61.5	105	265	1.9	18.0	103	**110	3.3	7.5	183	*202	1.7	13.7	92
CYCLE WORLD	425	*328	0.7	77.2	131	**86	0.6	20.2	116	*14	0.4	3.3	81	**89	0.7	20.9	140
DCI:CREATIVE IDEAS FOR LIV	2510	1821	3.8	72.5	123	652	4.6	26.0	149	**108	3.3	4.3	105	492	4.1	19.6	131
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4666	9.8	69.7	119	1726	12.2	25.8	148	339	10.3	5.1	124	1325	10.9	19.8	132
DISCOVER	894	556	1.2	62.2	106	*170	1.2	19.0	109	**36	1.1	4.0	99	*124	1.0	13.9	93
EBONY	3507	1900	4.0	54.2	92	707	5.0	20.2	116	**84	2.5	2.4	59	700	5.8	20.0	133
ESQUIRE	1083	639	1.3	59.0	100	*226	1.6	20.9	120	**51	1.5	4.7	115	*187	1.5	17.3	115
ESSENCE	1830	1134	2.4	62.0	105	427	3.0	23.3	134	**34	1.0	1.9	46	405	3.3	22.1	148
FAMILY CIRCLE	15930	10662	22.4	66.9	114	3517	24.9	22.1	127	806	24.4	5.1	124	2454	20.2	15.4	103
THE FAMILY HANDYMAN	1126	771	1.6	68.5	117	245	1.7	21.8	125	**31	0.9	2.8	68	*230	1.9	20.4	136
FAMILY WEEKLY	11468	7240	15.2	63.1	107	2115	15.0	18.4	106	754	22.8	6.6	161	1666	13.7	14.5	97
FIELD & STREAM	2234	1462	3.1	65.4	111	496	3.5	22.2	127	**170	5.1	7.6	187	458	3.8	20.5	137
FOOD & WINE	579	336	0.7	58.0	99	**101	0.7	17.4	100	**25	0.8	4.3	106	**110	0.9	19.0	127
FORBES	728	431	0.9	59.2	101	**127	0.9	17.4	100	**12	0.4	1.6	40	**67	0.6	9.2	61
FORTUNE	906	566	1.2	62.5	106	*186	1.3	20.5	118	*15	0.5	1.7	41	*129	1.1	14.2	95
GENTLEMEN'S QUARTERLY	791	460	1.0	58.2	99	*125	0.9	15.8	91	**47	1.4	5.9	146	*159	1.3	20.1	134
GLAMOUR	5265	3396	7.1	63.7	108	964	6.8	18.3	105	*196	5.9	3.7	91	927	7.6	17.6	117
GOLF DIGEST	636	436	0.9	68.6	117	**93	0.7	14.6	84	**45	1.4	7.1	173	**99	0.8	15.6	104
GOLF DIGEST/TENNIS (GROSS)	1186	752	1.6	63.4	108	*247	1.8	20.8	120	**57	1.7	4.8	118	*176	1.4	14.8	99
GOLF MAGAZINE	441	*293	0.6	66.4	113	**123	0.9	27.9	160	**10	0.3	2.3	56	**45	0.4	10.2	68
GOLF MAGAZINE/SKI (GROSS)	922	542	1.1	58.8	100	*166	1.2	18.0	103	**27	0.8	2.9	72	*151	1.2	16.4	109
GOOD HOUSEKEEPING	16487	11229	23.6	68.1	116	3745	26.5	22.7	130	660	20.0	4.0	98	2603	21.4	15.8	105
HARPER'S BAZAAR	2423	1607	3.4	66.3	113	525	3.7	21.7	124	**97	2.9	4.0	98	409	3.4	16.9	113
HEALTH	1994	1339	2.8	67.2	114	435	3.1	21.8	125	**125	3.8	6.3	154	367	3.0	18.4	123
HEARST MAG CORP. BUY (GROSS)	44101	29398	61.8	66.7	113	9764	69.2	22.1	127	1673	50.7	3.8	93	7129	58.7	16.2	108
HEARST MAN POWER (GROSS)	1993	1359	2.9	68.2	116	511	3.6	25.6	147	**57	1.7	2.9	70	386	3.2	19.4	129
HEARST WOMAN POWER (GROSS)	31274	20633	43.4	66.0	112	6792	48.1	21.7	125	1272	38.5	4.1	100	4801	39.5	15.4	102
HOUSE BEAUTIFUL	3623	2444	5.1	67.5	115	709	5.0	19.6	112	*121	3.7	3.3	82	642	5.3	17.7	118
INC.	283	*186	0.4	65.7	112	**101	0.7	35.7	205	**9	0.3	3.2	78	**43	0.4	15.2	101
JET	2928	1590	3.3	54.3	92	642	4.6	21.9	126	**77	2.3	2.6	64	658	5.4	22.5	150
LADIES' HOME JOURNAL	11918	7962	16.7	66.8	114	2528	17.9	21.2	122	430	13.0	3.6	88	1901	15.7	16.0	106
LHJ FAMILY GRP COMBO(GROSS)	16764	11208	23.6	66.9	114	3520	25.0	21.0	121	647	19.6	3.9	95	2664	21.9	15.9	106
LIFE	4254	2650	5.6	62.3	106	801	5.7	18.8	108	*162	4.9	3.8	93	810	6.7	19.0	127
L.A. TIMES HOME MAGAZINE	1145	542	1.1	47.3	81	*200	1.4	17.5	100	*69	2.1	6.0	148	*112	0.9	9.8	65
MADEMOISELLE	2884	1809	3.8	62.7	107	601	4.3	20.8	120	**83	2.5	2.9	71	489	4.0	17.0	113
MC CALL'S	13460	8949	18.8	66.5	113	2830	20.1	21.0	121	610	18.5	4.5	111	2181	18.0	16.2	108
MC CALL'S/MRK MOTHER (GROSS)	14606	9623	20.2	65.9	112	2996	21.2	20.5	118	662	20.0	4.5	111	2320	19.1	15.9	106
MECHANIX ILLUSTRATED	772	501	1.1	64.9	110	*266	1.9	34.5	198	**0	0.0	0.0	0	*147	1.2	19.0	127
METROPOLITAN HOME	967	629	1.3	65.0	111	*246	1.7	25.4	146	**53	1.6	5.5	134	*180	1.5	18.6	124
MONEY	1588	1044	2.2	65.7	112	409	2.9	25.8	148	**147	4.5	3.3	227	*183	1.5	11.5	77
MOTHER EARTH NEWS	1002	689	1.4	68.8	117	*204	1.4	20.4	117	**38	1.2	3.8	93	*146	1.2	14.6	97
MS.	825	427	0.9	51.8	88	*132	0.9	16.0	92	**28	0.8	3.4	83	*98	0.8	11.9	79
NATIONAL ENQUIRER	10336	6095	12.8	59.0	100	1831	13.0	17.7	102	488	14.8	4.7	116	1730	14.2	16.7	112
NATIONAL GEOGRAPHIC	9597	6238	13.1	65.0	111	2102	14.9	21.9	126	465	14.1	4.8	119	1692	13.9	17.6	118
NATIONAL SUNDAY MAGAZINE PKG	49558	30654	64.4	61.9	105	9282	65.8	18.7	108	2069	62.6	4.2	102	7555	62.2	15.2	102
NATURAL HISTORY	573	318	0.7	55.5	94	**35	0.2	6.1	35	**4	0.1	0.7	17	**69	0.6	12.0	80
NEW WOMAN	1699	1026	2.2	60.4	103	293	2.1	17.2	99	**26	0.8	1.5	38	336	2.8	19.8	132
NEW YORK INCLUDING CUE	443	258	0.5	58.2	99	**55	0.4	12.4	71	**3	0.1	0.7	17	**86	0.7	19.4	129
THE NEW YORKER	1270	672	1.4	52.9	90	*177	1.3	13.9	80	**30	0.9	2.4	58	*146	1.2	11.5	77
NEWSWEEK	6277	3814	8.0	60.8	103	1254	8.9	20.0	115	*270	8.2	4.3	105	998	8.2	15.9	106
THE N.Y. TIMES DAILY EDITION	1205	582	1.2	48.3	82	*173	1.2	14.4	82	**1	0.0	0.1	2	*127	1.0	10.5	70
THE N.Y. TIMES MAGAZINE	2081	1018	2.1	48.9	83	*312	2.2	15.0	86	**6	0.2	0.3	7	263	2.2	12.6	84
OMNI	788	398	0.8	50.5	86	**113	0.8	14.3	82	**11	0.3	1.4	34	*141	1.2	17.9	119
ON CABLE	1158	828	1.7	71.5	122	*204	1.4	17.6	101	**30	0.9	2.6	64	*166	1.4	14.3	96
1001 HOME IDEAS	2852	1908	4.0	66.9	114	557	3.9	19.5	112	**92	2.8	3.2	79	396	3.3	13.9	93
ORGANIC GARDENING	1658	1180	2.5	71.2	121	379	2.7	22.9	131	**55	1.7	3.3	81	328	2.7	19.8	132
OUTDOOR LIFE	896	669	1.4	74.7	127	*203	1.4	22.7	130	**10	0.3	1.1	27	*166	1.4	18.5	124
PARADE MAGAZINE	24275	15081	31.7	62.1	106	4402	31.2	18.1	104	898	27.2	3.7	91	3765	31.0	15.5	103

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	USE PAPER PLATES				CHIMET				DIAMOND				DIXIE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	47591	100.0	58.8	100	14106	100.0	17.4	100	3303	100.0	4.1	100	12141	100.0	15.0	100
PARENTS	3845	2534	5.3	65.9	112	711	5.0	18.5	106	*166	5.0	4.3	106	707	5.8	18.4	123
PENTHOUSE	831	489	1.0	58.8	100	**113	0.8	13.6	78	**25	0.8	3.0	74	*166	1.4	20.0	133
PEOPLE	11645	7474	15.7	64.2	109	2266	16.1	19.5	112	370	11.2	3.2	78	1914	15.8	16.4	110
PLAYBOY	2006	1211	2.5	60.4	103	272	1.9	13.6	78	**89	2.7	4.4	109	353	2.9	17.6	117
POPULAR HOT RODDING	297	*189	0.4	63.6	108	**76	0.5	25.6	147	**24	0.7	8.1	198	**53	0.4	17.8	119
POPULAR MECHANICS	1018	725	1.5	71.2	121	*278	2.0	27.3	157	**53	1.6	5.2	128	*174	1.4	17.1	114
POPULAR SCIENCE	878	596	1.3	67.9	116	*221	1.6	25.2	145	**3	0.1	0.3	8	**98	0.8	11.2	74
PREVENTION	3913	2443	5.1	62.4	106	727	5.2	18.6	107	**153	4.6	3.9	96	575	4.7	14.7	98
PSYCHOLOGY TODAY	1710	1027	2.2	60.1	102	244	1.7	14.3	82	**66	2.0	3.9	95	208	1.7	12.2	81
READER'S DIGEST	22204	14462	30.4	65.1	111	4981	35.3	22.4	129	899	27.2	4.0	99	3653	30.1	16.5	110
REDBOOK	7684	5093	10.7	66.3	113	1755	12.4	22.8	131	338	10.2	4.4	108	1138	9.4	14.8	99
ROAD & TRACK	410	*247	0.5	60.2	103	**97	0.7	23.7	136	**16	0.5	3.9	96	**55	0.5	13.4	89
ROLLING STONE	969	545	1.1	56.2	96	*162	1.1	16.7	96	**32	1.0	3.3	81	*118	1.0	12.2	81
RUNNER'S WORLD	298	*169	0.4	56.7	97	**22	0.2	7.4	42	**24	0.7	8.1	197	**38	0.3	12.8	85
SATURDAY EVENING POST	1169	773	1.6	66.1	113	238	1.7	20.4	117	**40	1.2	3.4	84	*192	1.6	16.4	110
SCIENCE 84	587	340	0.7	57.9	99	**129	0.9	22.0	126	**27	0.8	4.6	113	**82	0.7	14.0	93
SCIENCE DIGEST	482	315	0.7	65.4	111	**103	0.7	21.4	123	**2	0.1	0.4	10	*107	0.9	22.2	148
SCIENTIFIC AMERICAN	594	289	0.6	48.7	83	**71	0.5	12.0	69	**3	0.1	0.5	12	**84	0.7	14.1	94
SELF	2089	1238	2.6	59.3	101	342	2.4	16.4	94	**69	2.1	3.3	81	*226	1.9	10.8	72
SEVENTEEN	2411	1613	3.4	66.9	114	562	4.0	23.3	134	**88	2.7	3.6	89	506	4.2	21.0	140
SKI	480	249	0.5	51.9	88	**43	0.3	9.0	51	*17	0.5	3.5	87	**106	0.9	22.1	147
SMITHSONIAN	2760	1590	3.3	57.6	98	563	4.0	20.4	117	**130	3.9	4.7	115	467	3.8	16.9	113
SOAP OPERA DIGEST	3013	1886	4.0	62.6	107	517	3.7	17.2	99	**115	3.5	3.8	94	637	5.2	21.1	141
SOUTHERN LIVING	4184	2845	6.0	68.0	116	1074	7.6	25.7	147	*231	7.0	5.5	135	833	6.9	19.9	133
SPORT	559	355	0.7	63.5	108	**102	0.7	18.2	105	**4	0.1	0.7	18	*139	1.1	24.9	166
THE SPORTING NEWS	436	*271	0.6	62.2	106	**111	0.8	25.5	146	**11	0.3	2.5	62	**113	0.9	25.9	173
SPORTS AFIELD	493	319	0.7	64.7	110	*130	0.9	26.4	151	**2	0.1	0.4	10	*105	0.9	21.3	142
SPORTS ILLUSTRATED	2758	1816	3.8	65.8	112	581	4.1	21.1	121	**112	3.4	4.1	100	498	4.1	18.1	120
STAR	7456	4511	9.5	60.5	103	1333	9.4	17.9	103	305	9.2	4.1	100	1268	10.4	17.0	113
SUNDAY	24936	15325	32.2	61.5	105	4618	32.7	18.5	106	780	23.6	3.1	77	3885	32.0	15.6	104
SUNSET	2124	1201	2.5	56.5	96	334	2.4	15.7	90	**134	4.1	6.3	155	354	2.9	16.7	111
TV GUIDE	21661	13275	27.9	61.3	104	4085	29.0	18.9	108	930	28.2	4.3	105	3324	27.4	15.3	102
TENNIS	550	317	0.7	57.6	98	**154	1.1	28.0	161	**12	0.4	2.2	53	**77	0.6	14.0	93
TIME	8880	5676	11.9	63.9	109	1775	12.6	20.0	115	*310	9.4	3.5	86	1513	12.5	17.0	114
TOWN & COUNTRY	917	561	1.2	61.2	104	*196	1.4	21.4	123	**20	0.6	2.2	53	*171	1.4	18.6	124
TRAVEL & LEISURE	972	653	1.4	67.2	114	*231	1.6	23.8	136	**49	1.5	5.0	124	*149	1.2	15.3	102
TRUE STORY	3356	2079	4.4	61.9	105	655	4.6	19.5	112	*154	4.7	4.6	113	747	6.2	22.3	148
U.S. NEWS & WORLD REPORT	3410	2110	4.4	61.9	105	717	5.1	21.0	121	**117	3.5	3.4	84	602	5.0	17.7	118
USA TODAY	1759	1165	2.4	66.2	113	406	2.9	23.1	133	**75	2.3	4.3	105	*216	1.8	12.3	82
US	1873	1189	2.5	63.5	108	450	3.2	24.0	138	**37	1.1	2.0	48	424	3.5	22.6	151
VOGUE	3909	2310	4.9	59.1	101	751	5.3	19.2	110	*178	5.4	4.6	112	591	4.9	15.1	101
MALL STREET JOURNAL	1886	1060	2.2	56.2	96	363	2.6	19.2	111	**80	2.4	4.2	104	*235	1.9	12.5	83
WHEAT WATCHERS	2120	1305	2.7	61.6	105	386	2.7	18.2	105	**65	2.0	3.1	75	387	3.2	18.3	122
WOMAN'S DAY	14172	9627	20.2	67.9	116	3272	23.2	23.1	133	664	20.1	4.7	115	2270	18.7	16.0	107
WORKING WOMEN	1146	675	1.4	58.9	100	*165	1.2	14.4	83	**52	1.6	4.5	111	*138	1.1	12.0	80
WORKING WOMAN	1322	825	1.7	62.4	106	235	1.7	17.8	102	**65	2.0	4.9	121	*202	1.7	15.3	102
WORLD TENNIS	*163	**100	0.2	61.3	104	*226	0.2	16.0	92	**2	0.1	1.2	30	**50	0.4	30.7	205
ZIFF-DAVIS MAG NETWORK (GROSS)	2532	1659	3.5	65.5	111	437	3.1	17.3	99	**140	4.2	5.5	136	464	3.8	18.3	122
BLAIR INSERTS	43657	26879	56.5	61.6	105	8152	57.8	18.7	107	1620	49.0	3.7	91	6542	53.9	15.0	100
DAILY NEWSPAPERS																	
READ ANY	51633	31874	67.0	61.7	105	9576	67.9	18.5	106	2208	66.8	4.3	105	8036	66.2	15.6	104
READ ONE	43463	26559	55.8	61.1	104	8011	56.8	18.4	106	1956	59.2	4.5	110	6817	56.1	15.7	105
READ TWO OR MORE	8170	5314	11.2	65.0	111	1565	11.1	19.2	110	*252	7.6	3.1	76	1219	10.0	14.9	100
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	32443	68.2	61.6	105	9883	70.1	18.8	108	2121	64.2	4.0	99	8112	66.8	15.4	103
READ ONE	46126	28298	59.5	61.3	104	8603	61.0	18.7	107	1998	60.5	4.3	106	7247	59.7	15.7	105
READ TWO OR MORE	6552	4145	8.7	63.3	108	1280	9.1	19.5	112	*123	3.7	1.9	46	865	7.1	13.2	88
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.25				26.60				27.05				27.37			
30 DAY REACH	71455	41903	88.0	58.6	100	12477	88.5	17.5	100	2808	85.0	3.9	96	10652	87.7	14.9	99
50 SHWG - 30 DAY AV FREQ	14.56	14.90				14.00				14.37				14.42			
30 DAY REACH	67742	39825	83.7	58.8	100	11884	84.2	17.5	101	2654	80.4	3.9	96	10130	83.4	15.0	100
25 SHWG - 30 DAY AV FREQ	7.94	8.08				7.50				8.19				7.84			
30 DAY REACH	62117	36695	77.1	59.1	101	11060	78.4	17.8	102	2324	70.4	3.7	92	9334	76.9	15.0	100
CABLE TV: HOME WIRED	32077	20460	43.0	63.8	109	5695	40.4	17.8	102	1285	38.9	4.0	98	5362	44.2	16.7	112
HOME NOT WIRED	48909	27131	57.0	55.5	94	8411	59.6	17.2	99	2018	61.1	4.1	101	6778	55.8	13.9	92
HAVE PAY CABLE	15935	10868	22.8	68.2	116	3091	21.9	19.4	111	*610	18.5	3.8	94	2962	24.4	18.6	124

	TOTAL U.S. '000	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	A '000	B DOWN	C % ACROSS	D INDX	
TOTAL FEMALE HOMEMAKERS	80986	47591	100.0	58.8	100	14106	100.0	17.4	100	3303	100.0	4.1	100	12141	100.0	15.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	26836	56.4	61.1	104	7769	55.1	17.7	102	1910	57.8	4.3	107	6667	54.9	15.2	101	
10:00 AM - 3:00 PM	30659	19021	40.0	62.0	106	5461	38.7	17.8	102	1335	40.4	4.4	107	4592	37.8	15.0	100	
3:00 PM - 7:00 PM	31045	19096	40.1	61.5	105	5519	39.1	17.8	102	1164	35.2	3.7	92	4728	38.9	15.2	102	
7:00 PM - MIDNIGHT	15767	9506	20.0	60.3	103	2798	19.8	17.7	102	552	16.7	3.5	86	2479	20.4	15.7	105	
MIDNIGHT - 6:00 AM	9120	5887	12.4	64.6	110	1764	12.5	19.3	111	393	11.9	4.3	106	1412	11.6	15.5	103	
6:00 AM - MIDNIGHT	58527	35496	74.6	60.6	103	10192	72.3	17.4	100	2391	72.4	4.1	100	8967	73.9	15.3	102	
ENTIRE DAY	59311	35935	75.5	60.6	103	10299	73.0	17.4	100	2458	74.4	4.1	102	9071	74.7	15.3	102	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	10248	21.5	63.4	108	3035	21.5	18.8	108	655	19.8	4.1	99	2370	19.5	14.7	98	
ALL NEWS	2256	1283	2.7	56.9	97	366	2.6	16.2	93	**53	1.6	2.3	58	300	2.5	13.3	89	
AOR/PROGRESSIVE	3874	2352	4.9	60.7	103	522	3.7	13.5	77	**124	3.8	3.2	78	568	4.7	14.7	98	
BEAUTIFUL MUSIC	5660	3553	7.5	62.8	107	1026	7.3	18.1	104	**219	6.6	3.9	95	941	7.8	16.6	111	
BLACK	2204	1257	2.6	57.0	97	335	2.4	15.2	87	**62	1.9	2.8	69	426	3.5	19.3	129	
CLASSICAL	1418	827	1.7	58.3	99	**219	1.6	15.4	89	**67	2.0	4.7	116	*190	1.6	13.4	89	
CHR/ROCK	9538	5951	12.5	62.4	106	1653	11.7	17.3	99	324	9.8	3.4	83	1474	12.1	15.5	103	
COUNTRY	12648	8159	17.1	64.5	110	2562	18.2	20.3	116	718	21.7	5.7	139	2215	18.2	17.5	117	
GOLDEN OLDIES	1191	681	1.4	57.2	97	**175	1.2	14.7	84	**59	1.8	5.0	121	**122	1.0	10.2	68	
MOR/NOSTALGIA	4757	2701	5.7	56.8	97	822	5.8	17.3	99	**140	4.2	2.9	72	585	4.8	12.3	82	
NEWS/TALK	3863	2221	4.7	57.5	98	621	4.4	16.1	92	**144	4.4	3.7	91	529	4.4	13.7	91	
RELIGIOUS	3084	1645	3.5	53.3	91	305	2.2	9.9	57	**88	2.7	2.9	70	522	4.3	16.9	113	
SOFT ROCK	521	*246	0.5	47.2	80	**339	0.3	7.5	43	**3	0.1	0.6	14	**65	0.5	12.5	83	
URBAN CONTEMPORARY	1585	809	1.7	51.0	87	232	1.6	14.6	84	**40	1.2	2.5	62	327	2.7	20.6	138	
Hired NETWORKS:																		
ABC CONTEMPORARY	3261	1978	4.2	60.7	103	428	3.0	13.1	75	**116	3.5	3.6	87	399	3.3	12.2	82	
ABC DIRECTION	2316	1473	3.1	63.6	108	439	3.1	19.0	109	**94	2.8	4.1	100	381	3.1	16.5	110	
ABC ENTERTAINMENT	4834	3045	6.4	63.0	107	1049	7.4	21.7	125	**191	5.8	4.0	97	718	5.9	14.9	99	
ABC FM	2202	1227	2.6	55.7	95	339	2.4	15.4	88	**59	1.8	2.7	66	356	2.9	16.2	108	
ABC INFORMATION	5425	3349	7.0	61.7	105	996	7.1	18.4	105	**236	7.1	4.4	107	928	7.6	17.1	114	
ABC ROCK	1677	1016	2.1	60.6	103	**229	1.6	13.7	78	**47	1.4	2.8	69	*194	1.6	11.6	77	
CBS	4430	2723	5.7	61.5	105	909	6.4	20.5	118	**187	5.7	4.2	103	734	6.0	16.6	111	
MUTUAL	4992	3105	6.5	62.2	106	983	7.0	19.7	113	**165	5.0	3.3	81	693	5.7	13.9	93	
NBC	4679	2894	6.1	61.9	105	904	6.4	19.3	111	**185	5.6	4.0	97	469	3.9	10.0	67	
RADIORADIO	1994	1331	2.8	66.8	114	310	2.2	15.5	89	**103	3.1	5.2	127	305	2.5	15.3	102	
RKO ONE	2298	1418	3.0	61.7	105	466	3.3	20.3	116	**85	2.6	3.7	91	389	3.2	16.9	113	
RKO TWO	3311	1906	4.0	57.6	98	579	4.1	17.5	100	**168	5.1	5.1	124	518	4.3	15.6	104	
THE SOURCE	2114	1329	2.8	62.9	107	322	2.3	15.2	87	**67	2.0	3.2	78	304	2.5	14.4	96	
NON-HIRED: BLAIR	8654	5375	11.3	62.1	106	1575	11.2	18.2	104	**258	7.8	3.0	73	1451	12.0	16.8	112	
INTERNET	12025	7307	15.4	60.8	103	2129	15.1	17.7	102	534	16.2	4.4	109	2170	17.9	18.0	120	
KATZ RADIO GROUP	15359	9218	19.4	60.0	102	2730	19.4	17.8	102	655	19.8	4.3	105	2184	18.0	14.2	95	
SUPERNET	10628	6612	13.9	62.2	106	1841	13.1	17.3	99	487	14.7	4.6	112	1451	12.0	13.7	91	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	4727	9.9	54.6	93	1498	10.6	17.3	99	383	11.6	4.4	108	1264	10.4	14.6	97	
MKDAY 9:00 AM - 1:00 PM	12163	6881	14.5	56.6	96	2081	14.8	17.1	98	613	18.6	5.0	124	1899	15.6	15.6	104	
MKDAY 1:00 PM - 4:30 PM	16150	9137	19.2	56.6	96	2819	20.0	17.5	100	785	23.8	4.9	119	2469	20.3	15.3	102	
MKDAY 4:30 PM - 7:30 PM	22463	12697	26.7	56.5	96	3821	27.1	17.0	98	1022	30.9	4.5	112	3311	27.3	14.7	98	
MKDAY 7:30 PM - 8:00 PM	31795	18405	38.7	57.9	99	5574	39.5	17.5	101	1369	41.4	4.3	106	4756	39.2	15.0	100	
MKDAY 11:00 PM - 11:30 PM	23977	14664	30.8	61.2	104	4628	32.8	19.3	111	1157	35.0	4.8	118	3533	29.1	14.7	98	
MKDAY 11:30 PM - 1:00 AM	7703	4787	10.1	62.1	106	1544	10.9	20.0	115	356	10.8	4.6	113	1121	9.2	14.6	97	
M-SAT 8-11 PM-SUN 7-11 PM	33800	20212	42.5	59.8	102	6030	42.7	17.8	102	1492	45.2	4.4	108	5171	42.6	15.3	102	
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	3854	8.1	58.9	100	1084	7.7	16.6	95	336	10.2	5.1	126	952	7.8	14.6	97
ANOTHER WORLD	N	4620	2685	5.6	58.1	99	905	6.4	19.6	112	210	6.4	4.5	111	797	6.6	17.3	115
AS THE WORLD TURNS	C	5614	3099	6.5	55.2	94	1089	7.7	19.4	111	295	8.9	5.3	129	724	6.0	12.9	86
CAPITOL	C	3396	1870	3.9	55.1	94	603	4.3	17.8	102	178	5.4	5.2	129	491	4.0	14.5	96
CBS MORN. NEWS 1	C	1446	735	1.5	50.8	86	278	2.0	19.2	110	**52	1.6	3.6	88	215	1.8	14.9	99
CBS MORN. NEWS 2	C	1207	647	1.4	53.6	91	214	1.5	17.7	102	**57	1.7	4.7	116	179	1.5	14.8	99
DAYS OF OUR LIVES	N	5877	3499	7.4	59.5	101	1150	8.2	19.6	112	374	11.3	6.4	156	990	8.2	16.8	112
FACTS OF LIFE - DAYTIME	N	2290	1151	2.4	50.3	86	379	2.7	16.6	95	**102	3.1	4.5	109	315	2.6	13.8	92
FAMILY FEUD	A	3023	1677	3.5	55.5	94	381	2.7	12.6	72	178	5.4	5.9	144	459	3.8	15.2	101
GENERAL HOSPITAL	A	6097	3375	7.1	55.4	94	864	6.1	14.2	81	275	8.3	4.5	111	926	7.6	15.2	101
GOOD MORNING, AMERICA-730 A	A	3515	1937	4.1	55.1	94	574	4.1	16.3	94	151	4.6	4.3	105	541	4.5	15.4	103
GOOD MORNING, AMERICA-830 A	A	2818	1684	3.5	59.8	102	481	3.4	17.1	98	151	4.6	5.4	131	439	3.6	15.6	104
GUIDING LIGHT	C	5339	3008	6.3	56.3	96	1026	7.3	19.2	110	298	9.0	5.6	137	811	6.7	15.2	101
ONE LIFE TO LIVE	A	4478	2515	5.3	56.2	96	721	5.1	16.1	92	200	6.1	4.5	110	740	6.1	16.5	110
PRESS YOUR LUCK	C	2244	1432	3.0	63.8	109	402	2.										

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS																		
80986 47591 100.0 58.8 100 14106 100.0 17.4 100 3303 100.0 4.1 100 12141 100.0 15.0 100																		
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY 26063 14962 31.4 57.4 98 4963 35.2 19.0 109 1117 33.8 4.3 105 3905 32.2 15.0 100																		
NETWORK AFFILIATES - LATE 20261 12412 26.1 61.3 104 3934 27.9 19.4 111 1073 32.5 5.3 130 2913 24.0 14.4 96																		
INDEPENDENTS - LATE 2076 1222 2.6 58.9 100 342 2.4 16.5 95 *53 1.6 2.6 63 321 2.6 15.5 103																		
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM N 10453 6417 13.5 61.4 104 1824 12.9 17.4 100 520 15.7 5.0 122 1763 14.5 16.9 113																		
ABC MONDAY NIGHT MOVIE A 6412 3882 8.2 60.5 103 1273 9.0 19.9 114 313 9.5 4.9 120 1059 8.7 16.5 110																		
ABC SUNDAY NIGHT MOVIE A 12407 7393 15.5 59.6 101 2163 15.3 17.4 100 471 14.3 3.8 93 1833 15.1 14.8 99																		
ABC WORLD NEWS TONIGHT A 6176 3373 7.1 54.6 93 1123 8.0 18.2 104 329 10.0 5.3 131 834 6.9 13.5 99																		
AFTERMASH C 5863 3355 7.0 57.2 97 1163 8.2 19.8 114 *319 9.7 5.4 133 960 7.9 16.4 109																		
ALICE C 9594 5708 12.0 59.5 101 1808 12.8 18.8 108 425 12.9 4.4 109 1410 11.6 14.7 98																		
AMERICAN PARADE C 6622 3863 8.1 58.3 99 1257 8.9 19.0 109 *266 8.1 4.0 98 1076 8.9 16.2 108																		
BENSON A 10886 6208 13.0 57.0 97 2057 14.6 18.9 108 416 12.6 3.8 94 1585 13.1 14.6 97																		
BLUE THUNDER A 5036 3080 6.5 61.2 104 980 6.9 19.5 112 *227 6.9 4.5 111 809 6.7 16.1 107																		
CAGNEY & LACEY C 9965 6174 13.0 62.0 105 1873 13.3 18.8 108 433 13.1 4.3 107 1477 12.2 14.8 99																		
CBS EVENING NEWS-DEAN C 3491 1914 4.0 54.8 93 537 3.8 15.4 88 *174 5.3 5.0 122 466 3.8 13.3 89																		
CBS EVENING NEWS-RATHER C 7123 4151 8.7 58.3 99 1327 9.4 18.6 107 310 9.4 4.4 107 1177 9.7 16.5 110																		
CBS SAT. NEWS-SCHIEFFER C 3621 1937 4.1 53.5 91 704 5.0 19.4 112 *129 3.9 3.6 87 540 4.4 14.9 99																		
CBS SATURDAY NIGHT MOVIE C 5436 3327 7.0 61.2 104 1002 7.1 18.4 106 312 9.4 5.7 141 813 6.7 15.0 100																		
CBS WEDNESDAY NIGHT MOVIE C 6100 3592 7.5 58.9 100 1122 8.0 18.4 106 395 12.0 6.5 159 922 7.6 15.1 101																		
CHEERS N 8889 5619 11.8 63.2 108 1612 11.4 18.1 104 377 11.4 4.2 104 1357 11.2 15.3 102																		
DALLAS C 22109 13589 28.6 61.5 105 4088 29.0 18.5 106 941 28.5 4.3 104 3515 29.0 15.9 106																		
DIFF'RENT STROKES N 6940 3851 8.1 55.5 94 1201 8.5 17.3 99 *255 7.7 3.7 90 1099 9.1 15.8 106																		
DOUBLE TROUBLE N 7223 4198 8.8 58.1 99 1251 8.9 17.3 99 *289 8.7 4.0 98 1099 9.1 15.2 101																		
DUCK FACTORY N 5595 3435 7.2 61.4 104 981 7.0 17.5 101 *219 6.6 3.9 96 868 7.1 15.5 103																		
DUKES OF HAZZARD C 5768 3497 7.3 60.6 103 1100 7.8 19.1 109 *305 9.2 5.3 130 974 8.0 16.9 113																		
DYNASTY A 20053 11858 24.9 59.1 101 3404 24.1 17.0 97 897 27.2 4.5 110 3058 25.2 15.2 102																		
FACTS OF LIFE N 8087 4840 10.2 59.8 102 1399 9.9 17.3 99 419 12.7 5.2 127 1205 9.9 14.9 99																		
FALCON CREST C 20046 12489 26.2 62.3 106 3883 27.5 19.4 111 820 24.8 4.1 100 3171 26.1 15.8 106																		
FALL GUY A 9084 5374 11.3 59.2 101 1587 11.3 17.5 100 546 16.5 6.0 147 1375 11.3 15.1 101																		
FAMILY TIES N 7964 4768 10.0 59.9 102 1419 10.1 17.8 102 *296 9.0 3.7 91 1220 10.0 15.3 102																		
FANTASY ISLAND A 7687 4543 9.5 59.1 101 1332 9.4 17.3 99 384 11.6 5.0 122 1183 9.7 15.4 103																		
FOULUPS, BLEEPERS & BLUNDERS A 8861 5040 10.6 56.9 97 1320 9.4 14.9 86 395 12.0 4.5 109 1244 10.2 14.0 94																		
FOUR SEASONS C 5095 3011 6.3 59.1 101 1023 7.3 20.1 115 *319 9.7 6.3 154 900 7.4 17.7 118																		
GAME A BREAK N 8838 5164 10.9 58.4 99 1611 11.4 18.2 105 *291 8.8 3.3 81 1421 11.7 16.1 107																		
HART TO HART A 8978 5236 11.0 58.3 99 1598 11.3 17.8 102 426 12.9 4.7 116 1075 8.9 12.0 80																		
HILL STREET BLUES N 8590 5433 11.4 63.2 108 1540 10.9 17.9 103 273 8.3 3.2 78 1217 10.0 14.2 95																		
HOTEL A 14085 8504 17.9 60.4 103 2480 17.6 17.6 101 642 19.4 4.6 112 2028 16.7 14.4 96																		
JEFFERSONS C 9360 5410 11.4 57.8 98 1639 11.6 17.5 101 425 12.9 4.5 111 1523 12.5 16.3 109																		
JENNIFER SLEPT HERE N 5841 3510 7.4 60.1 102 966 6.8 16.5 95 *276 8.4 4.7 116 1052 8.7 18.0 120																		
KATE & ALLIE C 9206 5559 11.7 60.4 103 1569 11.1 17.0 98 498 15.1 5.4 133 1291 10.6 14.0 94																		
KNIGHT RIDER N 7076 4180 8.8 59.1 101 1173 8.3 16.6 95 *298 9.0 4.2 103 1223 10.1 17.3 115																		
LOVE BOAT A 12219 7138 15.0 58.4 99 2206 15.6 18.1 104 571 17.3 4.7 115 2060 17.0 16.9 112																		
MAGNUM PI C 11199 6731 14.1 60.1 102 2251 16.0 20.1 115 569 17.2 5.1 125 1817 15.0 16.2 108																		
MAMA'S FAMILY N 6057 3512 7.4 58.0 99 1249 8.9 20.6 118 *251 7.6 4.1 102 841 6.9 13.9 93																		
MASTER, THE N 3598 2177 4.6 60.5 103 638 4.5 17.7 102 *144 4.4 4.0 98 582 4.8 16.2 108																		
MATT HOUSTON A 6344 3911 8.2 61.6 105 1086 7.7 17.1 98 285 8.6 4.5 110 934 7.7 14.7 98																		
NBC MONDAY NIGHT MOVIE N 11994 7329 15.4 61.1 104 2088 14.8 17.4 100 555 16.8 4.6 113 1771 14.6 14.8 98																		
NBC NIGHTLY NEWS N 5132 3033 6.4 59.1 101 1076 7.6 21.0 120 223 6.8 4.3 107 684 5.6 13.3 89																		
NBC NIGHTLY NEWS-SAT N 3375 1840 3.9 54.5 93 559 4.0 16.6 95 *207 6.3 6.1 150 408 3.4 12.1 81																		
NBC NIGHTLY NEWS-SUN N 3130 1725 3.6 55.1 94 571 4.0 18.2 105 **178 5.4 5.7 139 477 3.9 15.2 102																		
NBC SUNDAY NIGHT MOVIE N 8284 4993 10.5 60.3 103 1365 9.7 16.5 95 *301 9.1 3.6 89 1356 11.2 16.4 109																		
NEW HART C 9240 5590 11.7 60.5 103 1652 11.7 17.9 103 369 11.2 4.0 98 1285 10.6 13.9 93																		
ONE DAY AT A TIME C 7288 4305 9.0 59.1 101 1278 9.1 17.5 101 *234 7.1 3.2 79 1072 8.8 14.7 98																		
PEOPLE ARE FUNNY N 4855 2752 5.8 56.7 96 1002 7.1 20.6 118 *228 6.9 4.7 115 629 5.2 13.0 86																		
REAL PEOPLE N 8869 5341 11.2 60.2 102 1671 11.8 18.8 108 456 13.8 5.1 126 1397 11.5 15.8 105																		
REMINGTON STEELE N 7743 4640 9.7 59.9 102 1215 8.6 15.7 90 255 7.7 3.3 81 1095 9.0 14.1 94																		
RIPLEY'S BELIEVE IT - NOT A 5345 3345 7.0 62.6 106 1069 7.6 20.0 115 *237 7.2 4.4 109 865 7.1 16.2 108																		
RIPTIDE N 6988 4389 9.2 62.8 107 1241 8.8 17.8 102 *276 8.4 3.9 97 1213 10.0 17.4 116																		
SCARECROW & MRS. KING C 10002 5738 12.1 57.4 98 1785 12.7 17.8 102 439 13.3 4.4 108 1535 12.6 15.3 102																		
SIMON & SIMON C 10638 6472 13.6 60.8 104 2117 15.0 19.9 114 625 18.9 5.9 144 1670 13.8 15.7 105																		
60 MINUTES C 13293 7591 16.0 57.1 97 2551 18.1 19.2 110 535 16.2 4.0 99 2064 17.0 15.5 104																		
ST. ELSEWHERE N 7017 4467 9.4 63.7 108 1388 9.8 19.8 114 333 10.1 4.7 116 1040 8.6 14.8 99																		
THREE'S COMPANY A 10917 6677 14.0 61.2 104 1982 14.1 18.2 104 509 15.4 4.7 114 1629 13.4 14.9 100																		
T.J. HOOKER A 9204 5252 11.0 57.1 97 1526 10.8 16.6 95 467 14.1 5.1 124 1490 12.3 16.2 108																		
TONIGHT SHOW N 2372 1473 3.1 62.1 106 520 3.7 21.9 126 82 2.5 3.5 85 347 2.9 14.6 98																		
TRAPPER JOHN, M.D. C 9846 6043 12.7 61.4 104 1797 12.7 18.3 105 414 12.5 4.2 103 1569 12.9 15.9 106																		
TV BLOOPERS & PRAC. JOKES N 9105 5311 11.2 58.3 99 1506 10.7 16.5 95 415 12.6 4.6 112 1339 11.0 14.7 98																		
20/20 A 9387 5421 11.4 57.8 98 1780 12.6 19.0 109 342 10.4 3.6 89 1270 10.5 13.5 90																		
WEBSTER A 11067 6413 13.5 57.9 99 2046 14.5 18.5 106 *484 14.7 4.4 107 1658 13.7 15.0 100																		
WORLD NEWS - SUN A 3062 1669 3.5 54.5 93 577 4.1 18.8 108 **91 2.8 3.0 73 529 4.4 17.3 115																		
YELLOW ROSE N 4978 3105 6.5 62.4 106 1087 7.7 21.8 125 *246 7.4 4.9 121 690 5.7 13.9 92																		
TV VIEWING SPORTS EVENTS																		
BASEBALL 8878 5973 12.6 67.3 114 2140 15.2 24.1 138 *521 15.8 5.9 144 1431 11.8 16.1 108																		
BASKETBALL - COLLEGE GAMES 4080 2734 5.7 67.0 114 1138 8.1 27.9 160 **248 7.5 6.1 149 797 6.6 19.5 130																		
BASKETBALL - PRO GAMES 3607 2307 4.8 64.0 109 893 6.3 24.8 142 **214 6.5 5.9 145 672 5.5 18.6 124																		
BOWLING 3883 2542 5.3 65.5 111 921 6.5 23.7 136 **271 8.2 7.0 171 698 5.7 18.0 120																		
BOXING 3928 2483 5.2 63.2 108 698 4.9 17.8 102 *308 9.3 7.8 192 596 4.9 15.2 101																		
FOOTBALL - COLLEGE GAMES 6366 4482 9.4 70.4 120 1805 12.8 28.4 163 *390 11.8 6.1 150 1047 8.6 16.4 110																		
FOOTBALL - PRO GAMES 11300 7723 16.2 68.3 116 2687 19.0 23.8 137 *593 18.0 5.2 129 1813 14.9 16.0 107																		
GOLF 3378 2341 4.9 63.9 118 944 6.7 27.9 160 **256 7.8 7.6 186 *573 4.7 17.0 113																		
POST-SEASON COLL. FOOTBALL *4906 3355 7.0 68.4 116 1197 8.5 24.4 140 **245 7.4 5.0 122 910 7.5 18.5 124																		
POST-SEASON PRO FOOTBALL 6120 4484 9.4 73.3 125 1633 11.6 26.7 153 *465 14.1 7.6 186 1021 8.4 16.7 111																		
TENNIS 3033 1899 4.0 62.6 107 648 4.6 21.4 123 **173 5.2 5.7 140 *513 4.2 16.9 113																		
WRESTLING - PROFESSIONAL 3344 2157 4.5 64.5 110 715 5.1 21.4 123 **178 5.4 5.3 131 654 5.4 19.6 133																		

	TOTAL U.S. '000	HEFTY																			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	5427	100.0	6.7	100																
18 - 24	9282	*422	7.8	4.5	68																
25 - 34	19072	1347	24.8	7.1	105																
35 - 44	14591	1227	22.6	8.4	125																
45 - 54	11345	875	16.1	7.7	115																
55 - 64	11635	820	15.1	7.0	105																
65 OR OLDER	15061	737	13.6	4.9	73																
18 - 34	28354	1768	32.6	6.2	93																
18 - 49	48339	3396	62.6	7.0	105																
25 - 54	45008	3448	63.5	7.7	114																
35 - 49	19985	1628	30.0	8.1	122																
50 OR OLDER	32647	2030	37.4	6.2	93																
GRADUATED COLLEGE	11155	641	11.8	5.7	86																
ATTENDED COLLEGE	13682	916	16.9	6.7	100																
GRADUATED HIGH SCHOOL	33880	2547	46.9	7.5	112																
DID NOT GRADUATE HIGH SCHOOL	22270	1322	24.4	5.9	89																
EMPLOYED	40306	2587	47.7	6.4	96																
EMPLOYED FULL-TIME	32850	2059	37.9	6.3	94																
EMPLOYED PART-TIME	7456	*528	9.7	7.1	106																
NOT EMPLOYED	40680	2839	52.3	7.0	104																
PROFESSIONAL/MANAGER	10392	722	13.3	6.9	104																
TECH/CLERICAL/SALLES	17574	1080	19.9	6.1	92																
PRECISION/CRAFT	985	*80	1.5	8.1	121																
OTHER EMPLOYED	11354	705	13.0	6.2	93																
SINGLE	9863	*403	7.4	4.1	61																
MARRIED	51375	3950	72.8	7.7	115																
DIVORCED/SEPARATED/WIDOWED	19748	1073	19.8	5.4	81																
PARENTS	32590	2639	48.6	8.1	121																
WHITE	70416	4657	85.8	6.6	99																
BLACK	8778	666	12.3	7.6	113																
OTHER	1791	*103	1.9	5.8	86																
NORTHEAST-CENSUS	17786	1485	27.4	8.3	125																
NORTH CENTRAL	20741	1766	32.5	8.5	127																
SOUTH	27775	1655	30.5	6.0	89																
WEST	14683	*520	9.6	3.5	53																
NORTHEAST-MKTG.	17961	1339	24.7	7.5	111																
EAST CENTRAL	11885	1178	21.7	9.9	148																
WEST CENTRAL	14090	1100	20.3	7.8	117																
SOUTH	24081	1393	25.7	5.8	86																
PACIFIC	12969	*417	7.7	3.2	48																
COUNTY SIZE A	32439	2415	44.5	7.4	111																
COUNTY SIZE B	24915	1371	25.3	5.5	82																
COUNTY SIZE C	12930	856	15.8	6.6	99																
COUNTY SIZE D	10703	785	14.5	7.3	109																
METRO CENTRAL CITY	24518	1504	27.7	6.1	92																
METRO SUBURBAN	35919	2477	45.6	6.9	103																
NON METRO	20549	1445	26.6	7.0	105																
TOP 5 ADI'S	18341	1338	24.7	7.3	109																
TOP 10 ADI'S	25378	1712	31.5	6.7	101																
TOP 20 ADI'S	36488	2586	47.7	7.1	106																
HSOLD INC. \$50,000 OR MORE	6612	*589	10.9	8.9	133																
\$40,000 OR MORE	12659	1032	19.0	8.2	122																
\$30,000 OR MORE	24698	1829	33.7	7.4	111																
\$25,000 OR MORE	32077	2509	46.2	7.8	117																
\$20,000 - \$24,999	9144	663	12.2	7.3	108																
\$15,000 - \$19,999	8728	*528	9.7	6.0	90																
\$10,000 - \$14,999	12562	808	14.9	6.4	96																
UNDER \$10,000	18475	919	16.9	5.0	74																
HOUSEHOLD OF 1 PERSON	11987	575	10.6	4.8	72																
2 PEOPLE	26577	1588	29.3	6.0	89																
3 OR 4 PEOPLE	30617	1922	35.4	6.3	94																
5 OR MORE PEOPLE	11804	1342	24.7	11.4	170																
NO CHILD IN HSHLD	46165	2687	49.5	5.8	87																
CHILD(REN) UNDER 2 YRS	5325	*368	6.8	6.9	103																
2 - 5 YEARS	14221	1268	23.4	8.9	133																
6 - 11 YEARS	15117	1350	24.9	8.9	133																
12 - 17 YEARS	16611	1545	28.5	9.3	139																
RESIDENCE OWNED	55884	4189	77.2	7.5	112																
VALUE: \$50,000 OR MORE	31744	2167	39.9	6.8	102																
VALUE: UNDER \$50,000	24140	2022	37.3	8.4	125																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
#NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	A '000	HEFTY B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	5427	100.0	6.7	100												
MAGAZINES	QUINTILE 1	15799	1392	25.6	8.8	131												
	QUINTILE 2	17259	1445	26.6	8.4	125												
	QUINTILE 3	13545	787	14.5	5.8	87												
	QUINTILE 4	15133	781	14.4	5.2	77												
	QUINTILE 5	19250	1022	18.8	5.3	79												
NEWSPAPERS	QUINTILE 1	12413	1058	19.5	8.5	127												
	QUINTILE 2	24116	1765	32.5	7.3	109												
	QUINTILE 3	11261	707	13.0	6.3	94												
	QUINTILE 4	20255	1225	22.6	6.0	90												
	QUINTILE 5	12940	671	12.4	5.2	77												
OUTDOOR	QUINTILE 1	14852	1006	18.5	6.8	101												
	QUINTILE 2	15725	1034	19.1	6.6	98												
	QUINTILE 3	16330	1119	20.6	6.9	102												
	QUINTILE 4	16744	1202	22.1	7.2	107												
	QUINTILE 5	17334	1065	19.6	6.1	92												
RADIO-DRIVE TIME	QUINTILE 1	15911	1150	21.2	7.2	108												
	QUINTILE 2	14837	1033	19.0	7.0	104												
	QUINTILE 3	15339	1071	19.7	7.0	104												
	QUINTILE 4	16723	1207	22.2	7.2	108												
	QUINTILE 5	18176	966	17.8	5.3	79												
RADIO-MID- DAY	TERCILE 1	21020	1522	28.0	7.2	108												
	TERCILE 2	21610	1602	29.5	7.4	111												
	TERCILE 3	38355	2303	42.4	6.0	90												
RADIO-TOTAL	QUINTILE 1	15988	1219	22.5	7.6	114												
	QUINTILE 2	15626	1074	19.8	6.9	103												
	QUINTILE 3	16723	1095	20.2	6.5	98												
	QUINTILE 4	16342	1131	20.8	6.9	103												
	QUINTILE 5	16306	908	16.7	5.6	83												
TV-PRIME TIME	QUINTILE 1	15953	1103	20.3	6.9	103												
	QUINTILE 2	16137	1243	22.9	7.7	115												
	QUINTILE 3	16420	1316	24.2	8.0	120												
	QUINTILE 4	16687	968	17.8	5.8	87												
	QUINTILE 5	15789	796	14.7	5.0	75												
TV-DAYTIME	TERCILE 1	27736	2075	38.2	7.5	112												
	TERCILE 2	26489	1876	34.6	7.1	106												
	TERCILE 3	26761	1475	27.2	5.5	82												
TV-TOTAL	QUINTILE 1	16345	1212	22.3	7.4	111												
	QUINTILE 2	16447	1308	24.1	8.0	119												
	QUINTILE 3	15980	1164	21.4	7.3	109												
	QUINTILE 4	15887	997	18.4	6.3	94												
	QUINTILE 5	16326	745	13.7	4.6	68												
MAGAZINES-NEWSPAPERS: DUAL		20721	1762	32.5	8.5	127												
MAGAZINE IMPERATIVE		19186	1365	25.2	7.1	106												
NEWSPAPER IMPERATIVE		21899	1377	25.4	6.3	94												
MAGAZINES-OUTDOOR: DUAL		15451	1293	23.8	8.4	125												
MAGAZINE IMPERATIVE		25953	2054	37.8	7.9	118												
OUTDOOR IMPERATIVE		24400	1353	24.9	5.5	83												
MAGAZINES-RADIO: DUAL		18049	1410	26.0	7.8	117												
MAGAZINE IMPERATIVE		23571	1857	34.2	7.9	118												
RADIO IMPERATIVE		23278	1423	26.2	6.1	91												
MAGAZINES-TELEVISION: DUAL		15459	1416	26.1	9.2	137												
MAGAZINE IMPERATIVE		25829	1861	34.3	7.2	108												
TELEVISION IMPERATIVE		26039	1519	28.0	5.8	87												
NEWSPAPERS-OUTDOOR: DUAL		16605	1221	22.5	7.4	110												
NEWSPAPER IMPERATIVE		26834	2051	37.8	7.6	114												
OUTDOOR IMPERATIVE		23346	1332	24.5	5.7	85												
NEWSPAPERS-RADIO: DUAL		17133	1355	25.0	7.9	118												
NEWSPAPER IMPERATIVE		25892	1931	35.6	7.5	111												
RADIO IMPERATIVE		23167	1368	25.2	5.9	88												
NEWSPAPERS-TELEVISION: DUAL		17159	1566	28.9	9.1	136												
NEWSPAPER IMPERATIVE		26214	1645	30.3	6.3	94												
TELEVISION IMPERATIVE		23412	1507	27.8	6.4	96												
OUTDOOR-RADIO: DUAL		15303	1158	21.3	7.6	113												
OUTDOOR IMPERATIVE		24901	1628	30.0	6.5	98												
RADIO IMPERATIVE		26492	1883	34.7	7.1	106												
OUTDOOR-TELEVISION: DUAL		14794	1039	19.1	7.0	105												
OUTDOOR IMPERATIVE		25437	1611	29.7	6.3	95												
TELEVISION IMPERATIVE		27877	2195	40.4	7.9	118												
RADIO-TELEVISION: DUAL		15996	1410	26.0	8.8	132												
RADIO IMPERATIVE		25478	1417	26.1	5.6	83												
TELEVISION IMPERATIVE		26573	1834	33.8	6.9	103												

	TOTAL U.S. '000	A '000	HEFTY B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	5427	100.0	6.7	100												
ATLANTIC MONTHLY	415	**20	0.4	4.8	72												
BARRON'S	453	**10	0.2	2.2	33												
BETTER HOMES & GARDENS	16256	1421	26.2	8.7	130												
BON APPETIT	2535	**146	2.7	5.8	86												
BUSINESS WEEK	1278	**51	0.9	4.0	60												
CAR AND DRIVER	378	**28	0.5	7.4	111												
CBS MAGAZINE NETWORK (GROSS)	1498	**236	4.3	15.8	235												
CHANGING TIMES	1505	**129	2.4	8.6	128												
COLONIAL HOMES	1231	**78	1.4	6.3	95												
CONDE NAST MAG. PKG. (GROSS)	14146	957	17.6	6.8	101												
CONSUMERS DIGEST	1323	**160	2.9	12.1	180												
COSMOPOLITAN	7102	602	11.1	8.5	126												
COUNTRY LIVING	2481	**182	3.4	7.3	109												
CUISINE	1472	**107	2.0	7.3	108												
CYCLE WORLD	425	**104	1.9	24.5	365												
DCI:CREATIVE IDEAS FOR LIV	2510	**273	5.0	10.9	162												
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	545	10.0	8.1	121												
DISCOVER	894	**86	1.6	9.6	144												
EBONY	3507	332	6.1	9.5	141												
ESQUIRE	1083	**81	1.5	7.5	112												
ESSENCE	1830	**187	3.4	10.2	152												
FAMILY CIRCLE	15930	1534	28.3	9.6	144												
THE FAMILY HANDYMAN	1126	**173	3.2	15.4	229												
FAMILY WEEKLY	11468	705	13.0	6.1	92												
FIELD & STREAM	2234	**211	3.9	9.4	141												
FOOD & WINE	579	**75	1.4	13.0	193												
FORBES	728	**67	1.2	9.2	137												
FORTUNE	906	**41	0.8	4.5	68												
GENTLEMAN'S QUARTERLY	791	**107	2.0	13.5	202												
GLAMOUR	5265	401	7.4	7.6	114												
GOLF DIGEST	636	**69	1.3	10.8	162												
GOLF DIGEST/TENNIS (GROSS)	1186	**107	2.0	9.0	135												
GOLF MAGAZINE	441	**27	0.5	6.1	91												
GOLF MAGAZINE/SKI (GROSS)	922	**69	1.3	7.5	112												
GOOD HOUSEKEEPING	16487	1459	26.9	8.8	132												
HARPER'S BAZAAR	2423	**191	3.5	7.9	118												
HEALTH	1994	**154	2.8	7.7	115												
HEARST MAG CORP. BUY (GROSS)	44101	3804	70.1	8.6	129												
HEARST MAN POWER (GROSS)	1993	**177	3.3	8.9	133												
HEARST WOMAN POWER (GROSS)	31274	2850	52.5	9.1	136												
HOUSE BEAUTIFUL	3623	275	5.1	7.6	113												
INC.	283	**23	0.4	8.1	121												
JET	2928	252	4.6	8.6	128												
LADIES' HOME JOURNAL	11918	990	18.2	8.3	124												
LHJ FAMILY GRP COMBO(GROSS)	16764	1422	26.2	8.5	127												
LIFE	4254	314	5.8	7.4	110												
L.A. TIMES HOME MAGAZINE	1145	**40	0.7	3.5	52												
MADEMOISELLE	2884	**180	3.3	6.2	93												
MC CALL'S	13460	1237	22.8	9.2	137												
MC CALL'S/MRK MOTHER (GROSS)	14606	1314	24.2	9.0	134												
MECHANIX ILLUSTRATED	772	**92	1.7	11.9	178												
METROPOLITAN HOME	967	**65	1.2	6.7	100												
MONEY	1588	**173	3.2	10.9	163												
MOTHER EARTH NEWS	1002	**54	1.0	5.4	80												
MS.	825	**58	1.1	7.0	105												
NATIONAL ENQUIRER	10336	773	14.2	7.5	112												
NATIONAL GEOGRAPHIC	9597	740	13.6	7.7	115												
NATIONAL SUNDAY MAGAZINE PKG	49558	3602	66.4	7.3	108												
NATURAL HISTORY	573	**66	1.2	11.5	172												
NEW WOMAN	1699	**131	2.4	7.7	115												
NEW YORK INCLUDING CUE	443	**44	0.8	9.9	148												
THE NEW YORKER	1270	**65	1.2	5.1	76												
NEWSWEEK	6277	363	6.7	5.8	86												
THE N.Y. TIMES DAILY EDITION	1205	**44	0.8	3.7	54												
THE N.Y. TIMES MAGAZINE	2081	**123	2.3	5.9	88												
OMNI	788	**65	1.2	8.2	123												
ON CABLE	1158	**127	2.3	11.0	164												
1001 HOME IDEAS	2852	278	5.1	9.7	145												
ORGANIC GARDENING	1658	**136	2.5	8.2	122												
OUTDOOR LIFE	896	**107	2.0	11.9	178												
PARADE MAGAZINE	24275	1959	36.1	8.1	120												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	HEFTY				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	5427	100.0	6.7	100																
PARENTS	3845	386	7.1	10.0	150																
PENTHOUSE	831	**89	1.6	10.7	160																
PEOPLE	11645	950	17.5	8.2	122																
PLAYBOY	2006	*180	3.3	9.0	134																
POPULAR HOT RODDING	297	**28	0.5	9.4	141																
POPULAR MECHANICS	1018	**112	2.1	11.0	164																
POPULAR SCIENCE	878	**60	1.1	6.8	102																
PREVENTION	3913	269	5.0	6.9	103																
PSYCHOLOGY TODAY	1710	*149	2.7	8.7	130																
READER'S DIGEST	22204	1808	33.3	8.1	122																
REDBOOK	7684	790	14.6	10.3	153																
ROAD & TRACK	410	**61	1.1	14.9	222																
ROLLING STONE	969	**91	1.7	9.4	140																
RUNNER'S WORLD	298	**20	0.4	6.7	100																
SATURDAY EVENING POST	1169	**79	1.5	6.8	101																
SCIENCE 84	587	**15	0.3	2.6	38																
SCIENCE DIGEST	482	**35	0.6	7.3	108																
SCIENTIFIC AMERICAN	594	**30	0.6	5.1	75																
SELF	2089	**84	1.5	4.0	60																
SEVENTEEN	2411	*243	4.5	10.1	150																
SKI	480	**42	0.8	8.8	131																
SMITHSONIAN	2760	*146	2.7	5.3	79																
SOAP OPERA DIGEST	3013	356	6.6	11.8	176																
SOUTHERN LIVING	4184	273	5.0	6.5	97																
SPORT	559	**43	0.8	7.7	115																
THE SPORTING NEWS	436	**17	0.3	3.9	58																
SPORTS AFIELD	493	**30	0.6	6.1	91																
SPORTS ILLUSTRATED	2758	*201	3.7	7.3	109																
STAR	7456	536	9.9	7.2	107																
SUNDAY	24936	1972	36.3	7.9	118																
SUNSET	2124	**85	1.6	4.0	60																
TV GUIDE	21661	1767	32.6	8.2	122																
TENNIS	550	**38	0.7	6.9	103																
TIME	8880	723	13.3	8.1	121																
TOWN & COUNTRY	917	**40	0.7	4.4	65																
TRAVEL & LEISURE	972	**70	1.3	7.2	107																
TRUE STORY	3356	328	6.0	9.8	146																
U.S. NEWS & WORLD REPORT	3410	*199	3.7	5.8	87																
USA TODAY	1759	**123	2.3	7.0	104																
US	1873	*177	3.3	9.5	141																
VOGUE	3909	291	5.4	7.4	111																
WALL STREET JOURNAL	1886	**80	1.5	4.2	63																
WEIGHT WATCHERS	2120	*138	2.5	6.5	97																
WOMAN'S DAY	14172	1210	22.3	8.5	127																
WORKING WOMAN	1146	**76	1.4	6.6	99																
WORKING WOMAN	1322	*136	2.5	10.3	154																
WORLD TENNIS	*163	**11	0.2	6.7	101																
ZIFF-DAVIS MAG WETNK (GROSS)	2532	*221	4.1	8.7	130																
BLANK INSERTS	43657	3218	59.3	7.4	110																
DAILY NEWSPAPERS																					
READ ANY	51633	3767	69.4	7.3	109																
READ ONE	43463	3150	58.0	7.2	108																
READ TWO OR MORE	8170	617	11.4	7.6	113																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	3765	69.4	7.1	107																
READ ONE	46126	3187	58.7	6.9	103																
READ TWO OR MORE	6552	578	10.7	8.8	132																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	27.55	26.88																			
30 DAY REACH	71455	4812	88.7	6.7	100																
50 SHWG - 30 DAY AV FREQ	14.56	14.07																			
30 DAY REACH	67742	4610	84.9	6.8	102																
25 SHWG - 30 DAY AV FREQ	7.94	7.73																			
30 DAY REACH	82117	4205	77.5	6.8	101																
CABLE TV: HOME WIRED	32077	2275	41.9	7.1	106																
HOME NOT WIRED	48909	3152	58.1	6.4	96																
HAVE PAY CABLE	15935	1161	21.4	7.3	109																

	TOTAL U.S. '000	A '000	HEFTY B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	5427	100.0	6.7	100												
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3116	57.4	7.1	106												
10:00 AM - 3:00 PM	30659	2250	41.5	7.3	110												
3:00 PM - 7:00 PM	31045	2163	39.9	7.0	104												
7:00 PM - MIDNIGHT	15767	1124	20.7	7.1	106												
MIDNIGHT - 6:00 AM	9120	750	13.8	8.2	123												
6:00 AM - MIDNIGHT	58527	4170	76.8	7.1	106												
ENTIRE DAY	59311	4238	78.1	7.1	107												
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1298	23.9	8.0	120												
ALL NEWS	2256	*203	3.7	9.0	134												
AOR/PROGRESSIVE	3874	*273	5.0	7.0	105												
BEAUTIFUL MUSIC	5660	*377	6.9	6.7	99												
BLACK	2204	*191	3.5	8.7	129												
CLASSICAL	1418	**111	2.0	7.8	117												
CHR/ROCK	9538	663	12.2	7.0	104												
COUNTRY	12648	993	18.3	7.9	117												
GOLDEN OLDIES	1191	**115	2.1	9.7	144												
MOR/NOSTALGIA	4757	308	5.7	6.5	97												
NEWS/TALK	3863	229	4.2	5.9	88												
RELIGIOUS	3084	*159	2.9	5.2	77												
SOFT ROCK	521	**41	0.8	7.9	117												
URBAN CONTEMPORARY	1585	*150	2.8	9.5	141												
MIXED NETWORKS:																	
ABC CONTEMPORARY	3261	*249	4.6	7.6	114												
ABC DIRECTION	2316	*175	3.2	7.6	113												
ABC ENTERTAINMENT	4834	440	8.1	9.1	136												
ABC FM	2202	*225	4.1	10.2	152												
ABC INFORMATION	5425	295	5.4	5.4	81												
ABC ROCK	1677	*193	3.6	11.5	172												
CBS	4430	359	6.6	8.1	121												
MUTUAL	4992	472	8.7	9.5	141												
NBC	4679	352	6.5	7.5	112												
RADIORADIO	1994	*157	2.9	7.9	117												
RKO ONE	2298	**94	1.7	4.1	61												
RKO TWO	3311	*214	3.9	6.5	96												
THE SOURCE	2114	*181	3.3	8.6	128												
NON-MIXED: BLAIR	8654	660	12.2	7.6	114												
INTERNET	12025	844	15.6	7.0	105												
KATZ RADIO GROUP	15359	1017	18.7	6.6	99												
SUPERNET	10628	732	13.5	6.9	103												
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	571	10.5	6.6	98												
MKDAY 9:00 AM - 1:00 PM	12163	951	17.5	7.8	117												
MKDAY 1:00 PM - 4:30 PM	16150	1217	22.4	7.5	112												
MKDAY 4:30 PM - 7:30 PM	22463	1596	29.4	7.1	106												
MKDAY 7:30 PM - 8:00 PM	31795	2258	41.6	7.1	106												
MKDAY 11:00 PM - 11:30 PM	23977	1874	34.5	7.8	117												
MKDAY 11:30 PM - 1:00 AM	7703	651	12.0	8.5	126												
M-SAT 8-11 PM-SUM 7-11 PM	33800	2443	45.0	7.2	108												
MKDY DAYTIME RTNK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	574	10.6	8.8	131												
ANOTHER WORLD	N 4620	419	7.7	9.1	135												
AS THE WORLD TURNS	C 5614	352	6.5	6.3	94												
CAPITOL	C 3396	226	4.2	6.7	99												
CBS MORN. NEWS 1	C 1446	*70	1.3	4.8	72												
CBS MORN. NEWS 2	C 1207	*72	1.3	6.0	89												
DAYS OF OUR LIVES	N 5877	520	9.6	8.8	132												
FACTS OF LIFE - DAYTIME	N 2290	164	3.0	7.2	107												
FAMILY FEUD	A 3023	174	3.2	5.8	86												
GENERAL HOSPITAL	A 6097	497	9.2	8.2	122												
GOOD MORNING, AMERICA-730	A 3515	213	3.9	6.1	90												
GOOD MORNING, AMERICA-830	A 2818	207	3.8	7.3	110												
GUIDING LIGHT	C 5339	357	6.6	6.7	100												
ONE LIFE TO LIVE	A 4478	367	6.8	8.2	122												
PRESS YOUR LUCK	C 2244	201	3.7	9.0	134												
PRICE IS RIGHT 1	C 4348	342	6.3	7.9	117												
PRICE IS RIGHT 2	C 5014	416	7.7	8.3	124												
RYAN'S HOPE	A 3150	353	6.5	11.2	167												
SALE OF THE CENTURY	N 2695	229	4.2	8.5	127												
SEARCH FOR TOMORROW	N 2319	*181	3.3	7.8	116												
TODAY SHOW 1	N 2693	178	3.3	6.6	99												
TODAY SHOW 2	N 2498	149	2.7	6.0	89												
\$25,000 PYRAMID	C 2753	232	4.3	8.4	126												
WHEEL OF FORTUNE	N 4388	356	6.6	8.1	121												
YOUNG AND THE RESTLESS	C 5695	375	6.9	6.6	98												
WEEKEND DAYTIME RTNK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	*86	1.6	4.9	73												
NBA PLAYOFF GAME -1	C 1136	*115	2.1	10.1	151												
NBC MAJOR LEAGUE PRE-GAME	N 953	**25	0.5	2.6	39												
SPORTSWORLD - SUN	N 1233	**53	1.0	4.3	64												
SUNDAY MORNING	C 1611	*113	2.1	7.0	105												

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	TOTAL U.S. '000	HEFTY																			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%
TOTAL FEMALE HOMEOWNERS	80986	5427	100.0	6.7	100																
WKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	26063	1797	33.1	6.9	103																
NETWORK AFFILIATES - LATE	20261	1517	28.0	7.5	112																
INDEPENDENTS - LATE	2076	127	2.3	6.1	91																
TV EVENING NTWK 6 PM - 2 AM																					
A TEAM	N 10453	822	15.1	7.9	117																
ABC MONDAY NIGHT MOVIE	A 6412	431	7.9	6.7	100																
ABC SUNDAY NIGHT MOVIE	A 12407	901	16.6	7.3	108																
ABC WORLD NEWS TONIGHT	A 6176	427	7.9	6.9	103																
AFTERMASH	C 5863	399	7.4	6.8	102																
ALICE	C 9594	697	12.8	7.3	108																
AMERICAN PARADE	C 6622	490	9.0	7.4	110																
BENSON	A 10886	666	12.3	6.1	91																
BLUE THUNDER	A 5036	378	7.0	7.5	112																
CAGNEY & LACEY	C 9965	731	13.5	7.3	109																
CBS EVENING NEWS-DEAN	C 3491	304	5.6	8.7	130																
CBS EVENING NEWS-RATHER	C 7123	490	9.0	6.9	103																
CBS SAT. NEWS-SCHIEFFER	C 3621	253	4.7	7.0	104																
CBS SATURDAY NIGHT MOVIE	C 5436	386	7.1	7.1	106																
CBS WEDNESDAY NIGHT MOVIE	C 6100	403	7.4	6.6	99																
CHEERS	N 8889	645	11.9	7.3	108																
DALLAS	C 22109	1653	30.5	7.5	112																
DIFF'RENT STROKES	N 6940	424	7.8	6.1	91																
DOUBLE TROUBLE	N 7223	492	9.1	6.8	102																
DUCK FACTORY	N 5595	386	7.1	6.9	103																
DUKES OF HAZZARD	C 5768	399	7.4	6.9	103																
DYNASTY	A 20053	1432	26.4	7.1	107																
FACTS OF LIFE	N 8087	553	10.2	6.8	102																
FALCON CREST	C 20046	1421	26.2	7.1	106																
FALL GUY	A 9084	639	11.8	7.0	105																
FAMILY TIES	N 7964	583	10.7	7.3	109																
FANTASY ISLAND	A 7687	584	10.8	7.6	113																
FOULUPS, BLEEPs & BLUNDERS	A 8861	688	12.7	7.8	116																
FOUR SEASONS	C 5095	404	7.4	7.9	118																
GIMME A BREAK	N 8838	666	12.3	7.5	112																
HART TO HART	A 8978	535	9.9	6.0	89																
HILL STREET BLUES	N 8590	567	10.4	6.6	99																
HOTEL	A 14085	1043	19.2	7.4	111																
JEFFERSONS	C 9360	622	11.5	6.6	99																
JENNIFER SLEPT HERE	N 5841	384	7.1	6.6	98																
KATE & ALLIE	C 9206	673	12.4	7.3	109																
KNIGHT RIDER	N 7076	595	11.0	8.4	125																
LOVE BOAT	A 12219	896	16.5	7.3	109																
MAGNUM PI	C 11199	732	13.5	6.5	98																
MAMA'S FAMILY	N 6057	389	7.2	6.4	96																
MASTER, THE	N 3598	301	5.5	8.4	125																
MATT HOUSTON	A 6344	572	10.5	9.0	135																
NBC MONDAY NIGHT MOVIE	N 11994	822	15.1	6.9	102																
NBC NIGHTLY NEWS	N 5132	318	5.9	6.2	92																
NBC NIGHTLY NEWS-SAT	N 3375	*226	4.2	6.7	100																
NBC NIGHTLY NEWS-SUN	N 3130	*282	5.2	9.0	134																
NBC SUNDAY NIGHT MOVIE	N 8284	744	13.7	9.0	134																
NEW HART	C 9240	692	12.8	7.5	112																
ONE DAY AT A TIME	C 7288	425	7.8	5.8	87																
PEOPLE ARE FUNNY	N 4855	*249	4.6	5.1	77																
REAL PEOPLE	N 8869	670	12.3	7.6	113																
REMYNTOON STEELE	N 7743	616	11.4	8.0	119																
RIPLEY'S BELIEVE IT - NOT	A 5345	307	5.7	5.7	86																
RIPTIDE	N 6988	595	11.0	8.5	127																
SCARECROW & MRS. KING	C 10002	676	12.5	6.8	101																
SIMON & SIMON	C 10638	747	13.8	7.0	105																
60 MINUTES	C 13293	893	16.5	6.7	100																
ST. ELSEWHERE	N 7017	523	9.6	7.5	111																
THREE'S COMPANY	A 10917	626	11.5	5.7	86																
T.J. HOOKER	A 9204	610	11.2	6.6	99																
TONIGHT SHOW	N 2372	241	4.4	10.2	152																
TRAPPER JOHN, M.D.	C 9846	626	11.5	6.4	95																
TV BLOOPERS & PRAC. JOKES	N 9105	602	11.1	6.6	99																
20/20	A 9387	582	10.7	6.2	93																
WEBSTER	A 11067	714	13.2	6.5	96																
WORLD NEWS - SUN	A 3062	*242	4.5	7.9	118																
YELLOW ROSE	N 4978	395	7.3	7.9	118																
TV VIEWING SPORTS EVENTS																					
BASEBALL	8878	782	14.4	8.1	131																
BASKETBALL - COLLEGE GAMES	4080	*238	4.4	5.1	87																
BASKETBALL - PRO GAMES	3607	*249	4.6	6.1	103																
BOHLING	3883	*426	7.8	11.0	164																
BOXING	3928	*332	6.1	8.5	126																
FOOTBALL - COLLEGE GAMES	6366	*428	7.9	6.7	100																
FOOTBALL - PRO GAMES	11300	829	15.3	7.3	109																
GOLF	3378	*288	5.3	8.5	127																
POST-SEASON COLL. FOOTBALL	4906	*341	6.3	7.0	104																
POST-SEASON PRO FOOTBALL	6120	547	10.1	8.9	133																
TENNIS	3033	*193	3.6	6.4	95																
WRESTLING - PROFESSIONAL	3344	*289	5.3	8.6	129																

PAPER TOWELS

BASE = FEMALE HOMEMAERS (N0986)

QUESTIONNAIRE PAGE H-22

		'000	%	UNWEIGHTED										
3A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?														
		YES	71659	88.5	5315									
		NO	9327	11.5	1120									
		ALL		SOLE		PRIMARY		SECONDARY						
		'000	%	'000	%	'000	%	'000	%	UNWEIGHTED				
IF YES														
3B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?														
PATTERNED		49580	61.2	26844	33.1	19030	23.5	3706	4.6	5689				
PLAIN COLORED		23702	29.3	6853	8.5	9153	11.3	7696	9.5	2713				
PLAIN WHITE		27189	33.6	10198	12.6	9542	11.8	7449	9.2	3134				
DO NOT KNOW		3321	4.1							406				
3C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?														
BOUNTY		36868	45.5	8441	10.4	22516	27.8	5912	7.3	4239				
BOLT		4237	5.2	392	.5	2485	3.1	1360	1.7	522				
BRAMMY		9574	11.8	804	1.0	5606	6.9	3164	3.9	1111				
CHIFFON/SPILLMATE		1527	1.9	109	.1	839	1.0	579	.7	156				
COROMET		7963	9.8	596	.7	5101	6.3	2266	2.8	894				
DELTA		5116	6.3	490	.6	2848	3.5	1778	2.2	563				
GALA		8627	10.7	801	1.0	4897	6.0	2929	3.6	1013				
HI-DRY		19575	24.2	2956	3.7	11653	14.4	4966	6.1	2196				
HUDSON		956	1.2	178	.2	530	.7	248	.3	131				
JOB SQUAD		4897	6.0	667	.8	2889	3.6	1340	1.7	578				
KLEENEX		6831	8.4	836	1.0	3534	4.4	2461	3.0	824				
MERIT		725	.9	54	.1	460	.6	211	.3	93				
SCOT TOWELS		23029	28.4	3194	3.9	14038	17.3	5797	7.2	2650				
SO-DRY		1910	2.4	106	.1	1312	1.6	493	.6	222				
SUMMIT		552	.7	36	*	323	.4	193	.2	76				
TEXT TOWELS		986	1.2	49	.1	534	.7	403	.5	133				
TUF N' READY		1163	1.4	51	.1	730	.9	383	.5	140				
VANITY FAIR		2310	2.9	106	.1	1169	1.4	1035	1.3	278				
VIVA		15816	19.5	1457	1.8	8882	11.0	5477	6.8	1808				
ZEE		4284	5.3	242	.3	2563	3.2	1479	1.8	442				
OTHER BRANDS		16605	20.5	5852	7.2	6320	7.8	4434	5.5	1908				
DO NOT KNOW		637	.8							80				
		'000	%	UNWEIGHTED										
3D. ABOUT HOW MANY ROLLS OR PACKS OF ABOUT 100 TOWELS OR EQUIVALENT WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?														
10 OR MORE		H	3801	4.7	396									
8 - 9		H	3532	4.4	331									
6 - 7		H	4568	5.6	456									
5		H	6432	7.9	642									
4		H	11750	14.5	1304									
3		H	10436	12.9	1209									
2		L	17918	22.1	2137									
1		L	9416	11.6	1292									
LESS THAN 1		L	3582	4.4	512									
NONE		L	224	.3	36									

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	71659	100.0	88.5	100	18334	100.0	22.6	100	22186	100.0	27.4	100	31139	100.0	38.4	100
18 - 24	9282	7817	10.9	84.2	95	1932	10.5	20.8	92	2229	10.0	24.0	88	3656	11.7	39.4	102
25 - 34	19072	16857	23.5	88.4	100	3789	20.7	19.9	88	5364	24.2	28.1	103	7704	24.7	40.4	105
35 - 44	14591	12910	18.0	88.5	100	3931	21.4	26.9	119	4635	20.9	31.8	116	4345	14.0	29.8	77
45 - 54	11345	10426	14.5	91.9	104	3581	19.5	31.6	139	3231	14.6	28.5	104	3613	11.6	31.8	83
55 - 64	11635	10526	14.7	90.5	102	2709	14.8	23.3	103	3452	15.6	29.7	108	4365	14.0	37.5	98
65 OR OLDER	15061	13124	18.3	87.1	98	2393	13.1	15.9	70	3275	14.8	21.7	79	7456	23.9	49.5	129
18 - 34	28354	24674	34.4	87.0	98	5720	31.2	20.2	89	7593	34.2	26.8	98	11360	36.5	40.1	104
18 - 49	48339	42547	59.4	88.0	99	11403	62.2	23.6	104	13670	61.6	28.3	103	17474	56.1	36.1	94
25 - 54	45008	40193	56.1	89.3	101	11301	61.6	25.1	111	13230	59.6	29.4	107	15662	50.3	34.8	91
35 - 49	19985	17873	24.9	89.4	101	5683	31.0	28.4	126	6077	27.4	30.4	111	6113	19.6	30.6	80
50 OR OLDER	32647	29112	40.6	89.2	101	6931	37.8	21.2	94	8516	38.4	26.1	95	13666	43.9	41.9	109
GRADUATED COLLEGE	11155	10076	14.1	90.3	102	2219	12.1	19.9	88	3257	14.7	29.2	107	4600	14.8	41.2	107
ATTENDED COLLEGE	13682	12350	17.2	90.3	102	3009	16.4	22.0	97	3740	16.9	27.3	100	5601	18.0	40.9	106
GRADUATED HIGH SCHOOL	33880	30413	42.4	89.8	101	7959	43.4	23.5	104	9682	43.6	28.6	104	12772	41.0	37.7	98
DID NOT GRADUATE HIGH SCHOOL	22270	18820	26.3	84.5	96	5147	28.1	23.1	102	5507	24.8	24.7	90	8166	26.2	36.7	95
EMPLOYED	40306	36114	50.4	89.6	101	9233	50.4	22.9	101	11610	52.3	28.8	105	15272	49.0	37.9	99
EMPLOYED FULL-TIME	28250	29329	40.9	89.3	101	7619	41.6	23.2	102	9257	41.7	28.2	103	12453	40.0	37.9	99
EMPLOYED PART-TIME	7456	6785	9.5	91.0	103	1613	8.8	21.6	96	2353	10.6	31.6	115	2818	9.0	37.8	98
NOT EMPLOYED	40680	35545	49.6	87.4	99	9101	49.6	22.4	99	10576	47.7	26.0	95	15868	51.0	39.0	101
PROFESSIONAL/MANAGER	10392	9581	13.4	92.2	104	2148	11.7	20.7	91	2960	13.3	28.5	104	4474	14.4	43.1	112
TECH/CLERICAL/SALES	17574	15693	21.9	89.3	101	3991	21.8	22.7	100	5103	23.0	29.0	106	6600	21.2	37.6	98
PRECISION/CRAFT	985	909	1.3	92.3	104	**221	1.2	22.4	99	**239	1.1	24.3	89	**449	1.4	45.6	119
OTHER EMPLOYED	11354	9930	13.9	87.5	99	2872	15.7	25.3	112	3309	14.9	29.1	106	3749	12.0	33.0	86
SINGLE	9863	8409	11.7	85.3	96	2180	11.9	22.1	98	1790	8.1	18.1	66	4440	14.3	45.0	117
MARRIED	51375	46275	64.6	90.1	102	12783	69.7	24.9	110	15709	70.8	30.6	112	17783	57.1	34.6	90
DIVORCED/SEPARATED/WIDOWED	19748	16975	23.7	86.0	97	3372	18.4	17.1	75	4687	21.1	23.7	87	8916	28.6	45.1	117
PARENTS	32590	28513	39.8	87.5	99	8378	45.7	25.7	114	10107	45.6	31.0	113	10028	32.2	30.8	80
WHITE	70416	63141	88.1	89.7	101	15754	85.9	22.4	99	19747	89.0	28.0	102	27640	88.8	39.3	102
BLACK	8778	7106	9.9	81.0	91	2150	11.7	24.5	108	2061	9.3	23.5	86	2894	9.3	33.0	86
OTHER	1791	1412	2.0	78.8	89	**429	2.3	24.0	106	**378	1.7	21.1	77	**605	1.9	33.8	88
NORTHEAST-CENSUS	17786	16040	22.4	90.2	102	4957	27.0	27.9	123	5314	24.0	29.9	109	5770	18.5	32.4	84
NORTH CENTRAL	20741	18582	25.9	89.6	101	4280	23.3	20.6	91	5480	24.7	26.4	96	8822	28.3	42.5	111
SOUTH	27775	24269	33.9	87.4	99	6598	36.0	23.8	105	7945	35.8	28.6	104	9726	31.2	35.0	91
WEST	14683	12769	17.8	87.0	98	2500	13.6	17.0	75	3448	15.5	23.5	86	6822	21.9	46.5	121
NORTHEAST-MKTG.	17961	15919	22.2	88.6	100	4890	26.7	27.2	120	5166	23.3	28.8	105	5862	18.8	32.6	85
EAST CENTRAL	11885	10584	14.8	89.1	101	2802	15.3	23.6	104	3474	15.7	29.2	107	4308	13.8	36.2	94
WEST CENTRAL	14090	12731	17.8	89.4	102	2677	14.6	19.0	80	3430	15.5	24.3	89	6624	21.3	47.0	122
SOUTH	24081	21254	29.7	88.3	100	5862	32.0	24.3	108	6997	31.5	29.1	106	8395	27.0	34.9	91
PACIFIC	12969	11172	15.6	86.1	97	2103	11.5	16.2	72	3119	14.1	24.0	88	5950	19.1	45.9	119
COUNTY SIZE A	32439	28133	39.3	86.7	98	7620	41.6	23.5	104	8511	38.4	26.2	96	12002	38.5	37.0	96
COUNTY SIZE B	24915	22329	31.2	89.6	101	5847	31.9	23.5	104	7194	32.4	28.9	105	9288	29.8	37.3	97
COUNTY SIZE C	12930	11659	16.3	90.2	102	2944	16.1	22.8	101	3568	16.1	27.6	101	5148	16.5	39.8	104
COUNTY SIZE D	10703	9538	13.3	89.1	101	1923	10.5	18.0	79	2914	13.1	27.2	99	4701	15.1	43.9	114
METRO CENTRAL CITY	24518	21056	29.4	85.9	97	5398	29.4	22.0	97	6288	28.3	25.6	94	9369	30.1	38.2	99
METRO SUBURBAN	35919	32419	45.2	90.3	102	8699	47.4	24.2	107	10267	46.3	28.6	104	13454	43.2	37.5	97
NON METRO	20549	18184	25.4	88.5	100	4237	23.1	20.6	91	5631	25.4	27.4	100	8316	26.7	40.5	105
TOP 5 ADI'S	18341	15974	22.3	87.1	98	4360	23.8	23.8	105	4831	21.8	26.3	96	6782	21.8	37.0	96
TOP 10 ADI'S	25378	21958	30.6	86.5	98	5854	31.9	23.1	102	6620	29.8	26.1	95	9484	30.5	37.4	97
TOP 20 ADI'S	36488	31642	44.2	86.7	98	8151	44.5	22.3	99	9726	43.8	26.7	97	13765	44.2	37.7	98
HSGLD INC. \$50,000 OR MORE	6612	6175	8.6	93.4	106	1975	10.8	29.9	132	1983	8.9	30.0	109	2216	7.1	33.5	87
\$40,000 OR MORE	12659	11797	16.5	93.2	105	3661	20.0	28.9	128	3656	16.5	28.9	105	4480	14.4	35.4	92
\$30,000 OR MORE	24698	22477	31.4	91.0	103	6789	37.0	27.5	121	7263	32.7	29.4	107	8426	27.1	34.1	89
\$25,000 OR MORE	32077	29143	40.7	90.9	103	8717	47.5	27.2	120	9425	42.5	29.4	107	11001	35.3	34.3	89
\$20,000 - \$24,999	9144	8124	11.3	88.8	100	2205	12.0	24.1	107	2500	11.3	27.3	100	3419	11.0	37.4	97
\$15,000 - \$19,999	8728	7792	10.9	89.3	101	1548	8.4	17.7	78	2513	11.3	28.8	105	3731	12.0	42.7	111
\$10,000 - \$14,999	12562	11202	15.6	89.2	101	2809	15.3	22.4	99	3528	15.9	28.1	103	4865	15.6	38.7	101
UNDER \$10,000	18475	15399	21.5	83.4	94	3056	16.7	16.5	73	4219	19.0	22.8	83	8124	26.1	44.0	114
HOUSEHOLD OF 1 PERSON	11987	10510	14.7	87.7	99	1243	6.8	10.4	46	2243	10.1	18.7	68	7024	22.6	58.6	152
2 PEOPLE	26577	23828	33.3	89.7	101	4936	26.9	18.6	82	7154	32.2	26.9	98	11738	37.7	44.2	115
3 OR 4 PEOPLE	30617	27308	38.1	89.2	101	8523	46.5	27.8	123	9715	43.8	31.7	116	9071	29.1	29.6	77
5 OR MORE PEOPLE	11804	10013	14.0	84.8	96	3632	19.8	30.8	136	3074	13.9	26.0	95	3306	10.6	28.0	73
NO CHILD IN HSGLD	46165	41088	57.3	89.0	101	9185	50.1	19.9	88	11256	50.7	24.4	89	20647	66.3	44.7	116
CHILD(REN) UNDER 2 YRS	5325	4393	6.1	82.5	93	912	5.0	17.1	76	1532	6.9	28.8	105	1949	6.3	36.6	95
2 - 5 YEARS	14221	12355	17.2	86.9	98	3735	20.4	26.3	116	4194	18.9	29.5	108	4426	14.2	31.1	81
6 - 11 YEARS	15117	13359	18.6	88.4	100	4220	23.0	27.9	123	4492	20.2	29.7	108	4647	14.9	30.7	80
12 - 17 YEARS	16611	14689	20.5	88.4	100	4990	27.2	30.0	133	5143	23.2	31.0	113	4556	14.6	27.4	71
RESIDENCE OWNED	55884	50603	70.6	90.6	102	13747	75.0	24.6	109	16351	73.7	29.3	107	20505	65.8	36.7	95
VALUE: \$50,000 OR MORE	31744	28644	40.0	90.2	102	7961	43.4	25.1	111	8852	39.9	27.9	102	11831	38.0	37.3	97
VALUE: UNDER \$50,000	24140	21959	30.6	91.0	103	5786	31.6	24.0	106	7499	33.8	31.1	113	8674	27.9	35.9	93

		TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	71659	100.0	88.5	100	18334	100.0	22.6	100	22186	100.0	27.4	100	31139	100.0	38.4	100
MAGAZINES	QUINTILE 1	15799	14335	20.0	90.7	103	4057	22.1	25.7	113	4686	21.1	29.7	108	5591	18.0	35.4	92
	QUINTILE 2	17259	15491	21.6	89.8	101	4186	22.8	24.3	107	5275	23.8	30.6	112	6031	19.4	34.9	91
	QUINTILE 3	13545	12278	17.1	90.6	102	3150	17.2	23.3	103	4093	18.4	30.2	110	5035	16.2	37.2	97
	QUINTILE 4	15133	13351	18.6	88.2	100	3253	17.7	21.5	95	3701	16.7	24.5	89	6397	20.5	42.3	110
	QUINTILE 5	19250	16204	22.6	84.2	95	3687	20.1	19.2	85	4432	20.0	23.0	84	8085	26.0	42.0	109
NEWSPAPERS	QUINTILE 1	12413	11324	15.8	91.2	103	3441	18.8	27.7	122	3675	16.6	29.6	108	4207	13.5	33.9	88
	QUINTILE 2	24116	21786	30.4	90.3	102	5771	31.5	23.9	106	7088	31.9	29.4	107	8927	28.7	37.0	96
	QUINTILE 3	11261	10032	14.0	89.1	101	2621	14.3	23.3	103	3075	13.9	27.3	100	4336	13.9	38.5	100
	QUINTILE 4	20255	17548	24.5	86.6	98	4192	22.9	20.7	91	5060	22.8	25.0	91	8295	26.6	41.0	107
	QUINTILE 5	12940	10969	15.3	84.8	96	2308	12.6	17.8	79	3287	14.8	25.4	93	5374	17.3	41.5	108
OUTDOOR	QUINTILE 1	14852	13410	18.7	90.3	102	3305	18.0	22.3	98	4187	18.9	28.2	103	5919	19.0	39.9	104
	QUINTILE 2	15725	13723	19.2	87.3	99	3424	18.7	21.8	96	4278	19.3	27.2	99	6022	19.3	38.3	100
	QUINTILE 3	16330	14558	20.3	89.1	101	3821	20.8	23.4	103	4250	19.2	26.0	95	6486	20.8	39.7	103
	QUINTILE 4	16744	14706	20.5	87.8	99	3810	20.8	22.8	101	4591	20.7	27.4	100	6305	20.2	37.7	98
	QUINTILE 5	17334	15263	21.3	88.1	100	3975	21.7	22.9	101	4880	22.0	28.2	103	6408	20.6	37.0	96
RADIO-DRIVE TIME	QUINTILE 1	15911	14105	19.7	88.6	100	3658	20.0	23.0	102	4380	19.7	27.5	100	6067	19.5	38.1	99
	QUINTILE 2	14837	13202	18.4	89.0	101	3510	19.1	23.7	104	4142	18.7	27.9	102	5550	17.8	37.4	97
	QUINTILE 3	15339	13757	19.2	89.7	101	3365	18.4	21.9	97	4280	19.3	27.9	102	6112	19.6	39.8	104
	QUINTILE 4	16723	14626	20.4	87.5	99	3855	21.0	23.1	102	4553	20.5	27.2	99	6218	20.0	37.2	97
	QUINTILE 5	18176	15970	22.3	87.9	99	3947	21.5	21.7	96	4832	21.8	26.6	97	7192	23.1	39.6	103
RADIO-MID- DAY	TERCILE 1	21020	18878	26.3	89.8	101	4740	25.9	22.5	100	6071	27.4	28.9	105	8067	25.9	38.4	100
	TERCILE 2	21610	19321	27.0	89.4	101	5301	28.9	24.5	108	6093	27.5	28.2	103	7926	25.5	36.7	95
	TERCILE 3	38355	33461	46.7	87.2	99	8293	45.2	21.6	96	10022	45.2	26.1	95	15146	48.6	39.5	103
RADIO-TOTAL	QUINTILE 1	15988	14320	20.0	89.6	101	3642	19.9	22.8	101	4485	20.2	28.1	102	6193	19.9	38.7	101
	QUINTILE 2	15626	13830	19.3	88.5	100	3543	19.3	22.7	100	4303	19.4	27.5	101	5984	19.2	38.3	100
	QUINTILE 3	16723	15046	21.0	90.0	102	4034	22.0	24.1	107	5044	22.7	30.2	110	5968	19.2	35.7	93
	QUINTILE 4	16342	14377	20.1	88.0	99	3545	19.3	21.7	96	4207	19.0	25.7	94	6625	21.3	40.5	105
	QUINTILE 5	16306	14086	19.7	86.4	98	3570	19.5	21.9	97	4146	18.7	25.4	93	6370	20.5	39.1	102
TV-PRIME TIME	QUINTILE 1	15953	14216	19.8	89.1	101	3942	21.5	24.7	109	4350	19.6	27.3	100	5925	19.0	37.1	97
	QUINTILE 2	16137	14351	20.0	88.9	101	4159	22.7	25.8	114	4515	20.4	28.0	102	5677	18.2	35.2	91
	QUINTILE 3	16420	14634	20.4	89.1	101	3426	18.7	20.9	92	4544	20.5	27.7	101	6664	21.4	40.6	106
	QUINTILE 4	16687	14618	20.4	87.6	99	3595	19.6	21.5	95	4690	21.1	28.1	103	6333	20.3	38.0	99
	QUINTILE 5	15789	13840	19.3	87.7	99	3213	17.5	20.3	90	4088	18.4	25.9	95	6540	21.0	41.4	108
TV-DAYTIME	TERCILE 1	27736	24188	33.8	87.2	99	6368	34.7	23.0	101	7587	34.2	27.4	100	10233	32.9	36.9	96
	TERCILE 2	26489	23664	33.0	89.3	101	6154	33.6	23.2	103	7616	34.3	28.8	105	9894	31.8	37.4	97
	TERCILE 3	26761	23807	33.2	89.0	101	5811	31.7	21.7	96	6984	31.5	26.1	95	11012	35.4	41.1	107
TV-TOTAL	QUINTILE 1	16345	14138	19.7	86.5	98	3824	20.9	23.4	103	4069	18.3	24.9	91	6245	20.1	38.2	99
	QUINTILE 2	16447	14933	20.8	90.8	103	3942	21.5	24.0	106	4880	22.0	29.7	108	6111	19.6	37.2	97
	QUINTILE 3	15980	14272	19.9	89.3	101	3866	21.1	24.2	107	4641	20.9	29.0	106	5764	18.5	36.1	94
	QUINTILE 4	15887	14002	19.5	88.1	100	3482	19.0	21.9	97	4346	19.6	27.4	100	6174	19.8	38.9	101
	QUINTILE 5	16326	14316	20.0	87.7	99	3220	17.6	19.7	87	4250	19.2	26.0	95	6846	22.0	41.9	109
MAGAZINES-NEWSPAPERS: DUAL		20721	18823	26.3	90.8	103	5407	29.5	26.1	115	6433	29.0	31.0	113	6984	22.4	33.7	88
MAGAZINE IMPERATIVE		19186	17080	23.8	89.0	101	4306	23.5	22.4	99	5591	25.2	29.1	106	7183	23.1	37.4	97
NEWSPAPER IMPERATIVE		21899	19660	27.4	89.8	101	5102	27.8	23.3	103	5952	26.8	27.2	99	8607	27.6	39.3	102
MAGAZINES-OUTDOOR: DUAL		15451	14189	19.8	91.8	104	4045	22.1	26.2	116	4515	20.4	29.2	107	5629	18.1	36.4	95
MAGAZINE IMPERATIVE		25953	23359	32.6	90.0	102	6238	34.0	24.0	106	8013	36.1	30.9	113	9108	29.2	35.1	91
OUTDOOR IMPERATIVE		24400	21074	29.4	86.4	98	4601	25.1	18.9	83	6217	28.0	25.5	93	10257	32.9	42.0	109
MAGAZINES-RADIO: DUAL		18049	16214	22.6	89.8	102	4383	23.9	24.3	107	5281	23.8	29.3	107	6550	21.0	36.3	94
MAGAZINE IMPERATIVE		23571	21383	29.8	90.7	103	5929	32.3	25.2	111	7323	33.0	31.1	113	8131	26.1	34.5	90
RADIO IMPERATIVE		23278	20580	28.7	88.4	100	4979	27.2	21.4	94	6082	27.4	26.1	95	9520	30.6	40.9	106
MAGAZINES-TELEVISION: DUAL		15459	13870	19.4	89.7	101	3706	20.2	24.0	106	4848	21.9	31.4	114	5316	17.1	34.4	89
MAGAZINE IMPERATIVE		25829	23280	32.5	90.1	102	6241	34.0	24.2	107	7670	34.6	29.7	108	9369	30.1	36.3	94
TELEVISION IMPERATIVE		26039	22781	31.8	87.5	99	5730	31.3	22.0	97	6425	29.0	24.7	90	10627	34.1	40.8	106
NEWSPAPERS-OUTDOOR: DUAL		16605	15140	21.1	91.2	103	4018	21.9	24.2	107	4684	21.1	28.2	103	6438	20.7	38.8	101
NEWSPAPER IMPERATIVE		26834	24135	33.7	89.9	102	6765	36.9	25.2	111	7995	36.0	29.8	109	9375	30.1	34.9	91
OUTDOOR IMPERATIVE		23346	20259	28.3	86.8	98	4633	25.3	19.8	88	6115	27.6	26.2	96	9510	30.5	40.7	106
NEWSPAPERS-RADIO: DUAL		17133	15632	21.8	91.2	103	4303	23.5	25.1	111	4933	22.2	28.8	105	6395	20.5	37.3	97
NEWSPAPER IMPERATIVE		25892	23349	32.6	90.2	102	6434	35.1	24.8	110	7588	34.2	29.3	107	9327	30.0	36.0	94
RADIO IMPERATIVE		23167	20261	28.3	87.5	99	4744	25.9	20.5	90	6212	28.0	26.8	98	9305	29.9	40.2	104
NEWSPAPERS-TELEVISION: DUAL		17159	15411	21.5	89.8	102	4272	23.3	24.9	110	5116	23.1	29.8	109	6022	19.3	35.1	91
NEWSPAPER IMPERATIVE		26214	23663	33.0	90.3	102	6396	34.9	24.4	108	7530	33.9	28.7	105	9737	31.3	37.1	97
TELEVISION IMPERATIVE		23412	20354	28.4	86.9	98	5162	28.2	22.0	97	5866	26.4	25.1	91	9326	29.9	39.8	104
OUTDOOR-RADIO: DUAL		15303	13750	19.2	89.9	102	3487	19.0	22.8	101	4409	19.9	28.8	105	5855	18.8	38.3	100
OUTDOOR IMPERATIVE		24901	21871	30.5	87.8	99	5536	30.2	22.2	98	6584	29.7	26.4	97	9750			

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	71659	100.0	88.5	100	18334	100.0	22.6	100	22186	100.0	27.4	100	31139	100.0	38.4	100
ATLANTIC MONTHLY	415	395	0.6	95.2	108	**124	0.7	29.9	132	*147	0.7	35.4	129	*124	0.4	29.9	78
BARRON'S	453	406	0.6	89.6	101	**157	0.9	34.7	153	**75	0.3	16.6	60	*174	0.6	38.4	100
BETTER HOMES & GARDENS	16256	14844	20.7	91.3	103	4074	22.2	25.1	111	4893	22.1	30.1	110	5878	18.9	36.2	94
BON APPETIT	2535	2323	3.2	91.6	104	590	3.2	23.3	103	562	2.5	22.2	81	1170	3.8	46.2	120
BUSINESS WEEK	1278	1049	1.5	82.1	93	*319	1.7	25.0	110	299	1.3	23.4	85	431	1.4	33.7	88
CAR AND DRIVER	378	307	0.4	81.2	92	**110	0.6	29.1	129	**64	0.3	16.9	62	**134	0.4	35.4	92
CBS MAGAZINE NETWORK (GROSS)	1498	1248	1.7	83.3	94	432	2.4	28.8	127	313	1.4	20.9	76	503	1.6	33.6	87
CHANGING TIMES	1505	1371	1.9	91.1	103	339	1.8	22.5	99	501	2.3	33.3	122	532	1.7	35.3	92
COLONIAL HOMES	1231	1097	1.5	89.1	101	240	1.3	19.5	86	445	2.0	36.1	132	412	1.3	33.5	87
CONDE NAST MAG. PKG. (GROSS)	14146	12608	17.6	89.1	101	3738	20.4	26.4	117	3659	16.5	25.9	94	5210	16.7	36.8	96
CONSUMERS DIGEST	1323	1182	1.6	89.3	101	*313	1.7	23.7	105	421	1.9	31.8	116	448	1.4	33.9	88
COSMOPOLITAN	7102	6389	8.9	90.0	102	1922	10.5	27.1	120	2003	9.0	28.2	103	2463	7.9	34.7	90
COUNTRY LIVING	2481	2307	3.2	93.0	105	659	3.6	26.6	117	726	3.3	29.3	107	922	3.0	37.2	97
CUISINE	1472	1317	1.8	89.5	101	340	1.9	23.1	102	417	1.9	28.3	103	561	1.8	38.1	99
CYCLE WORLD	425	379	0.5	89.2	101	**91	0.5	21.4	95	**90	0.4	21.2	77	*198	0.6	46.6	121
DCI:CREATIVE IDEAS FOR LIV	2510	2304	3.2	91.8	104	572	3.1	22.8	101	890	4.0	35.5	129	842	2.7	33.5	87
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6113	8.5	91.3	103	1623	8.9	24.2	107	2302	10.4	34.4	126	2189	7.0	32.7	85
DISCOVER	894	798	1.1	89.3	101	222	1.2	24.8	110	*222	1.0	24.8	91	354	1.1	39.6	103
EBONY	3507	2837	4.0	80.9	91	850	4.6	24.2	107	913	4.1	26.0	95	1074	3.4	30.6	80
ESQUIRE	1083	951	1.3	87.8	99	*219	1.2	20.2	89	328	1.5	30.3	111	404	1.3	37.3	97
ESSENCE	1830	1516	2.1	82.8	94	483	2.6	26.4	117	485	2.2	26.5	97	548	1.8	29.9	78
FAMILY CIRCLE	15930	14501	20.2	91.0	103	4116	22.5	25.8	114	4895	22.1	30.7	112	5490	17.6	34.5	90
THE FAMILY HANDYMAN	1126	1013	1.4	90.0	102	310	1.7	27.5	122	297	1.3	26.4	96	406	1.3	36.1	94
FAMILY WEEKLY	11468	10575	14.8	92.2	104	2541	13.9	22.2	98	3449	15.5	30.1	110	4584	14.7	40.0	104
FIELD & STREAM	2234	2039	2.8	91.3	103	657	3.6	29.4	130	675	3.0	30.2	110	706	2.3	31.6	82
FOOD & WINE	579	511	0.7	88.3	100	*118	0.6	20.4	90	*173	0.8	29.9	109	*220	0.7	38.0	99
FORBES	728	660	0.9	90.7	102	*235	1.3	32.3	143	*143	0.6	19.6	72	281	0.9	38.6	100
FORTUNE	906	815	1.1	90.0	102	*289	1.6	31.9	141	*157	0.7	17.3	63	370	1.2	40.8	106
GENTLEMEN'S QUARTERLY	791	635	0.9	80.3	91	*241	1.3	30.5	135	*133	0.6	16.8	61	261	0.8	33.0	86
GLAMOUR	5265	4720	6.6	89.6	101	1351	7.4	25.7	113	1390	6.3	26.4	96	1979	6.4	37.6	98
GOLF DIGEST	636	618	0.9	97.2	110	*144	0.8	22.6	100	*213	1.0	33.5	122	*261	0.8	41.0	107
GOLF DIGEST/TENNIS (GROSS)	1186	1087	1.5	91.7	104	*249	1.4	21.0	93	379	1.7	32.0	117	459	1.5	38.7	101
GOLF MAGAZINE	441	433	0.6	98.2	111	*111	0.6	25.2	111	*155	0.7	35.1	128	*167	0.5	37.9	98
GOLF MAGAZINE/SKI (GROSS)	922	879	1.2	95.3	108	*194	1.1	21.0	93	287	1.3	31.1	114	398	1.3	43.2	112
GOOD HOUSEKEEPING	16487	15127	21.1	91.8	104	4092	22.3	24.8	110	5077	22.9	30.8	112	5959	19.1	36.1	94
HARPER'S BAZAAR	2423	2181	3.0	90.0	102	685	3.7	28.3	125	577	2.6	23.8	87	919	3.0	37.9	99
HEALTH	1994	1856	2.6	93.1	105	493	2.7	24.7	109	538	2.4	27.0	98	825	2.6	41.4	108
HEARST MAG CORP. BUY (GROSS)	44101	40373	56.3	91.5	103	11265	61.4	25.5	113	13195	59.5	29.9	109	15913	51.1	36.1	94
HEARST MAN POWER (GROSS)	1993	1774	2.5	89.0	101	609	3.3	30.6	135	472	2.1	23.7	86	693	2.2	34.8	90
HEARST WOMAN POWER (GROSS)	31274	28707	40.1	91.8	104	7868	42.9	25.2	111	9655	43.5	30.9	113	11184	35.9	35.8	93
HOUSE BEAUTIFUL	3623	3331	4.6	91.9	104	940	5.1	25.9	115	1039	4.7	28.7	105	1352	4.3	37.3	97
INC.	283	255	0.4	90.1	102	**108	0.6	38.2	169	*662	0.3	21.9	80	**86	0.3	30.4	79
JET	2928	2325	3.2	79.4	90	788	4.3	26.9	119	*81	3.1	23.3	85	856	2.7	29.2	76
LADIES' HOME JOURNAL	11918	10963	15.3	92.0	104	3086	16.8	25.9	114	3519	15.9	29.5	108	4358	14.0	36.6	95
LHJ FAMILY GRP COMBO(GROSS)	16764	15425	21.5	92.0	104	4196	22.9	25.0	111	4959	22.4	29.6	108	6270	20.1	37.4	97
LIFE	4254	3723	5.2	87.5	99	1097	6.0	25.8	114	1270	5.7	29.9	109	1356	4.4	31.9	83
L.A. TIMES HOME MAGAZINE	1145	992	1.4	86.6	98	*259	1.4	22.6	100	*243	1.1	21.2	77	490	1.6	42.8	111
MADEMOISELLE	2884	2677	3.7	92.8	105	843	4.6	29.2	129	776	3.5	26.9	98	1058	3.4	36.7	95
MC CALL'S	13460	12183	17.0	90.5	102	3464	18.9	25.7	114	4063	18.3	30.2	110	4656	15.0	34.6	90
MC CALL'S/MRK MOTHER (GROSS)	14606	13184	18.4	90.3	102	3716	20.3	25.4	112	4470	20.1	30.6	112	4998	16.1	34.2	89
MECHANIX ILLUSTRATED	772	661	0.9	85.6	97	*205	1.1	26.6	117	*195	0.9	25.3	92	*262	0.8	33.9	88
METROPOLITAN HOME	967	831	1.2	85.9	97	*143	0.8	14.8	65	318	1.4	32.9	120	370	1.2	38.3	100
MONEY	1588	1439	2.0	90.6	102	484	2.6	30.5	135	278	1.3	17.5	64	678	2.2	42.7	111
MOTHER EARTH NEWS	1002	908	1.3	90.6	102	*230	1.3	23.0	101	262	1.2	26.1	95	416	1.3	41.5	108
MS.	825	745	1.0	90.3	102	*200	1.1	24.2	107	*169	0.8	20.5	75	375	1.2	45.5	118
NATIONAL ENQUIRER	10336	9202	12.8	89.0	101	2779	15.2	26.9	119	2981	13.4	28.8	105	3441	11.1	33.3	87
NATIONAL GEOGRAPHIC	9597	8564	12.0	89.2	101	2295	12.5	23.9	106	2627	11.8	27.4	100	3642	11.7	37.9	99
NATIONAL SUNDAY MAGAZINE PKG	49558	44536	62.1	89.9	102	12178	66.4	24.6	109	14066	63.4	28.4	104	18292	58.7	36.9	96
NATURAL HISTORY	573	522	0.7	91.1	103	*101	0.6	17.6	78	*122	0.5	21.3	78	299	1.0	52.2	136
NEW WOMAN	1699	1514	2.1	89.1	101	393	2.1	23.1	102	483	2.2	28.4	104	638	2.0	37.6	98
NEW YORK INCLUDING CUE	443	396	0.6	89.4	101	*126	0.7	28.4	126	**55	0.2	12.4	45	214	0.7	48.3	126
THE NEW YORKER	1270	1131	1.6	89.1	101	264	1.4	20.8	92	317	1.4	25.0	91	550	1.8	43.3	113
NEWSWEEK	6277	5651	7.9	90.0	102	1395	7.6	22.2	98	1960	8.8	31.2	114	2296	7.4	36.6	95
THE N.Y. TIMES DAILY EDITION	1205	1108	1.5	92.0	104	313	1.7	26.0	115	352	1.6	29.2	107	444	1.4	36.8	96
THE N.Y. TIMES MAGAZINE	2081	1874	2.6	90.1	102	556	3.0	26.7	118	549	2.5	26.4	96	769	2.5	37.0	96
OMNI	788	669	0.9	84.9	96	*142	0.8	18.0	80	*151	0.7	19.2	70	376	1.2	47.7	124
ON CABLE	1158	1039	1.4	89.7	101	395	2.2	34.1	151	374	1.7	32.3	118	270	0.9	23.3	61
1001 HOME IDEAS	2852	2605	3.6	91.3	103	618	3.4	21.7	96	901	4.1	31.6	115	1087	3.5	38.1	99
ORGANIC GARDENING	1658	1528	2.1	92.2	104	413	2.3	24.9	110	455	2.1	27.4	100	660	2.1	39.8	104
OUTDOOR LIFE	896	816	1.1	91.1	103	*200	1.1	22.3	99	301	1.4	33.6	123	315	1.0	35.2	91
PARADE MAGAZINE	24275	21764	30.4	89.7	101	6258	34.1	25.8	114	6872	31.0	28.3	103	8634	27.7	35.6	93

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	71659	100.0	88.5	100	18334	100.0	22.6	100	22186	100.0	27.4	100	31139	100.0	38.4	100
PARENTS	3845	3389	4.7	88.1	100	944	5.1	24.6	108	1172	5.3	30.5	111	1273	4.1	33.1	86
PENHOUSE	831	682	1.0	82.1	93	*189	1.0	22.7	100	*183	0.8	22.0	80	*310	1.0	37.3	97
PEOPLE	11645	10490	14.6	90.1	102	2819	15.4	24.2	107	3521	15.9	30.2	110	4150	13.3	35.6	93
PLAYBOY	2006	1703	2.4	84.9	96	394	2.1	19.6	87	528	2.4	26.3	96	780	2.5	38.9	101
POPULAR HOT RODDING	297	260	0.4	87.5	99	*72	0.4	24.2	107	*70	0.3	23.6	86	*118	0.4	39.7	103
POPULAR MECHANICS	1018	901	1.3	88.5	100	*349	1.9	34.3	151	*205	0.9	20.1	74	347	1.1	34.1	89
POPULAR SCIENCE	878	775	1.1	88.3	100	*216	1.2	24.6	109	*248	1.1	28.2	103	311	1.0	35.4	92
PREVENTION	3913	3648	5.1	93.2	105	952	5.2	24.3	107	1023	4.6	26.1	95	1673	5.4	42.8	111
PSYCHOLOGY TODAY	1710	1577	2.2	92.0	104	481	2.6	28.1	124	419	1.9	24.5	89	677	2.2	39.6	103
READER'S DIGEST	22204	20206	28.2	91.0	103	5112	27.9	23.0	102	6401	28.9	28.8	105	8692	27.9	39.1	102
REDBOOK	7684	7191	10.0	93.6	106	1854	10.1	24.1	107	2575	11.6	33.5	122	2762	8.9	35.9	93
ROAD & TRACK	410	355	0.5	86.6	98	*159	0.9	38.8	171	*68	0.3	16.6	61	*128	0.4	31.2	81
ROLLING STONE	969	838	1.2	86.5	98	*305	1.7	31.5	139	264	1.2	27.2	99	269	0.9	27.8	72
RUNNER'S WORLD	298	293	0.4	88.3	111	*76	0.4	25.5	113	*52	0.2	17.4	64	*165	0.5	55.4	144
SATURDAY EVENING POST	1169	1033	1.4	88.4	100	211	1.2	18.0	80	384	1.7	32.8	120	439	1.4	37.6	98
SCIENCE 84	587	512	0.7	87.2	99	*215	1.2	36.6	162	*113	0.5	19.3	70	*184	0.6	31.3	82
SCIENCE DIGEST	482	442	0.6	91.7	104	*146	0.8	30.3	134	*110	0.5	22.8	83	*186	0.6	38.6	100
SCIENTIFIC AMERICAN	594	527	0.7	88.7	100	*139	0.8	23.4	103	*151	0.7	25.4	93	*238	0.8	40.1	104
SELF	2089	1845	2.6	88.3	100	519	2.8	24.8	110	552	2.5	26.4	96	774	2.5	37.1	96
SEVENTEEN	2411	2115	3.0	87.7	99	742	4.0	30.8	136	612	2.8	25.4	93	762	2.4	31.6	82
SKI	480	446	0.6	92.9	105	*83	0.5	17.3	76	*132	0.6	27.5	100	*231	0.7	48.1	125
SMITHSONIAN	2760	2486	3.5	90.1	102	507	2.8	18.4	81	832	3.8	30.1	110	1147	3.7	41.6	108
SOAP OPERA DIGEST	3013	2642	3.7	87.7	99	940	5.1	31.2	138	940	4.2	31.2	114	762	2.4	25.3	66
SOUTHERN LIVING	4184	3810	5.3	91.1	103	1051	5.7	25.1	111	1412	6.4	33.7	123	1347	4.3	32.2	84
SPORT	559	440	0.6	78.7	89	*134	0.7	24.0	106	*133	0.6	23.8	87	*174	0.6	31.1	81
THE SPORTING NEWS	436	370	0.5	84.9	96	*144	0.8	33.0	146	*143	0.6	32.8	120	*84	0.3	19.3	50
SPORTS AFIELD	493	431	0.6	87.4	99	*114	0.6	23.1	102	*158	0.7	32.0	117	*159	0.5	32.3	84
SPORTS ILLUSTRATED	2758	2514	3.5	91.2	103	714	3.9	25.9	114	775	3.5	31.2	103	1026	3.3	37.2	97
STAR	7456	6756	9.4	90.6	102	2235	12.2	30.0	132	2157	9.7	28.9	106	2365	7.6	31.7	82
SUNDAY	24936	22123	30.9	88.7	100	6374	34.8	25.6	113	6622	29.8	26.6	97	9126	29.3	36.6	95
SUNSET	2124	1935	2.7	91.1	103	*297	1.6	14.0	62	617	2.8	29.0	106	1022	3.3	48.1	125
TV GUIDE	21661	19383	27.0	88.5	101	5220	28.5	24.1	106	6705	30.2	31.0	113	7458	24.0	34.4	90
TENNIS	550	469	0.7	85.3	96	*105	0.6	19.1	84	*164	0.7	30.2	110	*198	0.6	36.0	94
TIME	8880	7972	11.1	89.8	101	2164	11.8	24.4	108	2519	11.4	28.4	104	3289	10.6	37.0	96
TOWN & COUNTRY	917	836	1.2	91.2	103	*205	1.1	22.4	99	235	1.1	25.6	94	396	1.3	43.2	112
TRAVEL & LEISURE	972	901	1.3	92.7	105	*190	1.0	19.5	86	302	1.4	31.1	113	409	1.3	42.1	109
TRUE STORY	3356	2936	4.1	87.5	99	853	4.7	25.4	112	1018	4.6	30.3	111	1065	3.4	31.7	83
U.S. NEWS & WORLD REPORT	3410	3002	4.2	88.0	99	782	4.3	22.9	101	981	4.4	28.8	105	1238	4.0	36.3	94
USA TODAY	1759	1608	2.2	91.4	103	494	2.7	28.1	124	495	2.2	28.1	103	618	2.0	35.1	91
US	1873	1721	2.4	91.9	104	469	2.6	25.0	111	590	2.7	31.5	115	662	2.1	35.3	92
VOGUE	3909	3365	4.7	86.1	97	1024	5.6	26.2	116	942	4.2	24.1	88	1399	4.5	35.8	93
WALL STREET JOURNAL	1886	1722	2.4	91.3	103	473	2.6	25.1	111	459	2.1	24.3	89	790	2.5	41.9	109
WEIGHT WATCHERS	2120	1911	2.7	90.1	102	511	2.8	24.1	106	581	2.6	27.4	100	819	2.6	38.6	100
WOMAN'S DAY	14172	13052	18.2	92.1	104	3935	21.5	27.8	123	4144	18.7	29.2	107	4973	16.0	35.1	91
WORKING WOMAN	1146	1001	1.4	87.3	99	*251	1.4	21.9	97	408	1.8	35.6	130	342	1.1	29.8	78
WORKING WOMAN	1322	1212	1.7	91.7	104	326	1.8	24.7	109	391	1.8	29.6	108	496	1.6	37.5	98
WORLD TENNIS	*163	*154	0.2	94.5	107	*57	0.3	35.0	154	*45	0.2	27.6	101	*52	0.2	31.9	83
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2239	3.1	88.4	100	625	3.4	24.7	109	779	3.5	30.8	112	835	2.7	33.0	86
BLAIR INSERTS	43657	39108	54.6	89.6	101	10835	59.1	24.8	110	12257	55.2	28.1	102	16015	51.4	36.7	95
DAILY NEWSPAPERS																	
READ ANY	51633	46243	64.5	89.6	101	12417	67.7	24.0	106	14667	66.1	28.4	104	19159	61.5	37.1	97
READ ONE	43463	38802	54.1	89.3	101	10201	55.6	23.5	104	12326	55.6	28.4	104	16276	52.3	37.4	97
READ TWO OR MORE	8170	7440	10.4	91.1	103	2217	12.1	27.1	120	2341	10.6	28.7	105	2883	9.3	35.3	92
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	47394	66.1	90.0	102	12863	70.2	24.4	108	14993	67.6	28.5	104	19538	62.7	37.1	96
READ ONE	46126	41378	57.7	89.7	101	11042	60.2	23.9	106	13058	58.9	28.3	103	17278	55.5	37.5	97
READ TWO OR MORE	6552	6016	8.4	91.8	104	1821	9.9	27.8	123	1934	8.7	29.5	108	2260	7.3	34.5	90
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.03				27.20				28.03				28.52			
30 DAY REACH	71455	63142	88.1	88.4	100	16107	87.9	22.5	100	19616	88.4	27.5	100	27419	88.1	38.4	100
50 SHWG - 30 DAY AV FREQ	14.56	14.78				14.35				14.74				15.07			
30 DAY REACH	67742	60032	83.8	88.6	100	15317	83.5	22.6	100	18669	84.1	27.6	101	26047	83.6	38.5	100
25 SHWG - 30 DAY AV FREQ	7.94	8.06				7.84				8.16				8.11			
30 DAY REACH	62117	55060	76.8	88.6	100	13988	76.3	22.5	99	16877	76.1	27.2	99	24195	77.7	39.0	101
CABLE TV: HOME WIRED	32077	29128	40.6	90.8	103	7842	42.8	24.4	108	9660	43.5	30.1	110	11626	37.3	36.2	94
HOME NOT WIRED	48909	42532	59.4	87.0	98	10493	57.2	21.5	95	12526	56.5	25.6	93	19513	62.7	39.9	104
HAVE PAY CABLE	15935	14452	20.2	90.7	102	4156	22.7	26.1	115	4917	22.2	30.9	113	5380	17.3	33.8	88

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	71659	100.0	88.5	100	18334	100.0	22.6	100	22186	100.0	27.4	100	31139	100.0	38.4	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	39147	54.6	89.1	101	10064	54.9	22.9	101	12253	55.2	27.9	102	16831	54.1	38.3	100
10:00 AM - 3:00 PM	30659	27550	38.4	89.9	102	7088	38.7	23.1	102	8786	39.6	28.7	105	11676	37.5	38.1	99
3:00 PM - 7:00 PM	31045	27597	38.5	88.9	100	7229	39.4	23.3	103	8591	38.7	27.7	101	11776	37.8	37.9	99
7:00 PM - MIDNIGHT	15767	14068	19.6	89.2	101	3365	18.4	21.3	94	4205	19.0	26.7	97	6498	20.9	41.2	107
MIDNIGHT - 6:00 AM	9120	8096	11.3	88.8	100	1969	10.7	21.6	95	2549	11.5	27.9	102	3578	11.5	39.2	102
6:00 AM - MIDNIGHT	58527	52195	72.8	89.2	101	13474	73.5	23.0	102	16347	73.7	27.9	102	22375	71.9	38.2	99
ENTIRE DAY	59311	52868	73.8	89.1	101	13669	74.6	23.0	102	16567	74.7	27.9	102	22632	72.7	38.2	99
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	14582	20.3	90.2	102	3583	19.5	22.2	98	4493	20.3	27.8	101	6506	20.9	40.2	105
ALL NEWS	2256	1968	2.7	87.2	99	568	3.1	25.2	111	541	2.4	24.0	88	859	2.8	38.1	99
AOR/PROGRESSIVE	3874	3498	4.9	90.3	102	830	4.5	21.4	95	1101	5.0	28.4	104	1567	5.0	40.4	105
BEAUTIFUL MUSIC	5660	5089	7.1	89.9	102	1433	7.8	25.3	112	1666	7.5	29.4	107	1990	6.4	35.2	91
BLACK	2204	1838	2.6	83.4	94	579	3.2	26.3	116	642	2.9	29.1	106	617	2.0	28.0	73
CLASSICAL	1418	1290	1.8	91.0	103	*286	1.6	20.2	89	397	1.8	28.0	102	607	1.9	42.8	111
CHR/ROCK	9538	8556	11.9	89.7	101	2238	12.2	23.5	104	2946	13.3	30.9	113	3373	10.8	35.4	92
COUNTRY	12648	11311	15.8	89.4	101	2959	16.1	23.4	103	3585	16.2	28.3	103	4767	15.3	37.7	98
GOLDEN OLDIES	1191	1016	1.4	85.3	96	*248	1.4	20.8	92	326	1.5	27.4	100	443	1.4	37.2	97
MOR/NOSTALGIA	4757	4334	6.0	91.1	103	1015	5.5	21.3	94	1180	5.3	24.8	91	2138	6.9	44.9	117
NEWS/TALK	3863	3415	4.8	88.4	100	790	4.3	20.5	90	965	4.3	25.0	91	1660	5.3	43.0	112
RELIGIOUS	3084	2638	3.7	85.5	97	589	3.2	19.1	84	681	3.1	22.1	81	1368	4.4	44.4	115
SOFT ROCK	521	451	0.6	86.6	98	*154	0.8	29.6	131	*160	0.7	30.7	112	*137	0.4	26.3	68
URBAN CONTEMPORARY	1585	1320	1.8	83.3	94	453	2.5	28.6	126	401	1.8	25.3	92	467	1.5	29.5	77
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2887	4.0	88.5	100	764	4.2	23.4	103	997	4.5	30.6	112	1126	3.6	34.5	90
ABC DIRECTION	2316	2087	2.9	90.1	102	671	3.7	29.0	128	644	2.9	27.8	102	772	2.5	33.3	87
ABC ENTERTAINMENT	4834	4328	6.0	89.5	101	1283	7.0	26.5	117	1267	5.7	26.2	96	1777	5.7	36.8	96
ABC FM	2202	1917	2.7	87.1	98	517	2.8	23.5	104	638	2.9	29.0	106	762	2.4	34.6	90
ABC INFORMATION	5425	4888	6.8	90.1	102	1034	5.6	19.1	84	1465	6.6	27.0	99	2389	7.7	44.0	115
ABC ROCK	1677	1482	2.1	88.4	100	351	1.9	20.9	92	546	2.5	32.6	119	585	1.9	34.9	91
CBS	4430	3983	5.6	89.9	102	872	4.8	19.7	87	1126	5.1	25.4	93	1985	6.4	44.8	117
MUTUAL	4992	4544	6.3	91.0	103	1215	6.6	24.3	108	1379	6.2	27.6	101	1951	6.3	39.1	102
NBC	4679	4151	5.8	88.7	100	943	5.1	20.2	89	1444	6.5	30.9	113	1763	5.7	37.7	98
RADIORADIO	1994	1800	2.5	90.3	102	510	2.8	25.6	113	615	2.8	30.8	113	675	2.2	33.9	88
RKO ONE	2298	1942	2.7	84.5	96	474	2.6	20.6	91	677	3.1	29.5	108	791	2.5	34.4	90
RKO TWO	3311	2916	4.1	88.1	100	842	4.6	25.4	112	933	4.2	28.2	103	1141	3.7	34.5	90
THE SOURCE	2114	1965	2.7	93.0	105	654	3.6	30.9	137	542	2.4	25.6	94	770	2.5	36.4	95
MON-WIRED : BLAIR	8654	7786	10.9	90.0	102	1975	10.8	22.8	101	2454	11.1	28.4	104	3357	10.8	38.8	101
INTERNET	12025	10779	15.0	89.6	101	2843	15.5	23.6	104	3539	16.0	29.4	107	4397	14.1	36.6	95
KATZ RADIO GROUP	15359	13642	19.0	88.8	100	3603	19.7	23.5	104	3980	17.9	25.9	95	6058	19.5	39.4	103
SUPERNET	10628	9665	13.5	90.9	103	2289	12.5	21.5	95	3213	14.5	30.2	110	4164	13.4	39.2	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	7525	10.5	86.9	98	1864	10.2	21.5	95	2260	10.2	26.1	95	3401	10.9	39.3	102
WKDAY 9:00 AM - 1:00 PM	12163	10571	14.8	86.9	98	2851	15.6	23.4	104	3099	14.0	25.5	93	4620	14.8	38.0	99
WKDAY 1:00 PM - 4:30 PM	16150	14106	19.7	87.3	99	3763	20.5	23.3	103	4453	20.1	27.6	101	5890	18.9	36.5	95
WKDAY 4:30 PM - 7:30 PM	22463	19825	27.7	88.3	100	5270	28.7	23.5	104	6069	27.4	27.0	99	8487	27.3	37.8	98
WKDAY 7:30 PM - 8:00 PM	31795	28120	39.2	88.4	100	7428	40.5	23.4	103	8727	39.3	27.4	100	11966	38.4	37.6	98
WKDAY 11:00 PM - 11:30 PM	23977	21415	29.9	89.3	101	5704	31.1	23.8	105	6513	29.4	27.2	99	9198	29.5	38.4	100
WKDAY 11:30 PM - 1:00 AM	7703	6840	9.5	88.8	100	1784	9.7	23.2	102	2233	10.1	29.0	106	2822	9.1	36.6	95
M-SAT 8-11 PM-SUN 7-11 PM	33800	30020	41.9	88.8	100	8014	43.7	23.7	105	9328	42.0	27.6	101	12678	40.7	37.5	98
WKDY DAYTIME NTKM 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	5848	8.2	89.4	101	1742	9.5	26.6	118	1746	7.9	26.7	97	2361	7.6	36.1	94
ANOTHER WORLD	N 4620	3995	5.6	86.5	98	1124	6.1	24.3	107	1259	5.7	27.3	99	1613	5.2	34.9	91
AS THE WORLD TURNS	C 5614	4887	6.8	87.1	98	1279	7.0	22.8	101	1607	7.2	28.6	104	2001	6.4	35.6	93
CAPITOL	C 3396	2870	4.0	84.5	96	741	4.0	21.8	96	938	4.2	27.6	101	1191	3.8	35.1	91
CBS MORN. NEWS 1	C 1446	1213	1.7	83.9	95	279	1.5	19.3	85	382	1.7	26.4	96	551	1.8	38.1	99
CBS MORN. NEWS 2	C 1207	1019	1.4	84.4	95	222	1.2	18.4	81	321	1.4	26.6	97	477	1.5	39.5	103
DAYS OF OUR LIVES	N 5877	5125	7.2	87.2	99	1255	6.8	21.4	94	1832	8.3	31.2	114	2038	6.5	34.7	90
FACTS OF LIFE - DAYTIME	N 2290	1871	2.6	81.7	92	447	2.4	19.5	86	510	2.3	22.3	81	914	2.9	39.9	104
FAMILY FEUD	A 3023	2622	3.7	86.7	98	640	3.5	21.2	94	791	3.6	26.2	96	1191	3.8	39.4	102
GENERAL HOSPITAL	A 6097	5440	7.6	89.2	101	1440	7.9	23.6	104	1752	7.9	28.7	105	2247	7.2	36.9	96
GOOD MORNING, AMERICA-730	A 3515	3122	4.4	88.8	100	720	3.9	20.5	90	868	3.9	24.7	90	1534	4.9	43.6	114
GOOD MORNING, AMERICA-830	A 2818	2575	3.6	91.4	103	695	3.8	24.7	109	760	3.4	27.0	98	1120	3.6	39.7	103
GUIDING LIGHT	C 5339	4552	6.4	85.3	96	1213	6.6	22.7	100	1447	6.5	27.1	99	1892	6.1	35.4	92
ONE LIFE TO LIVE	A 4478	3984	5														

	TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	71659	100.0	88.5	100	18334	100.0	22.6	100	22186	100.0	27.4	100	31139	100.0	38.4	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	23261	32.5	89.2	101	5964	32.5	22.9	101	7127	32.1	27.3	100	10170	32.7	39.0	101
NETWORK AFFILIATES - LATE	20261	18182	25.4	89.7	101	4814	26.3	23.8	105	5490	24.7	27.1	99	7879	25.3	38.9	101
INDEPENDENTS - LATE	2076	1799	2.5	86.7	98	530	2.9	25.5	113	513	2.3	24.7	90	756	2.4	36.4	95
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	10453	9336	13.0	89.3	101	2474	13.5	23.7	105	3146	14.2	30.1	110	3716	11.9	35.5	92
ABC MONDAY NIGHT MOVIE	A 6412	5793	8.1	90.3	102	1471	8.0	22.9	101	1671	7.5	26.1	95	2651	8.5	41.3	108
ABC SUNDAY NIGHT MOVIE	A 12407	10950	15.3	88.3	100	2686	14.7	21.6	96	3393	15.3	27.3	100	4871	15.6	39.3	102
ABC WORLD NEWS TONIGHT	A 6176	5663	7.9	91.7	104	1479	8.1	23.9	106	1778	8.0	28.8	105	2407	7.7	39.0	101
AFTERMASH	A 5863	5191	7.2	88.5	100	1356	7.4	23.1	102	1504	6.8	25.7	94	2331	7.5	39.8	103
ALICE	C 9594	8483	11.8	88.4	100	2226	12.1	23.2	102	2478	11.2	25.8	94	3779	12.1	39.4	102
AMERICAN PARADE	C 6622	5906	8.2	89.2	101	1461	8.0	22.1	97	1723	7.8	26.0	95	2722	8.7	41.1	107
BENSON	A 10886	9629	13.4	88.5	100	2588	14.1	23.8	105	2837	12.8	26.1	95	4204	13.5	38.6	100
BLUE THUNDER	A 5036	4509	6.3	89.5	101	1111	6.1	22.1	97	1512	6.8	30.0	110	1886	6.1	37.5	97
CAGNEY & LACEY	C 9965	9029	12.6	90.6	102	2326	12.7	23.3	103	2786	12.6	28.0	102	3918	12.6	39.3	102
CBS EVENING NEWS-DEAN	C 3491	3033	4.2	86.9	98	789	4.3	22.6	100	855	3.9	24.5	89	1388	4.5	39.8	103
CBS EVENING NEWS-RATHER	C 7123	6251	8.7	87.8	99	1445	7.9	20.3	90	1738	7.8	24.4	89	3067	9.8	43.1	112
CBS SAT. NEWS-SCHIEFFER	C 3621	3174	4.4	87.7	99	797	4.3	22.0	97	764	3.4	21.1	77	1613	5.2	44.5	116
CBS SATURDAY NIGHT MOVIE	C 5436	4873	6.8	89.6	101	1209	6.6	22.2	98	1620	7.3	29.8	109	2045	6.6	37.6	98
CBS WEDNESDAY NIGHT MOVIE	C 6100	5387	7.5	88.3	100	1337	7.3	21.9	97	1603	7.2	26.3	96	2447	7.9	40.1	104
CHEERS	N 8889	8085	11.3	91.0	103	2307	12.6	26.0	115	2437	11.0	27.4	100	3341	10.7	37.6	98
DALLAS	C 22109	20103	28.1	90.9	103	5683	31.0	25.7	114	6239	28.1	28.2	103	8182	26.3	37.0	96
DIFF'RENT STROKES	N 6940	6070	8.5	87.5	99	1744	9.5	25.1	111	1727	7.8	24.9	91	2599	8.3	37.4	97
DOUBLE TROUBLE	N 7223	6345	8.9	87.8	99	1740	9.5	24.1	106	1935	8.7	26.8	98	2670	8.6	37.0	96
DUCK FACTORY	N 5595	5101	7.1	91.2	103	1338	7.3	23.9	106	1546	7.0	27.6	101	2216	7.1	39.6	103
DUKES OF HAZZARD	C 5768	5168	7.2	89.6	101	1262	6.9	21.9	97	1687	7.6	29.2	107	2219	7.1	38.5	100
DYNASTY	A 20053	17799	24.8	88.8	100	4884	26.6	24.4	108	5516	24.9	27.5	100	7399	23.8	36.9	96
FACTS OF LIFE	N 8087	7135	10.0	88.2	100	1949	10.6	24.1	106	2328	10.5	28.8	105	2858	9.2	35.3	92
FALCON CREST	C 20046	18256	25.5	91.1	103	5247	28.6	26.2	116	5603	25.3	28.0	102	7407	23.8	37.0	96
FALL GUY	A 9084	8112	11.3	89.3	101	2138	11.7	23.5	104	2566	11.6	28.2	103	3408	10.9	37.5	98
FAMILY TIES	N 7964	7057	9.8	88.6	100	2038	11.1	25.6	113	2108	9.5	26.5	97	2911	9.3	36.6	95
FANTASY ISLAND	A 7687	6626	9.2	86.2	97	1879	10.2	24.4	108	1978	8.9	25.7	94	2769	8.9	36.0	94
FOULUPS, BLEEP & BLUNDERS	A 8861	7904	11.0	89.2	101	2081	11.4	23.5	104	2447	11.0	27.6	101	3375	10.8	38.1	99
FOUR SEASONS	C 5095	4523	6.3	88.8	100	1241	6.8	24.4	108	1294	5.8	25.4	93	1988	6.4	39.0	101
GIMME A BREAK	N 8838	7737	10.8	87.5	99	2096	11.4	23.7	105	2238	10.1	25.3	92	3404	10.9	38.5	100
HART TO HART	A 8978	8038	11.2	89.5	101	2180	11.9	24.3	107	2387	10.8	26.6	97	3471	11.1	38.7	101
HILL STREET BLUES	N 8590	7633	10.7	88.9	100	1919	10.5	22.3	99	2503	11.3	29.1	106	3210	10.3	37.4	97
HOTEL	A 14085	12681	17.7	90.0	102	3535	19.3	25.1	111	3849	17.3	27.3	100	5298	17.0	37.6	98
JEFFERSONS	C 9360	8218	11.5	87.8	99	2189	11.9	23.4	103	2408	10.9	25.7	94	3621	11.6	38.7	101
JENNIFER SLEPT HERE	N 5841	5132	7.2	87.9	99	1532	8.4	26.2	116	1434	6.5	24.6	90	2166	7.0	37.1	96
KATE & ALLIE	C 9206	8319	11.6	90.4	102	2369	12.9	25.7	114	2384	10.7	25.9	95	3567	11.5	38.7	101
KNIGHT RIDER	N 7076	6329	8.8	89.4	101	1650	9.0	23.3	103	1948	8.8	27.5	100	2732	8.8	38.6	100
LOVE BOAT	A 12219	10614	14.8	86.9	98	2976	16.2	24.4	108	3050	13.7	25.0	91	4589	14.7	37.6	98
MAGNUM PI	C 11199	10063	14.0	89.9	102	2893	15.8	25.8	114	2974	13.4	26.6	97	4196	13.5	37.5	97
MAMA'S FAMILY	N 6057	5376	7.5	88.8	100	1333	7.3	22.0	97	1709	7.7	28.2	103	2335	7.5	38.6	100
MASTER, THE	N 3598	3092	4.3	85.9	97	982	5.4	27.3	121	881	4.0	24.5	89	1229	3.9	34.2	89
MATT HOUSTON	A 6344	5641	7.9	88.9	100	1386	7.6	21.8	97	1658	7.5	26.1	95	2597	8.3	40.9	106
NBC MONDAY NIGHT MOVIE	N 11994	10554	14.7	88.0	99	2646	14.4	22.1	97	3374	15.2	28.1	103	4534	14.6	37.8	98
NBC NIGHTLY NEWS	N 5132	4621	6.4	90.0	102	1249	6.8	24.3	108	1433	6.5	27.9	102	1939	6.2	37.8	98
NBC NIGHTLY NEWS-SAT	N 3375	2993	4.2	88.7	100	791	4.3	23.4	104	900	4.1	26.7	97	1302	4.2	38.6	100
NBC NIGHTLY NEWS-SUN	N 3130	2740	3.8	87.5	99	694	3.8	22.2	85	727	3.3	23.2	85	1319	4.2	42.1	110
NBC SUNDAY NIGHT MOVIE	N 8284	7226	10.1	87.2	99	1871	10.2	23.6	100	2384	10.7	28.8	105	2970	9.5	35.9	93
NEW HART	C 9240	8324	11.6	90.1	102	2161	11.8	23.4	103	2593	11.7	28.1	102	3569	11.5	38.6	100
ONE DAY AT A TIME	C 7288	6454	9.0	88.6	100	1496	8.2	20.5	91	1965	8.9	27.0	98	2993	9.6	41.1	107
PEOPLE ARE FUNNY	N 4855	4338	6.1	89.4	101	1151	6.3	23.7	105	1292	5.8	26.6	97	1895	6.1	39.0	102
REAL PEOPLE	N 8869	7946	11.1	89.6	101	2292	12.5	25.8	114	2366	10.7	26.7	97	3288	10.6	37.1	96
REMINGTON STEELE	N 7743	6858	9.6	88.6	100	1886	10.3	24.4	108	2214	10.0	28.6	104	2758	8.9	35.6	93
RIPLEY'S BELIEVE IT - NOT	A 5345	4854	6.8	90.8	103	1105	6.0	20.7	91	1516	6.8	28.4	104	2233	7.2	41.8	109
RIPTIDE	N 6988	6322	8.8	90.5	102	1644	9.0	23.5	104	2092	9.4	29.9	109	2586	8.3	37.0	96
SCARECROW & MRS. KING	C 10002	8864	12.4	88.6	100	2308	12.6	23.1	102	2551	11.5	25.5	93	4006	12.9	40.1	104
SINON & SIMON	C 10638	9566	13.3	89.9	102	2479	13.5	23.3	103	2715	12.2	25.5	93	4372	14.0	41.1	107
60 MINUTES	C 13293	11788	16.5	88.7	100	2904	15.8	21.8	96	3507	15.8	26.4	96	5376	17.3	40.4	105
ST. ELSEWHERE	N 7017	6265	8.7	89.3	101	1614	8.8	23.0	102	2064	9.3	29.4	107	2588	8.3	36.9	96
THREE'S COMPANY	A 10917	9744	13.6	89.3	101	2837	15.5	26.0	115	2885	13.0	26.4					

	TOTAL U.S. '000	PATTERNED				PLAIN COLORED				PLAIN WHITE				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	49580	100.0	61.2	100	23702	100.0	29.3	100	27189	100.0	33.6	100				
18 - 24	9282	5210	10.5	56.1	92	2982	12.6	32.1	110	2613	9.6	28.2	84				
25 - 34	19072	12519	25.3	65.6	107	6058	25.6	31.8	109	6723	24.7	35.3	105				
35 - 44	14591	9210	18.6	63.1	103	4843	20.4	33.2	113	4817	17.7	33.0	98				
45 - 54	11345	7418	15.0	65.4	107	3440	14.5	30.3	104	3936	14.5	34.7	103				
55 - 64	11635	7234	14.6	62.2	102	3079	13.0	26.5	90	3966	14.6	34.1	102				
65 OR OLDER	15061	7990	16.1	53.1	87	3301	13.9	21.9	75	5135	18.9	34.1	102				
18 - 34	28354	17728	35.8	62.5	102	9039	38.1	31.9	109	9336	34.3	32.9	98				
18 - 49	48339	30504	61.5	63.1	103	15640	66.0	32.4	111	15915	58.5	32.9	98				
25 - 54	45008	29146	58.8	64.8	106	14340	60.5	31.9	109	15475	56.9	34.4	102				
35 - 49	19985	12775	25.8	63.9	104	6600	27.8	33.0	113	6579	24.2	32.9	98				
50 OR OLDER	32647	19076	38.5	58.4	95	8063	34.0	24.7	84	11274	41.5	34.5	103				
GRADUATED COLLEGE	11155	7612	15.4	68.2	111	3639	15.4	32.6	111	4247	15.6	38.1	113				
ATTENDED COLLEGE	13682	9048	18.2	66.1	108	4374	18.5	32.0	109	4750	17.5	34.7	103				
GRADUATED HIGH SCHOOL	33880	21777	43.9	64.3	105	10238	43.2	30.2	103	11424	42.0	33.7	100				
DID NOT GRADUATE HIGH SCHOOL	22270	11143	22.5	50.0	82	5451	23.0	24.5	84	6769	24.9	30.4	91				
EMPLOYED	40306	26515	53.5	65.8	107	12306	51.9	30.5	104	13460	49.5	33.4	99				
EMPLOYED FULL-TIME	32850	21652	43.7	65.9	108	10021	42.3	30.5	104	10856	39.9	33.0	98				
EMPLOYED PART-TIME	7456	4863	9.8	65.2	107	2285	9.6	30.6	105	2604	9.6	34.9	104				
NOT EMPLOYED	40680	23065	46.5	56.7	93	11396	48.1	28.0	96	13729	50.5	33.7	101				
PROFESSIONAL/MANAGER	10392	7266	14.7	69.9	114	3360	14.2	32.3	110	3593	13.2	34.6	103				
TECH/CLERICAL/SALES	17574	12080	24.4	68.7	112	5185	21.9	29.5	101	5806	21.4	33.0	98				
PRECISION/CRAFT	985	547	1.1	55.5	91	*347	1.5	35.2	120	*448	1.6	45.5	135				
OTHER EMPLOYED	11354	6622	13.4	58.3	95	3415	14.4	30.1	103	3613	13.3	31.8	95				
SINGLE	9863	5593	11.3	56.7	93	3402	14.4	34.5	118	2851	10.5	28.9	86				
MARRIED	51375	33067	66.7	64.4	105	15391	64.9	30.0	102	18067	66.4	35.2	105				
DIVORCED/SEPARATED/MIDWIDED	19748	10919	22.0	55.3	90	4910	20.7	24.9	85	6272	23.1	31.8	95				
PARENTS	32590	20403	41.2	62.6	102	10487	44.2	32.2	110	11092	40.8	34.0	101				
WHITE	70416	44834	90.4	63.7	104	20522	86.6	29.1	100	23659	87.0	33.6	100				
BLACK	8778	3839	7.7	43.7	71	2597	11.0	29.6	101	2874	10.6	32.7	98				
OTHER	1791	*907	1.8	50.6	83	*583	2.5	32.6	111	*657	2.4	36.7	109				
NORTHEAST-CENSUS	17786	10741	21.7	60.4	99	5436	22.9	30.6	104	6555	24.1	36.9	110				
NORTH CENTRAL	20741	13874	28.0	66.9	109	5303	22.4	25.6	87	7177	26.4	34.6	103				
SOUTH	27775	15689	31.6	66.5	92	8616	36.4	31.0	106	8614	31.7	31.0	92				
WEST	14683	9276	18.7	63.2	103	4349	18.3	29.6	101	4843	17.8	33.0	98				
NORTHEAST-MKTG.	17961	10544	21.3	58.7	96	5930	25.0	33.0	113	6283	23.1	35.0	104				
EAST CENTRAL	11885	7662	15.5	64.5	105	3150	13.3	26.5	91	4080	15.0	34.3	102				
WEST CENTRAL	14090	9405	19.0	66.7	109	3602	15.2	25.6	87	5083	18.7	36.1	107				
SOUTH	24081	13820	27.9	57.4	94	7320	30.9	30.4	104	7618	28.0	31.6	94				
PACIFIC	12969	8148	16.4	62.8	103	3700	15.6	28.5	97	4126	15.2	31.8	95				
COUNTY SIZE A	32439	19763	39.9	60.9	100	9491	40.0	29.3	100	10615	39.0	32.7	97				
COUNTY SIZE B	24915	15675	31.6	62.9	103	7551	31.9	30.3	104	8705	32.0	34.9	104				
COUNTY SIZE C	12930	7916	16.0	61.2	100	3616	15.3	28.0	96	4357	16.0	33.7	100				
COUNTY SIZE D	10703	6226	12.6	58.2	95	3045	12.8	28.4	97	3512	12.9	32.8	98				
METRO CENTRAL CITY	24518	14474	29.2	59.0	96	7188	30.3	29.3	100	7729	28.4	31.5	94				
METRO SUBURBAN	35919	23198	46.8	64.6	105	10739	45.3	29.9	102	12909	47.5	35.9	107				
NON METRO	20549	11907	24.0	57.9	95	5776	24.4	28.1	96	6551	24.1	31.9	95				
TOP 5 ADI'S	18341	11295	22.8	61.6	101	5498	23.2	30.0	102	6196	22.8	33.8	101				
TOP 10 ADI'S	25378	15181	30.6	59.8	98	7295	30.8	28.7	98	8199	30.2	32.3	96				
TOP 20 ADI'S	36488	22016	44.4	60.3	99	10640	44.9	29.2	100	11939	43.9	32.7	97				
MSHLD INC. \$50,000 OR MORE	6612	4582	9.2	69.3	113	2041	8.6	30.9	105	2443	9.0	36.9	110				
\$40,000 OR MORE	12659	8779	17.7	69.3	113	4179	17.6	33.0	113	4675	17.2	36.9	110				
\$30,000 OR MORE	24698	16761	33.8	67.9	111	8156	34.4	33.0	113	8926	32.8	36.1	108				
\$25,000 OR MORE	32077	21859	44.1	68.1	111	10403	43.9	32.4	111	11290	41.5	35.2	105				
\$20,000 - \$24,999	9144	5847	11.8	63.9	104	2909	12.3	31.8	109	3130	11.5	34.2	102				
\$15,000 - \$19,999	8728	5559	11.2	63.7	104	2499	10.5	28.6	98	2775	10.2	31.8	95				
\$10,000 - \$14,999	12562	7619	15.4	60.7	99	3389	14.3	27.0	92	4254	15.6	33.9	101				
UNDER \$10,000	18475	8698	17.5	47.1	77	4502	19.0	24.4	83	5741	21.1	31.1	93				
HOUSEHOLD OF 1 PERSON	11987	6798	13.7	56.7	93	2912	12.3	24.3	83	3636	13.4	30.3	90				
2 PEOPLE	26577	16692	33.7	62.8	103	7070	29.8	26.6	91	8826	32.5	33.2	99				
3 OR 4 PEOPLE	30617	19075	38.5	62.3	102	9797	41.3	32.0	109	10250	37.7	33.5	100				
5 OR MORE PEOPLE	11804	7014	14.1	59.4	97	3924	16.6	33.2	114	4477	16.5	37.9	113				
NO CHILD IN MSHLD	46165	27863	56.2	60.4	99	12399	52.3	26.9	92	15316	56.3	33.2	99				
CHILD(REN) UNDER 2 YRS	5325	2963	6.0	55.6	91	1623	6.8	30.5	104	1789	6.6	33.6	100				
2 - 5 YEARS	14221	8875	17.9	62.4	102	4671	19.7	32.8	112	4991	18.4	35.1	105				
6 - 11 YEARS	15117	9236	18.6	61.1	100	5070	21.4	33.5	115	5397	19.8	35.7	106				
12 - 17 YEARS	16611	10366	20.9	62.4	102	5245	22.1	31.6	108	5713	21.0	34.4	102				
RESIDENCE OWNED	55884	36131	72.9	64.7	106	16560	69.9	29.6	101	19487	71.7	34.9	104				
VALUE: \$50,000 OR MORE	31744	20976	42.3	66.1	108	9734	41.1	30.7	105	11498	42.3	36.2	108				
VALUE: UNDER \$50,000	24140	15195	30.6	62.8	103	6826	28.3	28.3	97	7989	29.4	33.1	99				

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS		80986	49580	100.0	61.2	100	23702	100.0	29.3	100	27189	100.0	33.6	100					
MAGAZINES	QUINTILE 1	15799	10283	20.7	65.1	106	5512	23.3	34.9	119	5896	21.7	37.3	111					
	QUINTILE 2	17259	11379	23.0	65.9	108	5324	22.5	30.8	105	6025	22.2	34.9	104					
	QUINTILE 3	13545	8471	17.1	62.5	102	3939	16.6	29.1	99	4444	16.3	32.8	98					
	QUINTILE 4	15133	9333	18.8	61.7	101	3817	16.1	25.2	86	4676	17.2	30.9	92					
	QUINTILE 5	19250	10115	20.4	52.5	86	5111	21.6	26.6	91	6149	22.6	31.9	95					
NEWSPAPERS	QUINTILE 1	12413	8185	16.5	65.9	108	3893	16.4	31.4	107	4430	16.3	35.7	106					
	QUINTILE 2	24116	15619	31.5	64.8	106	7359	31.0	30.5	104	8094	29.8	33.6	100					
	QUINTILE 3	11261	7131	14.4	63.3	103	3300	13.9	29.3	100	3529	13.0	31.3	93					
	QUINTILE 4	20255	11898	24.0	58.7	96	5820	24.6	28.7	98	7098	26.1	35.0	104					
	QUINTILE 5	12940	6748	13.6	52.1	85	3331	14.1	25.7	88	4038	14.9	31.2	93					
OUTDOOR	QUINTILE 1	14852	9715	19.6	65.4	107	4969	21.0	33.5	114	4721	17.4	31.8	95					
	QUINTILE 2	15725	9796	19.8	62.3	102	4727	19.9	30.1	103	5279	19.4	33.6	100					
	QUINTILE 3	16330	10248	20.7	62.8	103	4536	19.1	27.8	95	5521	20.3	33.8	101					
	QUINTILE 4	16744	10086	20.3	60.2	98	4675	19.7	27.9	95	5551	20.4	33.2	99					
	QUINTILE 5	17334	9736	19.6	56.2	92	4795	20.2	27.7	95	6118	22.5	35.3	105					
RADIO-DRIVE TIME	QUINTILE 1	15911	10042	20.3	63.1	103	4817	20.3	30.3	103	5830	21.4	36.6	109					
	QUINTILE 2	14837	9204	18.6	62.0	101	4350	18.4	29.3	100	4512	16.6	30.4	91					
	QUINTILE 3	15339	9517	19.2	62.0	101	4929	20.8	32.1	110	4951	18.2	32.3	96					
	QUINTILE 4	16723	10408	21.0	62.2	102	4793	20.2	28.7	98	5789	21.3	34.6	103					
	QUINTILE 5	18176	10411	21.0	57.3	94	4813	20.3	26.5	90	6108	22.5	33.6	100					
RADIO-MID- DAY	QUINTILE 1	21020	13335	26.9	63.4	104	6552	27.6	31.2	107	7475	27.5	35.6	106					
	QUINTILE 2	21610	13522	27.3	62.6	102	6347	26.8	29.4	100	7471	27.5	34.6	103					
	QUINTILE 3	38355	22723	45.8	59.2	97	10804	45.6	28.2	96	12243	45.0	31.9	95					
	QUINTILE 4	15988	10066	20.3	63.0	103	4828	20.4	30.2	103	5861	21.6	36.7	109					
	QUINTILE 5	15626	9727	19.6	62.2	102	4677	19.7	29.9	102	5142	18.9	32.9	98					
RADIO-TOTAL	QUINTILE 1	16723	10632	21.4	63.6	104	5173	21.8	30.9	106	5301	19.5	31.7	94					
	QUINTILE 2	16342	9975	20.1	61.0	100	4922	20.8	30.1	103	5436	20.0	33.3	99					
	QUINTILE 3	16306	9181	18.5	56.3	92	4103	17.3	25.2	86	5449	20.0	33.4	100					
	QUINTILE 4																		
	QUINTILE 5																		
TV-PRIME TIME	QUINTILE 1	15953	9709	19.6	60.9	99	4532	19.1	28.4	97	5430	20.0	34.0	101					
	QUINTILE 2	16137	10317	20.8	63.9	104	5095	21.5	31.6	108	5426	20.0	33.6	100					
	QUINTILE 3	16420	10209	20.6	62.2	102	4623	19.5	28.2	96	5410	19.9	32.9	98					
	QUINTILE 4	16687	10144	20.5	60.8	99	4943	20.9	29.6	101	5455	20.1	32.7	97					
	QUINTILE 5	15789	9201	18.6	58.3	95	4510	19.0	28.6	98	5468	20.1	34.6	103					
TV-DAYTIME	QUINTILE 1	27736	15967	32.2	57.6	94	8382	35.4	30.2	103	9049	33.3	32.6	97					
	QUINTILE 2	26489	16493	33.3	62.3	102	7541	31.8	28.5	97	8979	33.0	33.9	101					
	QUINTILE 3	26761	17120	34.5	64.0	104	7779	32.8	29.1	99	9162	33.7	34.2	102					
	QUINTILE 4	16345	9091	18.3	55.6	91	4999	21.1	30.6	105	5628	20.7	34.4	103					
	QUINTILE 5	16447	10295	20.8	62.6	102	4789	20.2	29.1	99	5236	19.3	31.8	95					
TV-TOTAL	QUINTILE 1	15980	10126	20.4	63.4	104	4730	20.0	29.6	101	5414	19.9	33.9	101					
	QUINTILE 2	15887	10281	20.7	64.7	106	4416	18.6	27.8	95	5153	19.0	32.4	97					
	QUINTILE 3	16326	9787	19.7	59.9	98	4768	20.1	29.2	100	5758	21.2	35.3	105					
	QUINTILE 4																		
	QUINTILE 5																		
MAGAZINES-NEWSPAPERS: DUAL		20721	13669	27.6	66.0	108	6840	28.9	33.0	113	7602	28.0	36.7	109					
MAGAZINE IMPERATIVE		19186	12000	24.2	62.5	102	5967	25.2	31.1	106	6727	24.7	35.1	104					
NEWSPAPER IMPERATIVE		21099	13785	27.8	62.9	103	5996	25.3	27.4	94	6873	25.3	31.4	93					
MAGAZINES-OUTDOOR: DUAL		15451	10526	21.2	68.1	111	5328	22.5	34.5	118	5442	20.0	35.2	105					
MAGAZINE IMPERATIVE		25953	16290	32.9	62.8	103	7922	33.4	30.5	104	9343	34.4	36.0	107					
OUTDOOR IMPERATIVE		24400	14453	29.2	59.2	97	6720	28.4	27.5	94	7581	27.9	31.1	93					
MAGAZINES-RADIO: DUAL		18049	11568	23.3	64.1	105	5682	24.0	31.5	108	6486	23.9	35.9	107					
MAGAZINE IMPERATIVE		23571	15496	31.3	65.7	107	7592	32.0	32.2	110	8004	29.4	34.0	101					
RADIO IMPERATIVE		23278	14135	28.5	60.7	99	6569	27.7	28.2	96	7383	27.2	31.7	94					
MAGAZINES-TELEVISION: DUAL		15459	9935	20.0	64.3	105	5036	21.2	32.6	111	5492	20.2	35.5	106					
MAGAZINE IMPERATIVE		25829	16960	34.2	65.7	107	8163	34.4	31.6	108	9012	33.1	34.9	104					
TELEVISION IMPERATIVE		26039	14788	29.8	56.8	93	7146	30.1	27.4	94	8196	30.1	31.5	94					
NEWSPAPERS-OUTDOOR: DUAL		16605	11183	22.6	67.3	110	5463	23.0	32.9	112	5643	20.8	34.0	101					
NEWSPAPER IMPERATIVE		26834	16948	34.2	63.2	103	7771	32.8	29.0	99	9148	33.6	34.1	102					
OUTDOOR IMPERATIVE		23346	13872	28.0	59.4	97	6671	28.1	28.6	98	7554	27.8	32.4	96					
NEWSPAPERS-RADIO: DUAL		17133	11210	22.6	65.4	107	5216	22.0	30.4	104	6242	23.0	36.4	109					
NEWSPAPER IMPERATIVE		25892	16793	33.9	64.9	106	7784	32.8	30.1	103	8320	30.6	32.1	96					
RADIO IMPERATIVE		23167	13992	28.2	60.4	99	6925	29.2	29.9	102	7483	27.5	32.3	96					
NEWSPAPERS-TELEVISION: DUAL		17159	10636	21.5	62.0	101	5113	21.6	29.8	102	5844	21.5	34.1	101					
NEWSPAPER IMPERATIVE		26214	17423	35.1	66.5	109	8170	34.5	31.2	106	8718	32.1	33.3	99					
TELEVISION IMPERATIVE		23412	13205	26.6	56.4	92	6721	28.4	28.7	98	7742	28.5	33.1	98					
OUTDOOR-RADIO: DUAL		15303	9843	19.9	64.3	105	5043	21.3	33.0	113	5081	18.7	33.2	99					
OUTDOOR IMPERATIVE		24901	15644	31.6	62.8	103	7185	30.3	28.9	99	7973	29.3	32.0	95					
RADIO IMPERATIVE		26492	16355	33.0	61.7	101	7449	31.4	28.1	96	9133	33.6	34.5	103					
OUTDOOR-TELEVISION: DUAL		14794	9763	19.7	66.0	108	4513	19.0	30.5	104	4582	16.9	31.0	92					
OUTDOOR IMPERATIVE		25437	16252	32.8	63.9	104	7942	33.5	31.2	107	8819	32.4	34.7	103					
TELEVISION IMPERATIVE		27877	16023	32.3	57.5	94	7996	33.7	28.7	98	9587	35.3	34.4	102					
RADIO-TELEVISION: DUAL		15996	9818	19.8	61.4	100	5036	21.2	31.5	108	5355	19.7	33.5	100					
RADIO IMPERATIVE		25478	16340	33.0	64.1	105	7507	31.7	29.5	10									

	TOTAL U.S. '000	PATTERNED				PLAIN COLORED				PLAIN WHITE				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	49580	100.0	61.2	100	23702	100.0	29.3	100	27189	100.0	33.6	100				
ATLANTIC MONTHLY	415	240	0.5	57.8	94	**98	0.4	23.6	81	*203	0.7	48.9	146				
BARRON'S	453	308	0.6	68.0	111	*230	1.0	50.8	173	*169	0.6	37.3	111				
BETTER HOMES & GARDENS	16256	10778	21.7	66.3	106	4941	20.8	30.4	104	5764	21.2	35.5	106				
BON APPETIT	2535	1681	3.4	66.3	108	899	3.8	35.5	121	898	3.3	35.4	106				
BUSINESS WEEK	1278	802	1.6	62.8	103	429	1.8	33.6	115	392	1.4	30.7	91				
CAR AND DRIVER	378	*228	0.5	60.3	99	**118	0.5	31.2	107	*156	0.6	41.3	123				
CBS MAGAZINE NETWORK (GROSS)	1498	942	1.9	62.9	103	491	2.1	32.8	112	524	1.9	35.0	104				
CHANGING TIMES	1505	1063	2.1	70.6	115	553	2.3	36.7	126	487	1.8	32.4	96				
COLONIAL HOMES	1231	815	1.6	66.2	108	428	1.8	34.8	119	450	1.7	36.6	109				
CONDE NAST MAG. PKG. (GROSS)	14146	8681	17.5	61.4	100	4713	19.9	33.3	114	5459	20.1	38.6	115				
CONSUMERS DIGEST	1323	882	1.8	66.7	109	534	2.3	40.4	138	522	1.9	39.5	118				
COSMOPOLITAN	7102	4506	9.1	63.4	104	2191	9.2	30.9	105	2670	9.8	37.6	112				
COUNTRY LIVING	2481	1589	3.2	64.0	105	739	3.1	29.8	102	982	3.6	39.6	118				
CUISINE	1472	899	1.8	61.1	100	481	2.0	32.7	112	571	2.1	38.8	116				
CYCLE WORLD	425	*296	0.6	69.6	114	**158	0.7	37.2	127	**160	0.6	37.6	112				
DCI:CREATIVE IDEAS FOR LIV	2510	1629	3.3	64.9	106	772	3.3	30.8	105	882	3.2	35.1	105				
DCI:CREAT IDEA/SO.LIV(GROSS)	2694	4528	9.1	67.6	110	2044	8.6	30.5	104	2197	8.1	32.8	98				
DISCOVER	894	549	1.1	61.4	100	395	1.7	44.2	151	278	1.0	31.1	93				
EBONY	3507	1688	3.4	48.1	79	1146	4.8	32.7	112	1075	4.0	30.7	91				
ESQUIRE	1083	592	1.2	54.7	89	396	1.7	36.6	125	415	1.5	38.3	114				
ESSENCE	1830	921	1.9	50.3	82	585	2.5	32.0	109	545	2.0	29.8	89				
FAMILY CIRCLE	15930	10708	21.6	67.2	110	4981	21.0	31.3	107	5720	21.0	35.9	107				
THE FAMILY HANDYMAN	1126	788	1.6	70.0	114	325	1.4	28.9	99	470	1.7	41.7	124				
FAMILY WEEKLY	11468	7829	15.8	68.3	112	3336	14.1	29.1	99	3839	14.1	33.5	100				
FIELD & STREAM	2234	1431	2.9	64.1	105	720	3.0	32.2	110	816	3.0	36.5	109				
FOOD & WINE	579	383	0.8	66.1	108	275	1.2	47.5	162	*179	0.7	30.9	92				
FORBES	728	548	1.1	75.3	123	258	1.1	35.4	121	320	1.2	44.0	131				
FORTUNE	906	659	1.3	72.7	119	365	1.5	40.3	138	359	1.3	39.6	118				
GENTLEMAN'S QUARTERLY	791	491	1.0	62.1	101	*277	1.2	35.0	120	306	1.1	38.7	115				
GLAMOUR	5265	3311	6.7	62.9	103	1711	7.2	32.5	111	2082	7.7	39.5	118				
GOLF DIGEST	636	492	1.0	77.4	126	*243	1.0	38.2	131	*245	0.9	38.5	115				
GOLF DIGEST/TENNIS (GROSS)	1186	828	1.7	69.8	114	425	1.8	35.8	122	420	1.5	35.4	105				
GOLF MAGAZINE	441	*290	0.6	65.8	107	*180	0.8	40.8	139	**154	0.6	34.9	104				
GOLF MAGAZINE/SKI (GROSS)	922	611	1.2	66.3	108	327	1.4	35.5	121	329	1.2	35.7	106				
GOOD HOUSEKEEPING	116487	11014	22.2	66.8	109	5071	21.4	30.8	105	6002	22.1	36.4	108				
HARPER'S BAZAAR	2423	1476	3.0	60.9	100	864	3.6	35.7	122	986	3.6	40.7	121				
HEALTH	1994	1242	2.5	62.3	102	747	3.2	37.5	128	794	2.9	39.8	119				
HEARST MAG CORP. BUY (GROSS)	44101	29064	58.6	65.9	108	13879	58.6	31.5	108	16162	59.4	36.6	109				
HEARST MAN POWER (GROSS)	1993	1341	2.7	67.3	110	624	2.6	31.3	107	749	2.8	37.6	112				
HEARST WOMAN POWER (GROSS)	31274	20785	41.9	66.5	109	9717	41.0	31.1	106	11175	41.1	35.7	106				
HOUSE BEAUTIFUL	3623	2350	4.7	64.9	106	1085	4.6	29.9	102	1414	5.2	39.0	116				
INC.	283	*210	0.4	74.2	121	**101	0.4	35.7	122	**113	0.4	39.9	119				
JET	2928	1364	2.8	46.6	76	1024	4.3	35.0	119	920	3.4	31.4	94				
LADIES' HOME JOURNAL	11918	8121	16.4	68.1	111	3668	15.5	30.8	105	4259	15.7	35.7	106				
LHJ FAMILY GRP COMBO(GROSS)	16764	11261	22.7	67.2	110	5279	22.3	31.5	108	6120	22.5	36.5	109				
LIFE	4254	2674	5.4	62.9	103	1466	6.2	34.5	118	1544	5.7	36.3	108				
L.A. TIMES HOME MAGAZINE	1145	786	1.6	68.6	112	301	1.3	26.3	90	276	1.0	24.1	72				
MADEMOISELLE	2884	1803	3.6	62.5	102	961	4.1	33.3	114	1128	4.1	39.1	117				
MC CALL'S	13460	8815	17.8	65.5	107	4381	18.5	32.5	111	4621	17.0	34.3	102				
MC CALL'S/MRK MOTHER (GROSS)	14406	9615	19.4	65.8	108	4751	20.0	32.5	111	5045	18.6	34.5	103				
MECHANIX ILLUSTRATED	772	469	0.9	60.8	99	*281	1.2	36.4	124	*298	1.1	38.6	115				
METROPOLITAN HOME	967	627	1.3	64.8	106	326	1.4	33.7	115	377	1.4	39.0	116				
MONEY	1588	1038	2.1	65.4	107	606	2.6	38.2	130	677	2.5	42.6	127				
MOTHER EARTH NEWS	1002	597	1.2	59.6	97	372	1.6	37.1	127	299	1.1	29.8	89				
MS.	825	453	0.9	54.9	90	309	1.3	37.5	128	347	1.3	42.1	125				
NATIONAL ENQUIRER	10336	5988	12.1	57.9	95	3172	13.4	30.7	105	3275	12.0	31.7	94				
NATIONAL GEOGRAPHIC	9597	6176	12.5	64.4	105	3077	13.0	32.1	110	3634	13.4	37.9	113				
NATIONAL SUNDAY MAGAZINE PKG	49558	31751	64.0	64.1	105	14896	62.8	30.1	103	16750	61.6	33.8	101				
NATURAL HISTORY	573	405	0.8	70.7	115	*233	1.0	40.7	139	*238	0.9	41.5	124				
NEW WOMAN	1699	1063	2.1	62.6	102	649	2.7	38.2	131	598	2.2	35.2	105				
NEW YORK INCLUDING CUE	443	329	0.7	74.3	121	*178	0.8	40.2	137	*122	0.4	27.5	82				
THE NEW YORKER	1270	893	1.8	70.3	115	438	1.8	34.5	118	462	1.7	36.4	108				
NEWSWEEK	6277	4252	8.6	67.7	111	2052	8.7	32.7	112	2223	8.2	35.4	105				
THE N.Y. TIMES DAILY EDITION	1205	831	1.7	69.0	113	489	2.1	40.6	139	442	1.6	36.7	109				
THE N.Y. TIMES MAGAZINE	2081	1415	2.9	68.0	111	849	3.6	40.8	139	818	3.0	39.3	117				
OMNI	788	504	1.0	64.0	104	254	1.1	32.2	110	314	1.2	39.8	119				
ON CABLE	1158	783	1.6	67.6	110	415	1.8	35.8	122	470	1.7	40.6	121				
1001 HOME IDEAS	2852	1898	3.8	66.5	109	864	3.6	30.3	104	1067	3.9	37.4	111				
ORGANIC GARDENING	1658	1016	2.0	61.3	100	491	2.1	29.6	101	619	2.3	37.3	111				
OUTDOOR LIFE	896	569	1.1	63.5	104	326	1.4	36.4	124	308	1.1	34.4	102				
PARADE MAGAZINE	24275	14842	29.9	61.1	100	7362	31.1	30.3	104	8345	30.7	34.4	102				

	TOTAL U.S. '000	PATTERNED				PLAIN COLORED				PLAIN WHITE				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	49580	100.0	61.2	100	23702	100.0	29.3	100	27189	100.0	33.6	100				
PARENTS	3845	2638	5.3	68.6	112	1385	5.8	36.0	123	1285	4.7	33.4	100				
PENTHOUSE	831	393	0.8	47.3	77	337	1.4	40.6	139	*288	1.1	34.7	103				
PEOPLE	11645	7445	15.0	63.9	104	3930	16.6	33.7	115	3927	14.4	33.7	100				
PLAYBOY	2006	1041	2.1	51.9	85	568	2.4	28.3	97	649	2.4	32.4	96				
POPULAR HOT RODDING	297	*198	0.4	66.7	109	**100	0.4	33.7	115	**72	0.3	24.2	72				
POPULAR MECHANICS	1018	680	1.4	66.8	109	310	1.3	30.5	104	396	1.5	38.9	116				
POPULAR SCIENCE	878	604	1.2	68.8	112	311	1.3	35.4	121	356	1.3	40.5	121				
PREVENTION	3913	2517	5.1	64.3	105	1274	5.4	32.6	111	1451	5.3	37.1	110				
PSYCHOLOGY TODAY	1710	1191	2.4	69.6	114	578	2.4	33.8	115	824	3.0	48.2	144				
READER'S DIGEST	22204	14259	28.8	64.2	105	6909	29.1	31.1	106	7756	28.5	34.9	104				
REDBOOK	7684	5265	10.6	68.5	112	2455	10.4	31.9	109	2503	9.2	32.6	97				
ROAD & TRACK	410	*287	0.6	70.0	114	**127	0.5	31.0	106	**117	0.4	28.5	85				
ROLLING STONE	969	560	1.1	57.8	94	359	1.5	37.0	127	364	1.3	37.6	112				
RUNNER'S WORLD	298	*195	0.4	65.4	107	**108	0.5	36.2	124	*181	0.7	60.7	181				
SATURDAY EVENING POST	1169	712	1.4	60.9	99	371	1.6	31.7	108	480	1.8	41.1	122				
SCIENCE 84	587	365	0.7	62.2	102	*189	0.8	32.2	110	279	1.0	47.5	142				
SCIENCE DIGEST	482	322	0.6	66.8	109	*148	0.6	30.7	105	192	0.7	39.8	119				
SCIENTIFIC AMERICAN	594	363	0.7	61.1	100	211	0.9	35.5	121	*236	0.9	39.7	118				
SELF	2089	1282	2.6	61.4	100	843	3.6	40.4	138	777	2.9	37.2	111				
SEVENTEEN	2411	1436	2.9	59.6	97	820	3.5	34.0	116	840	3.1	34.8	104				
SKI	480	321	0.6	66.9	109	*146	0.6	30.4	104	*175	0.6	36.5	109				
SMITHSONIAN	2760	1750	3.5	63.4	104	1023	4.3	37.1	127	1028	3.8	37.2	111				
SOAP OPERA DIGEST	3013	1684	3.4	55.9	91	937	4.0	31.1	106	1047	3.9	34.7	104				
SOUTHERN LIVING	4184	2899	5.8	69.3	113	1272	5.4	30.4	104	1314	4.8	31.4	94				
SPORT	559	284	0.6	60.8	83	*209	0.9	37.4	128	*137	0.5	24.5	73				
THE SPORTING NEWS	436	*231	0.5	53.0	87	*229	1.0	52.5	179	**123	0.5	28.2	84				
SPORTS AFIELD	493	338	0.7	68.6	112	*166	0.7	33.7	115	*161	0.6	32.7	97				
SPORTS ILLUSTRATED	2758	1759	3.5	63.8	104	1023	4.3	37.1	127	931	3.4	33.8	101				
STAR	7456	4415	8.9	59.2	97	2374	10.0	31.8	109	2548	9.4	34.2	102				
SUNDAY	24936	15694	31.7	62.9	103	7395	31.2	29.7	101	8432	31.0	33.8	101				
SUNSET	2124	1493	3.0	70.3	115	754	3.2	35.5	121	842	3.1	39.6	118				
TV GUIDE	21661	13350	26.9	61.6	101	7044	29.7	32.5	111	7230	26.6	33.4	99				
TENNIS	550	336	0.7	61.1	100	*182	0.8	33.1	113	*176	0.6	32.0	95				
TIME	8880	5593	11.3	63.0	103	3015	12.7	34.0	116	3180	11.7	35.8	107				
TOWN & COUNTRY	917	614	1.2	67.0	109	367	1.5	40.0	137	348	1.3	37.9	113				
TRAVEL & LEISURE	972	658	1.3	67.7	111	363	1.5	37.3	128	361	1.3	37.1	111				
TRUE STORY	3356	1836	3.7	54.7	89	1058	4.5	31.5	108	1079	4.0	32.2	96				
U.S. NEWS & WORLD REPORT	3410	2248	4.5	65.9	108	1115	4.7	32.7	112	1206	4.4	35.4	105				
USA TODAY	1759	1194	2.4	67.9	111	584	2.5	33.2	113	617	2.3	35.1	104				
US	1873	1307	2.6	69.8	114	655	2.8	35.0	119	643	2.4	34.3	102				
VOGUE	3909	2285	4.6	58.5	95	1198	5.1	30.6	105	1472	5.4	37.7	112				
WALL STREET JOURNAL	1886	1256	2.5	66.6	109	638	2.7	33.8	116	802	2.9	42.5	127				
WEIGHT WATCHERS	2120	1421	2.9	67.0	109	786	3.3	37.1	127	907	3.3	42.8	127				
WOMAN'S DAY	14172	9509	19.2	67.1	110	4506	19.0	31.8	109	5217	19.2	36.8	110				
WORKING WOMAN	1144	800	1.6	69.8	114	371	1.6	32.4	111	425	1.6	37.1	110				
WORKING WOMAN	1132	881	1.8	66.6	109	439	1.9	33.2	113	517	1.9	39.1	116				
WORLD TENNIS	*163	**98	0.2	60.1	98	**63	0.3	38.7	132	**79	0.3	48.5	144				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1666	3.4	65.8	107	762	3.2	30.1	103	980	3.6	38.7	115				
BLAIR INSERTS	43657	27759	56.0	63.6	104	13389	56.5	30.7	105	14905	54.8	34.1	102				
DAILY NEWSPAPERS																	
READ ANY	51633	32789	66.1	63.5	104	15790	66.6	30.6	104	17539	64.5	34.0	101				
READ ONE	43463	27247	55.0	62.7	102	13260	55.9	30.5	104	14714	54.1	33.9	101				
READ TWO OR MORE	8170	5542	11.2	67.8	111	2530	10.7	31.0	106	2824	10.4	34.6	103				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	33920	68.4	64.4	105	15806	66.7	30.0	103	17861	65.7	33.9	101				
READ ONE	46126	29563	59.6	64.1	105	13791	58.2	29.9	102	15369	56.5	33.3	99				
READ TWO OR MORE	6552	4357	8.8	66.5	109	2016	8.5	30.8	105	2492	9.2	38.0	113				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.89				29.75				26.94							
30 DAY REACH	71455	44082	88.9	61.7	101	20969	88.5	29.3	100	23725	87.3	33.2	99				
50 SHWG - 30 DAY AV FREQ	14.56	15.18				15.65				14.25							
30 DAY REACH	67742	42091	84.9	62.1	101	19981	84.3	29.5	101	22467	82.6	33.2	99				
25 SHWG - 30 DAY AV FREQ	7.94	8.21				8.45				7.78							
30 DAY REACH	62117	38910	78.5	62.6	102	18508	78.1	29.8	102	20554	75.6	33.1	99				
CABLE TV: HOME HIRED	32077	20973	42.3	65.4	107	10090	42.6	31.5	107	10790	39.7	33.6	100				
HOME NOT HIRED	48909	28607	57.7	58.5	96	13612	57.4	27.8	95	16400	60.3	33.5	100				
HAVE PAY CABLE	15935	11015	22.2	69.1	113	5280	22.3	33.1	113	5376	19.8	33.7	100				

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOMEOWNERS	80986	49580	100.0	61.2	100	23702	100.0	29.3	100	27189	100.0	33.6	100					
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	27978	56.4	63.7	104	13115	55.3	29.9	102	14580	53.6	33.2	99					
10:00 AM - 3:00 PM	30659	19346	39.0	63.1	103	9291	39.2	30.3	104	10921	40.2	35.6	106					
3:00 PM - 7:00 PM	31045	19740	39.8	63.6	104	9679	40.8	31.2	107	10670	39.2	34.4	102					
7:00 PM - MIDNIGHT	15767	9769	19.7	62.0	101	4729	20.0	30.0	102	5786	21.3	36.7	109					
MIDNIGHT - 6:00 AM	9120	5628	11.4	61.7	101	2849	12.0	31.2	107	3075	11.3	33.7	100					
6:00 AM - MIDNIGHT	58527	36833	74.3	62.9	103	17687	74.6	30.2	103	19732	72.6	33.7	100					
ENTIRE DAY	59311	37300	75.2	62.9	103	17922	75.6	30.2	103	20044	73.7	33.8	101					
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	10507	21.2	65.0	106	4748	20.0	29.4	100	5623	20.7	34.8	104					
ALL NEWS	2256	1318	2.7	58.4	95	786	3.3	34.8	119	665	2.4	29.5	88					
AOR/PROGRESSIVE	3874	2638	5.3	68.1	111	1431	6.0	36.9	126	1394	5.1	36.0	107					
BEAUTIFUL MUSIC	5660	3769	7.6	66.6	109	1881	7.9	33.2	114	1987	7.3	35.1	105					
BLACK	2204	1268	2.6	57.5	94	589	2.5	26.7	91	570	2.1	25.9	77					
CLASSICAL	1418	811	1.6	57.2	93	454	1.9	32.0	109	627	2.3	44.2	132					
CHR/ROCK	9538	6210	12.5	65.1	106	3110	13.1	32.6	111	3277	12.1	34.4	102					
COUNTRY	12648	7851	15.8	62.1	101	3671	15.5	29.0	99	4080	15.0	32.3	96					
GOLDEN OLDIES	1191	694	1.4	58.3	95	417	1.8	35.0	120	364	1.3	30.6	91					
MOR/NOSTALGIA	4757	3122	6.3	65.6	107	1359	5.7	28.6	98	1743	6.4	36.6	109					
NEWS/TALK	3863	2361	4.8	61.1	100	1026	4.3	26.6	91	1458	5.4	37.7	112					
RELIGIOUS	3084	1850	3.7	60.0	98	876	3.7	28.4	97	887	3.3	28.8	86					
SOFT ROCK	521	367	0.7	70.4	115	*201	0.8	38.6	132	*182	0.7	34.9	104					
URBAN CONTEMPORARY	1585	804	1.6	50.7	83	566	2.4	35.7	122	496	1.8	31.3	93					
MIXED NETWORKS:																		
ABC CONTEMPORARY	3261	2029	4.1	62.2	102	961	4.1	29.5	101	1129	4.2	34.6	103					
ABC DIRECTION	2316	1362	2.7	58.8	96	603	2.5	26.0	89	825	3.0	35.6	106					
ABC ENTERTAINMENT	4834	3065	6.2	63.4	104	1444	6.1	29.9	102	1565	5.8	32.4	96					
ABC FM	2202	1405	2.8	63.8	104	746	3.1	33.9	116	714	2.6	32.4	97					
ABC INFORMATION	5425	3517	7.1	64.8	106	1551	6.5	28.6	98	2027	7.5	37.4	111					
ABC ROCK	1677	1121	2.3	66.8	109	602	2.5	35.9	123	655	2.4	39.1	116					
CBS	4430	2859	5.8	64.5	105	1290	5.4	29.1	99	1474	5.4	33.3	99					
MUTUAL	4992	3009	6.1	60.3	98	1546	6.5	31.0	106	1787	6.6	35.8	107					
NBC	4679	2978	6.0	63.6	104	1309	5.5	28.0	96	1666	6.1	35.6	106					
RADIORADIO	1994	1340	2.7	67.2	110	668	2.8	33.5	114	643	2.4	32.2	96					
RKO ONE	2298	1363	2.7	59.3	97	709	3.0	30.9	105	699	2.6	30.4	91					
RKO TWO	3311	1994	4.0	60.2	98	1037	4.4	31.3	107	1165	4.3	35.2	105					
THE SOURCE	2114	1536	3.1	72.7	119	842	3.6	39.8	136	824	3.0	39.0	116					
NON-MIXED : BLAIR	8654	5759	11.6	66.5	109	2495	10.5	28.8	99	3053	11.2	35.3	105					
INTERNET	12025	7687	15.5	63.9	104	3978	16.8	33.1	113	4396	16.2	36.6	109					
KATZ RADIO GROUP	15359	9711	19.6	63.2	103	4928	20.8	32.1	110	5434	20.0	35.4	105					
SUPERNET	10628	7053	14.2	66.4	108	3125	13.2	29.4	100	3619	13.3	34.1	101					
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	4897	9.9	56.6	92	2449	10.3	28.3	97	2843	10.5	32.8	98					
MKDAY 9:00 AM - 1:00 PM	12163	6861	13.8	56.4	92	3646	15.4	30.0	102	4066	15.0	33.4	100					
MKDAY 1:00 PM - 4:30 PM	16150	9181	18.5	56.8	93	4934	20.8	30.6	104	5289	19.5	32.7	98					
MKDAY 4:30 PM - 7:30 PM	22463	13306	26.8	59.2	97	6634	28.0	29.5	101	7444	27.4	33.1	99					
MKDAY 7:30 PM - 8:00 PM	31795	19101	38.5	60.1	98	9409	39.7	29.6	101	10358	38.1	32.6	97					
MKDAY 11:00 PM - 11:30 PM	23977	14860	30.0	62.0	101	6902	29.1	28.8	98	8550	31.4	35.7	106					
MKDAY 11:30 PM - 1:00 AM	7703	4649	9.4	60.4	99	2271	9.6	29.5	101	2722	10.0	35.3	105					
M-SAT 8-11 PM-SUN 7-11 PM	33800	20923	42.2	61.9	101	10000	42.2	29.6	101	11329	41.7	33.5	100					
MKDAY DAYTIME WKWK 7AM-6:30PM																		
ALL MY CHILDREN	A	6538	3802	7.7	58.2	95	2222	9.4	34.0	116	2007	7.4	30.7	91				
ANOTHER WORLD	N	4620	2476	5.0	53.6	88	1337	5.6	28.9	99	1577	5.8	34.1	102				
AS THE WORLD TURNS	C	5614	3205	6.5	57.1	93	1743	7.4	31.0	106	1756	6.5	31.3	93				
CAPITOL	C	3396	1851	3.7	54.5	89	1073	4.5	31.6	108	1035	3.8	30.5	91				
CBS MORN. NEWS 1	C	1446	790	1.6	54.6	89	395	1.7	27.3	93	456	1.7	31.5	94				
CBS MORN. NEWS 2	C	1207	669	1.3	55.4	91	280	1.2	23.2	79	376	1.4	31.2	93				
DAYS OF OUR LIVES	N	5877	3303	6.7	56.2	92	1740	7.3	29.6	101	2106	7.7	35.8	107				
FACTS OF LIFE - DAYTIME	N	2290	1159	2.3	50.6	83	596	2.5	26.0	89	823	3.0	35.9	107				
FAMILY FEUD	A	3023	1565	3.2	51.8	85	955	4.0	31.6	108	1018	3.7	33.7	100				
GENERAL HOSPITAL	A	6097	3568	7.2	58.5	96	1884	7.9	30.9	106	1989	7.3	32.6	97				
GOOD MORNING, AMERICA-730A	A	3515	2130	4.3	60.6	99	1065	4.5	30.3	104	1164	4.3	33.1	99				
GOOD MORNING, AMERICA-830A	A	2818	1727	3.5	61.3	100	870	3.7	30.9	105	921	3.4	32.7	97				
GUIDING LIGHT	C	5339	3053	6.2	57.2	93	1547	6.5	29.0	99	1615	5.9	30.2	90				
ONE LIFE TO LIVE	A	4478	2561	5.2	57.2	93	1305	5.5	29.1	100	1463	5.4	32.7	97				
PRESS YOUR LUCK	C	2244	1360	2.7	60.6	99	671	2.8	29.9	102	727	2.7	32.4	97				
PRICE IS RIGHT 1	C	4348	2478	5.0	57.0	93	1291	5.4	29.7	101	1377	5.1	31.7	94				
PRICE IS RIGHT 2	C	5014	2874	5.8	57.3	94	1487	6.3	29.7	101	1581	5.8	31.5	94				
RYAN'S HOPE	A	3150	1830	3.7	58.1	95	1069	4.5	33.9	116	1030	3.8	32.7	97				
SALE OF THE CENTURY	N	2695	1425	2.9	52.9	86	672	2.8	24.9	85	900	3.3	33.4	99				
SEARCH FOR TOMORROW	N	2319	1258	2.5	54.2	89	654	2.8	28.2	96	744	2.7	32.1	96				
TODAY SHOW 1	N	2693	1456	2.9	54.1	88	644	2.7	23.9	82	882	3.2	32.8	98				
TODAY SHOW 2	N	2498	1279	2.6	51.2	84	565	2.4	22.6	77	767	2.8	30.7	91				
\$25,000 PYRAMID	C	2753	1492	3.0	54.2	89	751	3.2	27.3	93	860	3.2	31.2	93				
WHEEL OF FORTUNE	N	4388	2459	5.0	56.													

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	49580	100.0	61.2	100	23702	100.0	29.3	100	27189	100.0	33.6	100				
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	15523	31.3	59.6	97	7481	31.6	28.7	98	8549	31.4	32.8	98				
NETWORK AFFILIATES - LATE	20261	12556	25.3	62.0	101	5785	24.4	24.6	98	7137	26.2	35.2	105				
INDEPENDENTS - LATE	2076	1212	2.4	58.4	95	643	2.7	31.0	106	784	2.9	37.8	112				
TV EVENING NEWS 6 PM - 2 AM																	
A TEAM	M 10453	6594	13.3	63.1	103	3230	13.6	30.9	106	3490	12.8	33.4	99				
ABC MONDAY NIGHT MOVIE	A 6412	4191	8.5	65.4	107	2061	8.7	32.1	110	2122	7.8	33.1	99				
ABC SUNDAY NIGHT MOVIE	A 12407	7871	15.9	63.4	104	3603	15.2	29.0	99	4283	15.8	34.5	103				
ABC WORLD NEWS TONIGHT	A 6176	3765	7.6	61.0	100	1760	7.4	28.5	97	2062	7.6	33.4	99				
AFTERMASH	C 5863	3618	7.3	61.7	101	1641	6.9	28.0	96	1812	6.7	30.9	92				
ALICE	C 9594	5751	11.6	59.9	98	2852	12.0	29.7	102	2913	10.7	30.4	90				
AMERICAN PARADE	C 6622	3863	7.8	58.3	95	1744	7.4	26.3	90	2250	8.3	34.0	101				
BENSON	A 10886	6791	13.7	62.4	102	3243	13.8	30.0	102	3595	13.2	33.0	98				
BLUE THUNDER	A 5036	3191	6.4	63.4	104	1422	6.0	28.2	96	1773	6.5	35.2	105				
CAGNEY & LACEY	C 9965	6314	12.7	63.4	103	2912	12.3	29.2	100	3609	13.3	36.2	108				
CBS EVENING NEWS-DEAN	C 3491	2069	4.2	59.3	97	934	3.9	26.8	91	1235	4.5	35.4	105				
CBS EVENING NEWS-RATHER	C 7123	4107	8.3	57.7	94	2047	8.6	28.7	98	2433	8.9	34.2	102				
CBS SAT. NEWS-SCHIEFFER	C 3621	2268	4.6	62.6	102	954	4.0	26.3	90	1085	4.0	30.0	89				
CBS SATURDAY NIGHT MOVIE	C 5436	3440	6.9	63.3	103	1616	6.8	29.7	102	1794	6.6	33.0	98				
CBS WEDNESDAY NIGHT MOVIE	C 6100	3752	7.6	61.5	100	1664	7.0	27.3	93	1942	7.1	31.8	95				
CHEERS	M 8889	5717	11.5	64.3	105	2453	10.3	27.6	94	3218	11.8	36.2	108				
DALLAS	C 22109	14135	28.5	63.9	104	6752	28.5	30.5	104	7049	25.9	31.9	95				
DIFF'RENT STROKES	N 6940	3987	8.0	57.4	94	1936	8.2	27.9	95	2227	8.2	32.1	96				
DOUBLE TROUBLE	N 7223	4605	9.3	63.8	104	1921	8.1	26.6	91	2504	9.2	34.7	103				
DUCK FACTORY	N 5595	3561	7.2	63.6	104	1417	6.0	25.3	87	2133	7.8	38.1	114				
DUKES OF HAZZARD	C 5768	3418	6.9	59.3	97	1707	7.2	29.6	101	1818	6.7	31.5	94				
DYNASTY	A 20053	12249	24.7	61.1	100	6103	25.7	30.4	104	6195	22.8	30.9	92				
FACTS OF LIFE	N 8087	4974	10.0	61.5	100	2253	9.5	27.9	95	2715	10.0	33.6	100				
FALCON CREST	C 20046	12903	26.0	64.4	105	6090	25.7	30.4	104	6192	22.8	30.9	92				
FALL GUY	A 9084	5700	11.5	62.7	102	2685	11.3	29.6	101	3108	11.4	34.2	102				
FAMILY TIES	N 7964	4836	9.8	60.7	99	2249	9.5	28.2	96	2641	9.7	33.2	99				
FANTASY ISLAND	A 7687	4379	8.8	57.0	93	2190	9.2	28.5	97	2397	8.8	31.2	93				
FOULUPS, BLEEPERS & BLUNDERS	A 8861	5546	11.2	62.6	102	2497	10.5	28.2	96	2744	10.1	31.0	92				
FOUR SEASONS	C 5095	3103	6.3	60.9	99	1471	6.2	28.9	99	1519	5.6	29.8	89				
GIMME A BREAK	N 8838	4964	10.0	56.2	92	2436	10.3	27.6	94	2938	10.8	33.2	99				
HART TO HART	A 8978	5705	11.5	63.5	104	2506	10.6	27.9	95	2702	9.9	30.1	90				
HILL STREET BLUES	N 8590	5212	10.5	60.7	99	2702	11.4	31.5	107	3088	11.4	35.9	107				
HOTEL	A 14085	8673	17.5	61.6	101	4238	17.9	30.1	103	4590	16.9	32.6	97				
JEFFERSONS	C 9360	5529	11.2	59.1	96	2801	11.8	29.9	102	2891	10.6	30.9	92				
JENNIFER SLEPT HERE	N 5841	3559	7.2	60.9	100	1615	6.8	27.6	94	1906	7.0	32.6	97				
KATE & ALLIE	C 9206	5662	11.4	61.5	100	2488	10.5	27.0	92	3124	11.5	33.9	101				
KNIGHT RIDER	N 7076	4424	8.9	62.5	102	2200	9.3	31.1	106	2493	9.2	35.2	105				
LOVE BOAT	A 12219	7197	14.5	58.9	96	3449	14.6	28.2	96	3997	14.7	32.7	97				
MAGNUM PI	C 11199	7075	14.3	63.2	103	3481	14.7	31.1	106	3956	14.6	35.3	105				
MAMA'S FAMILY	N 6057	3569	7.2	58.9	96	1561	6.6	25.8	88	2039	7.5	33.7	100				
MASTER, THE	N 3598	2075	4.2	57.7	94	1004	4.2	27.9	95	1245	4.6	34.6	103				
MATT HOUSTON	A 6344	3876	7.8	61.1	100	1962	8.3	30.9	106	2140	7.9	33.7	100				
NBC MONDAY NIGHT MOVIE	N 11994	7369	14.9	61.4	100	3797	16.0	31.7	108	3933	14.5	32.8	98				
NBC NIGHTLY NEWS	N 5132	3167	6.4	61.7	101	1533	6.5	29.9	102	1801	6.6	35.1	105				
NBC NIGHTLY NEWS-SAT	N 3375	1897	3.8	56.2	92	991	4.2	29.4	100	997	3.7	29.5	88				
NBC NIGHTLY NEWS-SUN	N 3130	1828	3.7	58.4	95	859	3.6	27.4	94	1129	4.2	36.1	107				
NBC SUNDAY NIGHT MOVIE	N 8284	4864	9.8	58.7	96	2706	11.4	32.7	112	2767	10.2	33.4	99				
NEWMART	C 9240	5800	11.7	62.8	103	2628	11.1	28.4	97	3043	11.2	32.9	98				
ONE DAY AT A TIME	C 7288	4407	8.9	60.5	99	2351	9.9	32.3	110	2371	8.7	32.5	97				
PEOPLE ARE FUNNY	N 4855	2908	5.9	59.9	98	1314	5.5	27.1	92	1622	6.0	33.4	100				
REAL PEOPLE	N 8869	5274	10.6	59.5	97	2430	10.3	27.4	94	2938	10.8	33.1	99				
REMINGTON STEELE	N 7743	4767	9.6	61.6	101	2443	10.3	31.6	108	2567	9.4	33.2	99				
RIPLY'S BELIEVE IT - NOT	A 5345	3432	6.9	64.2	105	1777	7.5	33.2	114	2009	7.4	37.6	112				
RIPTIDE	N 6988	4452	9.0	63.7	104	2098	8.9	30.0	103	2525	9.3	36.1	108				
SCARECROW & MRS. KING	C 10002	6121	12.3	61.2	100	2911	12.3	29.1	99	3198	11.8	32.0	95				
SIMON & SIMON	C 10638	6413	12.9	60.3	98	3208	13.5	30.2	103	3620	13.3	34.0	101				
60 MINUTES	C 13293	8020	16.2	60.3	99	3710	15.7	27.9	95	4318	15.9	32.5	97				
ST. ELSEWHERE	N 7017	4288	8.6	61.1	100	2102	8.9	30.0	102	2616	9.6	37.3	111				
THREE'S COMPANY	A 10917	6969	14.1	63.8	104	3285	13.9	30.1	103	3275	12.0	30.0	89				
T.J. HOOKER	A 9204	5525	11.1	60.0	98	2577	10.9	28.0	96	3003	11.0	32.6	97				
TONIGHT SHOW	N 2372	1442	2.9	60.8	99	610	2.6	25.7	88	825	3.0	34.8	104				
TRAPPER JOHN, M.D.	C 9846	5790	11.7	58.8	96	3026	12.8	30.7	105	3212	11.8	32.6	97				
TV BLOOPERS & PRAC. JOKES	N 9105	5729	11.6	62.9	103	2422	10.2	26.6	91	3038	11.2	33.4	99				
20/20	A 9387	5989	12.1	63.8	104	2567	10.8	27.3	93	3179	11.7	33.9	101				
WEBSTER	A 11067	6823	13.8	61.7	101	3244	13.7	29.3	100	3635	13.4	32.8	98				
WORLD NEWS - SUN	A 3062	1965	4.0	64.2	105	877	3.7	28.6	98	1090	4.0	35.6	106				
YELLOW ROSE	N 4978	3053	6.2	61.3	100	1357	5.7	27.3	93	1673	6.2	33.6	100				
TV VIEWING SPORTS EVENTS				</													

	TOTAL U.S. '000	BOUNTY				BOLT				BRANNY				CORONET			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	36868	100.0	45.5	100	4237	100.0	5.2	100	9574	100.0	11.8	100	7963	100.0	9.8	100
18 - 24	9282	3422	9.3	36.9	81	*322	7.6	3.5	66	858	9.0	9.2	78	866	10.9	9.3	95
25 - 34	19072	9007	24.4	47.2	104	1095	25.8	5.7	110	2313	24.2	12.1	103	1811	22.7	9.5	97
35 - 44	14591	6626	18.0	45.4	100	616	14.5	4.2	81	1682	17.6	11.5	98	1470	18.5	10.1	102
45 - 54	11345	5484	14.9	48.3	106	525	12.4	4.6	88	1447	15.1	12.8	108	998	12.5	8.8	89
55 - 64	11635	5674	15.4	48.8	107	758	17.9	6.5	125	1418	14.8	12.2	103	1198	15.0	10.3	105
65 OR OLDER	15061	6656	18.1	44.2	97	922	21.8	6.1	117	1856	19.4	12.3	104	1620	20.3	10.8	109
18 - 34	28354	12429	33.7	43.8	96	1416	33.4	5.0	95	3171	33.1	11.2	95	2677	33.6	9.4	96
18 - 49	48339	21632	58.7	44.8	98	2268	53.5	4.7	90	5614	58.6	11.6	98	4615	58.0	9.5	97
25 - 54	45008	21116	57.3	46.9	103	2235	52.7	5.0	95	5442	56.8	12.1	102	4279	53.7	9.5	97
35 - 49	19985	9204	25.0	46.1	101	851	20.1	4.3	81	2443	25.5	12.2	103	1938	24.3	9.7	99
50 OR OLDER	32647	15236	41.3	46.7	103	1969	46.5	6.0	115	3960	41.4	12.1	103	3348	42.0	10.3	104
GRADUATED COLLEGE	11155	5023	13.6	45.0	99	623	14.7	5.6	107	1383	14.4	12.4	105	1170	14.7	10.5	107
ATTENDED COLLEGE	13682	6410	17.4	46.8	103	749	17.7	5.5	105	1913	20.0	14.0	118	1464	18.4	10.7	109
GRADUATED HIGH SCHOOL	33880	15991	43.4	47.2	104	1980	46.7	5.8	112	3915	40.9	11.6	98	3266	41.0	9.6	98
DID NOT GRADUATE HIGH SCHOOL	22270	9445	25.6	42.4	93	885	20.9	4.0	76	2363	24.7	10.6	90	2063	25.9	9.3	94
EMPLOYED	40306	18498	50.2	45.9	101	2041	48.2	5.1	97	5027	52.5	12.5	106	3662	46.0	9.1	92
EMPLOYED FULL-TIME	32850	14889	40.4	45.3	100	1675	39.5	5.1	97	4197	43.8	12.8	108	2974	37.3	9.1	92
EMPLOYED PART-TIME	7456	3610	9.8	48.4	106	*366	8.6	4.9	94	830	8.7	11.1	94	689	8.7	9.2	94
NOT EMPLOYED	40680	18370	49.8	45.2	99	2196	51.8	5.4	103	4547	47.5	11.2	95	4301	54.0	10.6	108
PROFESSIONAL/MANAGER	10392	4783	13.0	46.0	101	*651	15.4	6.3	120	1388	14.5	13.4	113	880	11.1	8.5	86
TECH/CLERICAL/SALES	17574	8044	21.8	45.8	101	1008	23.8	5.7	110	2130	22.2	12.1	103	1692	21.2	9.6	98
PRECISION/CRAFT	985	*410	1.1	41.6	91	**25	0.6	2.5	49	**194	2.0	19.7	167	**120	1.5	12.2	124
OTHER EMPLOYED	11354	5261	14.3	46.3	102	*357	8.4	3.1	60	1315	13.7	11.6	98	970	12.2	8.5	87
SINGLE	9863	4243	11.5	43.0	94	*294	6.9	3.0	57	1040	10.9	10.5	89	969	12.2	9.8	100
MARRIED	51375	23885	64.8	46.5	102	3055	72.1	5.9	114	5852	61.1	11.4	96	5254	66.0	10.2	104
DIVORCED/SEPARATED/WIDOWED	19748	8740	23.7	44.3	97	888	21.0	4.5	86	2682	28.0	13.6	115	1740	21.9	8.8	90
PARENTS	32590	15069	40.9	46.2	102	1807	42.6	5.5	106	3824	39.9	11.7	99	3337	41.9	10.2	104
WHITE	70416	32981	89.5	46.8	103	3812	90.0	5.4	103	8418	87.9	12.0	101	6795	85.3	9.6	98
BLACK	8778	3149	8.5	35.9	79	381	9.0	4.3	83	841	8.8	9.6	81	949	11.9	10.8	110
OTHER	1791	*738	2.0	41.2	91	**44	1.0	2.5	47	**315	3.3	17.6	149	**219	2.8	12.2	124
NORTHEAST-CENSUS	17786	8970	24.3	50.4	111	*208	4.9	1.2	22	*244	2.5	1.4	12	1957	24.6	11.0	112
NORTH CENTRAL	20741	10573	28.7	51.0	112	3381	79.8	16.3	312	2018	21.1	9.7	82	1321	16.6	6.4	65
SOUTH	27775	11778	31.9	42.4	93	*526	12.4	1.9	36	3862	40.3	13.9	118	2672	33.6	9.6	98
WEST	14683	5548	15.0	37.8	83	**121	2.9	0.8	16	3451	36.0	23.5	199	2013	25.3	13.7	139
NORTHEAST-MKTG.	17961	8612	23.4	47.9	105	**194	4.6	1.1	21	*281	2.9	1.6	13	1932	24.3	10.8	109
EAST CENTRAL	11885	6348	17.2	53.4	117	1405	33.2	11.8	226	920	9.6	7.7	65	985	12.4	8.3	84
WEST CENTRAL	14090	6989	19.0	49.6	109	2101	49.6	14.9	285	1597	16.7	11.3	96	815	10.2	5.8	59
SOUTH	24081	10186	27.6	42.3	93	*444	10.5	1.8	35	3718	38.8	15.4	131	2338	29.4	9.7	99
PACIFIC	12969	4734	12.8	36.5	80	**93	2.2	0.7	14	3057	31.9	23.6	199	1893	23.8	14.6	148
COUNTY SIZE A	32439	13497	36.6	41.6	91	1456	34.4	4.5	86	3746	39.1	11.5	98	3027	38.0	9.3	95
COUNTY SIZE B	24915	11774	31.9	47.3	104	1315	31.0	5.3	101	2670	27.9	10.7	91	2448	30.7	9.8	100
COUNTY SIZE C	12930	6314	17.1	48.8	107	*316	7.5	2.4	47	1869	19.5	14.5	122	1368	17.2	10.6	108
COUNTY SIZE D	10703	5283	14.3	49.4	108	1150	27.1	10.7	205	1289	13.5	12.0	102	1120	14.1	10.5	106
METRO CENTRAL CITY	24518	10000	27.1	40.8	90	1044	24.6	4.3	81	3079	32.2	12.6	106	2476	31.1	10.1	103
METRO SUBURBAN	35919	16849	45.7	46.9	103	1828	43.1	5.1	97	3996	41.7	11.1	94	3379	42.4	9.4	96
NON METRO	20549	10020	27.2	48.8	107	1364	32.2	6.6	127	2499	26.1	12.2	103	2109	26.5	10.3	104
TOP 5 ADI'S	18341	7796	21.1	42.5	93	576	13.6	3.1	60	1857	19.4	10.1	86	1807	22.7	9.9	100
TOP 10 ADI'S	25378	10261	27.8	40.4	89	789	18.6	3.1	59	2518	26.3	9.9	84	2251	28.3	8.9	90
TOP 20 ADI'S	36488	15434	41.9	42.3	93	1385	32.7	3.8	73	4231	44.2	11.6	98	3345	42.0	9.2	93
MSHLD INC. \$50,000 OR MORE	6612	3384	9.2	51.2	112	*402	9.5	6.1	116	854	8.9	12.9	109	*676	8.5	10.2	104
\$40,000 OR MORE	12659	6183	16.8	48.8	107	*620	14.6	4.9	94	1539	16.1	12.2	103	1187	14.9	9.4	95
\$30,000 OR MORE	24698	11616	31.5	47.0	103	1436	33.9	5.8	111	2797	29.2	11.3	96	2521	31.7	10.2	104
\$25,000 OR MORE	32077	14958	40.6	46.6	102	1935	45.7	6.0	115	3627	37.9	11.3	96	3099	38.9	9.7	98
\$20,000 - \$24,999	9144	4504	12.2	49.3	108	*402	9.5	4.4	84	1132	11.8	12.4	105	904	11.4	9.9	101
\$15,000 - \$19,999	8728	3809	10.3	43.6	96	*365	8.6	4.2	80	1063	11.1	12.2	103	901	11.3	10.3	105
\$10,000 - \$14,999	12562	5948	16.1	47.3	104	686	16.2	5.5	104	1671	17.5	13.3	113	1193	15.0	9.5	97
UNDER \$10,000	18475	7649	20.7	41.4	91	849	20.0	4.6	88	2081	21.7	11.3	95	1865	23.4	10.1	103
HOUSEHOLD OF 1 PERSON	11987	5374	14.6	44.8	98	478	11.3	4.0	76	1744	18.2	14.5	123	1046	13.1	8.7	89
2 PEOPLE	26577	12149	33.0	45.7	100	1362	32.1	5.1	98	3243	33.9	12.2	103	2892	36.3	10.9	111
3 OR 4 PEOPLE	30617	13965	37.9	45.6	100	1813	42.8	5.9	113	3394	35.5	11.1	94	2795	35.1	9.1	93
5 OR MORE PEOPLE	11804	5380	14.6	45.6	100	*583	13.8	4.9	94	1193	12.5	10.1	85	1231	15.5	10.4	106
NO CHILD IN MSHLD	46165	20888	56.7	45.2	99	2314	54.6	5.0	96	5580	58.3	12.1	102	4379	55.0	9.5	96
CHILD(REN) UNDER 2 YRS	5325	2296	6.2	43.1	95	**179	4.2	3.4	64	*587	6.1	11.0	93	*435	5.5	8.2	83
2 - 5 YEARS	14221	6585	17.9	46.3	102	929	21.9	6.5	125	1667	17.4	11.7	99	1530	19.2	10.8	109
6 - 11 YEARS	15117	7046	19.1	46.6	102	716	16.9	4.7	91	1684	17.6	11.1	94	1592	20.0	10.5	107
12 - 17 YEARS	16611	7605	20.6	45.8	101	843	19.9	5.1	97	1934	20.2	11.6	98	1739	21.8	10.5	106
RESIDENCE OWNED	55884	27323	74.1	48.9	107	3414	80.6	6.1	117	7041	73.5	12.6	107	5573	70.0	10.0	101
VALUE: \$50,000 OR MORE	31744	15008	40.7	47.3	104	1818	42.9	5.7	109	3899	40.7	12.3	104	3320	41.7	10.5	106
VALUE: UNDER \$50,000	24140	12315	33.4	51.0	112	1597	37.7	6.6	126	3141	32.8	13.0	110	2253	28.3	9.3	95

		TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX	A	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS		80986	36868	100.0	45.5	100	4237	100.0	5.2	100	9574	100.0	11.8	100	7963	100.0	9.8	100
MAGAZINES	QUINTILE 1	15799	7942	21.5	50.3	110	1060	25.0	6.7	128	2136	22.3	13.5	114	1757	22.1	11.1	113
	QUINTILE 2	17259	8416	22.8	48.8	107	938	22.1	5.4	104	2147	22.4	12.4	105	1809	22.7	10.5	107
	QUINTILE 3	13545	5951	16.1	43.9	97	471	11.1	3.5	66	1474	15.4	10.9	92	1305	16.4	9.6	98
	QUINTILE 4	15133	6512	17.7	43.0	95	790	18.6	5.2	100	1823	19.0	12.0	102	1246	15.6	8.2	84
	QUINTILE 5	19250	8048	21.8	41.8	92	977	23.1	5.1	97	1994	20.8	10.4	88	1847	23.2	9.6	98
NEWSPAPERS	QUINTILE 1	12413	6413	17.4	51.7	113	741	17.5	6.0	114	1090	11.4	8.8	74	1174	14.7	9.5	96
	QUINTILE 2	24116	10955	29.7	45.4	100	1375	32.5	5.7	109	3054	31.9	12.7	107	2448	30.7	10.2	103
	QUINTILE 3	11261	5344	14.5	47.5	104	551	13.0	4.9	94	1662	17.4	14.8	125	1088	13.7	9.7	99
	QUINTILE 4	20255	9112	24.7	45.0	99	1039	24.5	5.1	98	2245	23.4	11.1	94	1850	23.2	9.1	99
	QUINTILE 5	12940	5044	13.7	39.0	86	531	12.5	4.1	78	1524	15.9	11.8	100	1402	17.6	10.8	110
OUTDOOR	QUINTILE 1	14852	6916	18.8	46.6	102	861	20.3	5.8	111	1928	20.1	13.0	110	1427	17.9	9.6	98
	QUINTILE 2	15725	7311	19.8	46.5	102	757	17.9	4.8	92	1745	18.2	11.1	94	1657	20.8	10.5	107
	QUINTILE 3	16330	7411	20.1	45.4	100	727	17.2	4.5	85	1995	20.8	12.2	103	1725	21.7	10.6	107
	QUINTILE 4	16744	7490	20.3	44.7	98	794	18.7	4.7	91	1904	19.9	11.4	96	1630	20.5	9.7	99
	QUINTILE 5	17334	7741	21.0	44.7	98	1098	25.9	6.3	121	2002	20.9	11.5	98	1525	19.2	8.8	89
RADIO-DRIVE TIME	QUINTILE 1	15911	7644	20.7	48.0	106	860	20.3	5.4	103	2065	21.6	13.0	110	1601	20.1	10.1	102
	QUINTILE 2	14837	6951	18.9	46.8	103	774	18.3	5.2	100	1752	18.3	11.8	100	1247	15.7	8.4	85
	QUINTILE 3	15339	7117	19.3	46.4	102	797	18.8	5.2	99	1577	16.3	10.2	86	1614	20.3	10.5	107
	QUINTILE 4	16723	7513	20.4	44.9	99	876	20.7	5.2	100	2076	21.7	12.4	105	1707	21.4	10.2	104
	QUINTILE 5	18176	7644	20.7	42.1	92	930	21.9	5.1	98	2124	22.2	11.7	99	1794	22.5	9.9	100
RADIO-MID- DAY	TERCILE 1	21020	10224	27.7	48.6	107	1228	29.0	5.8	112	2524	26.4	12.0	102	1896	23.8	9.0	92
	TERCILE 2	21610	10245	27.8	47.4	104	1101	26.0	5.1	97	2730	28.5	12.6	107	2376	29.8	11.0	112
	TERCILE 3	38355	16399	44.5	42.8	94	1908	45.0	5.0	95	4320	45.1	11.3	95	3691	46.4	9.6	98
RADIO-TOTAL	QUINTILE 1	15988	7567	20.5	47.3	104	922	21.8	5.8	110	2000	20.9	12.5	106	1818	22.8	11.4	116
	QUINTILE 2	15626	7626	20.7	48.8	107	684	16.1	4.4	84	1823	19.0	11.7	99	1255	15.8	8.0	82
	QUINTILE 3	16723	7913	21.5	47.3	104	905	21.4	5.4	103	1929	20.1	11.5	98	1627	20.4	9.7	99
	QUINTILE 4	16342	7143	19.4	43.7	96	874	20.6	5.3	102	2042	21.3	12.5	106	1685	21.2	10.3	105
	QUINTILE 5	16306	6621	18.0	40.6	89	851	20.1	5.2	100	1780	18.6	10.9	92	1579	19.8	9.7	98
TV-PRIME TIME	QUINTILE 1	15953	7613	20.6	47.7	105	868	20.5	5.4	104	1905	19.9	11.9	101	1666	20.9	10.4	106
	QUINTILE 2	16137	7678	20.8	47.6	105	827	19.5	5.1	98	1996	20.8	12.4	105	1629	20.5	10.1	103
	QUINTILE 3	16420	7429	20.2	45.2	99	900	21.2	5.5	105	1997	20.9	12.2	103	1590	20.0	9.7	98
	QUINTILE 4	16687	7350	19.9	44.0	97	716	16.9	4.3	82	1918	20.0	11.5	97	1599	20.1	9.6	97
	QUINTILE 5	15789	6798	18.4	43.1	95	926	21.9	5.9	112	1757	18.4	11.1	94	1479	18.6	9.4	95
TV-DAYTIME	TERCILE 1	27736	12677	34.4	45.7	100	1693	40.0	6.1	117	3224	33.7	11.6	98	2841	35.7	10.2	103
	TERCILE 2	26489	12512	33.9	47.2	104	1464	34.6	5.5	106	3017	31.5	11.4	96	2424	30.4	9.2	93
	TERCILE 3	26761	11679	31.7	43.6	96	1080	25.5	4.0	77	3333	34.8	12.5	105	2699	33.9	10.1	103
TV-TOTAL	QUINTILE 1	16345	7526	20.4	46.0	101	889	21.0	5.4	104	2012	21.0	12.3	104	1771	22.2	10.8	110
	QUINTILE 2	16447	8030	21.8	48.8	107	1088	25.7	6.6	126	2072	21.6	12.6	107	1716	21.5	10.4	106
	QUINTILE 3	15980	7376	20.0	46.2	101	865	20.4	5.4	103	1625	17.0	10.2	86	1430	18.0	8.9	91
	QUINTILE 4	15887	6904	18.7	43.5	95	811	19.1	5.1	98	2100	21.9	13.2	112	1521	19.1	9.6	97
	QUINTILE 5	16326	7033	19.1	43.1	95	584	13.8	3.6	68	1766	18.4	10.8	92	1524	19.1	9.3	95
MAGAZINES-NEWSPAPERS: DUAL		20721	10067	27.3	48.6	107	1370	32.3	6.6	126	2696	28.2	13.0	110	2223	27.9	10.7	109
MAGAZINE IMPERATIVE		19186	9162	24.9	47.8	105	805	19.0	4.2	80	2476	25.9	12.9	109	2057	25.8	10.7	109
NEWSPAPER IMPERATIVE		21899	9987	27.1	45.6	100	1024	24.2	4.7	89	2250	23.5	10.3	87	1907	23.9	8.7	89
MAGAZINES-OUTDOOR: DUAL		15451	7744	21.0	50.1	110	853	20.1	5.5	106	2069	21.6	13.4	113	1567	19.7	10.1	103
MAGAZINE IMPERATIVE		25953	12234	33.2	47.1	104	1406	33.2	5.4	104	3142	32.8	12.1	102	2785	35.0	10.7	109
OUTDOOR IMPERATIVE		24400	10295	27.9	42.2	93	1187	28.0	4.9	93	2701	28.2	11.1	94	2309	29.0	9.5	96
MAGAZINES-RADIO: DUAL		18049	8740	23.7	48.4	106	1069	25.2	5.9	113	2212	23.1	12.3	104	1864	23.4	10.3	105
MAGAZINE IMPERATIVE		23571	11139	30.2	47.3	104	1209	28.5	5.1	98	3026	31.6	12.8	109	2591	32.5	11.0	112
RADIO IMPERATIVE		23278	10859	29.5	46.6	102	1036	24.5	4.5	85	2616	27.3	11.2	95	2188	27.5	9.4	96
MAGAZINES-TELEVISION: DUAL		15459	7650	20.7	49.5	109	896	21.1	5.8	111	1961	20.5	12.7	107	1658	20.8	10.7	109
MAGAZINE IMPERATIVE		25829	12192	33.1	47.2	104	1344	31.7	5.2	99	3090	32.3	12.0	101	2609	32.8	10.1	103
TELEVISION IMPERATIVE		26039	11506	31.2	44.2	97	1434	33.8	5.5	105	2856	29.8	11.0	93	2442	30.7	9.4	95
NEWSPAPERS-OUTDOOR: DUAL		16605	8275	22.4	49.8	109	951	22.4	5.7	109	1845	19.3	11.1	94	1552	19.5	9.3	95
NEWSPAPER IMPERATIVE		26834	12397	33.6	46.2	101	1508	35.6	5.6	107	3282	34.3	12.2	103	2806	35.2	10.5	106
OUTDOOR IMPERATIVE		23346	10045	27.2	43.0	95	1080	25.5	4.6	88	2989	31.2	12.8	108	2421	30.4	10.4	105
NEWSPAPERS-RADIO: DUAL		17133	8267	22.4	48.3	106	1108	26.2	6.5	124	1723	18.0	10.1	85	1771	22.2	10.3	105
NEWSPAPER IMPERATIVE		25892	12079	32.8	46.7	102	1436	33.9	5.5	106	3210	33.5	12.4	105	2555	32.1	9.9	100
RADIO IMPERATIVE		23167	11034	29.9	47.6	105	948	22.4	4.1	78	3063	32.0	13.2	112	2228	28.0	9.6	98
NEWSPAPERS-TELEVISION: DUAL		17159	8431	22.9	49.1	108	1056	24.9	6.2	118	2133	22.3	12.4	105	1777	22.3	10.4	105
NEWSPAPER IMPERATIVE		26214	11980	32.5	45.7	100	1330	31.4	5.1	97	2941	30.7	11.2	95	2427	30.5	9.3	94
TELEVISION IMPERATIVE		23412	10476	28.4	44.7	98	1253	29.6	5.4	102	2741	28.6	11.7	99	2432	30.5	10.4	106
OUTDOOR-RADIO: DUAL		15303	7451	20.2	48.7	107	812	19.2	5.3	101	1819	19.0	11.9	101	1612	20.2	10.5	107
OUTDOOR IMPERATIVE		24901	11029	29.9	44.3	97	1271	30.0	5.1	98	2899	30.3	11.6	98	2519	31.6	10.1	103
RADIO IMPERATIVE		26492	12581	34.1	47.5	104	1424	33.6	5.4	103	3216	33.6	12.1	103	2567	32.2		

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	36868	100.0	45.5	100	4237	100.0	5.2	100	9574	100.0	11.8	100	7963	100.0	9.8	100
ATLANTIC MONTHLY	415	*165	0.4	39.8	87	**58	1.4	14.0	267	**15	0.2	3.6	31	**68	0.9	16.4	167
BARRON'S	453	*257	0.7	56.7	125	**5	0.1	1.1	21	**68	0.7	15.0	127	**77	1.0	17.0	173
BETTER HOMES & GARDENS	16256	8314	22.6	51.1	112	1136	26.8	7.0	134	1977	20.6	12.2	103	1774	22.3	10.9	111
BON APPEIT	2535	1202	3.3	47.4	104	*141	3.3	5.6	106	293	3.1	11.6	98	*228	2.9	9.0	91
BUSINESS WEEK	1278	631	1.7	49.4	108	**45	1.1	3.5	67	*175	1.8	13.7	116	**164	2.1	12.8	131
CAR AND DRIVER	378	*155	0.4	41.0	90	**11	0.3	2.9	56	**19	0.2	5.0	43	**34	0.4	9.0	91
CBS MAGAZINE NETWORK (GROSS)	1498	750	2.0	50.1	110	**135	3.2	9.0	172	*140	1.5	9.3	79	**133	1.7	8.9	90
CHANGING TIMES	1505	762	2.1	50.6	111	*95	2.2	6.3	121	*219	2.3	14.6	123	*190	2.4	12.6	128
COLONIAL HOMES	1231	522	1.4	42.4	93	**77	1.8	6.3	120	*148	1.5	12.0	102	*135	1.7	11.0	112
CONDE NAST MAG. PKG. (GROSS)	14146	6543	17.7	46.3	102	774	18.3	5.5	105	1608	16.8	11.4	96	1366	17.2	9.7	98
CONSUMERS DIGEST	1323	676	1.8	51.1	112	**73	1.7	5.5	105	*143	1.5	10.8	91	**130	1.6	9.8	100
COSMOPOLITAN	7102	3434	9.3	48.4	106	344	8.1	4.8	93	938	9.8	13.2	112	711	8.9	10.0	102
COUNTRY LIVING	2481	1342	3.6	54.1	119	*301	7.1	12.1	232	211	2.2	8.5	72	*207	2.6	8.3	85
CUISINE	1472	640	1.7	43.5	96	**46	1.1	3.1	60	*165	1.7	11.2	95	*164	2.1	11.1	113
CYCLE WORLD	425	*250	0.7	58.8	129	**80	1.9	18.8	360	**30	0.3	7.1	60	**34	0.4	8.0	81
DCI:CREATIVE IDEAS FOR LIV	2510	1209	3.3	48.2	106	*222	5.2	8.8	169	337	3.5	13.4	114	*233	2.9	9.3	94
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3136	8.5	46.8	103	364	8.6	5.4	104	1015	10.6	15.2	128	645	8.1	9.6	98
DISCOVER	894	429	1.2	48.0	105	**60	1.4	6.7	128	**128	1.3	14.3	121	*151	1.9	16.9	172
EBONY	3507	1358	3.7	38.7	85	179	4.2	5.1	98	268	2.8	7.6	65	392	4.9	11.2	114
ESQUIRE	1083	478	1.3	44.1	97	**86	2.0	7.9	152	*162	1.7	15.0	127	*181	2.3	16.7	170
ESSENCE	1830	671	1.8	36.7	81	*99	2.3	5.4	103	*168	1.8	9.2	78	*134	1.7	7.3	74
FAMILY CIRCLE	15930	7802	21.2	49.0	108	1135	26.8	7.1	136	1900	19.8	11.9	101	1760	22.1	11.0	112
THE FAMILY HANDYMAN	1126	597	1.6	53.0	116	**81	1.9	7.2	137	*141	1.5	12.5	106	**110	1.4	9.8	99
FAMILY WEEKLY	11468	5679	15.4	49.5	109	390	9.2	3.4	65	1782	18.6	15.5	131	1323	16.6	11.5	117
FIELD & STREAM	2234	1135	3.1	50.8	112	*196	4.6	8.8	168	355	3.7	15.9	134	*252	3.2	11.3	115
FOOD & WINE	579	214	0.6	37.0	81	**15	0.4	2.6	50	**63	0.7	10.9	92	**67	0.8	11.6	118
FORBES	728	365	1.0	50.1	110	**42	1.0	5.8	110	*139	1.5	19.1	162	**113	1.4	15.5	158
FORTUNE	906	503	1.4	55.5	122	**64	1.5	7.1	135	**151	1.6	16.7	141	*146	1.8	16.1	164
GENTLEMEN'S QUARTERLY	791	359	1.0	45.4	100	*337	0.9	4.7	89	**82	0.9	10.4	88	**68	0.9	8.6	87
GLAMOUR	5265	2494	6.8	47.4	104	229	5.4	4.3	83	626	6.5	11.9	101	509	6.4	9.7	98
GOLF DIGEST	636	420	1.1	66.0	145	**40	0.9	6.3	120	**96	1.0	15.1	128	**51	0.6	8.0	82
GOLF DIGEST/TENNIS (GROSS)	1186	790	2.1	66.6	146	**89	2.1	7.5	143	**161	1.7	13.6	115	**103	1.3	8.7	88
GOLF MAGAZINE	441	*287	0.8	65.1	143	*117	0.4	3.9	74	**78	0.8	17.7	150	**54	0.7	12.2	125
GOLF MAGAZINE/SKI (GROSS)	922	511	1.4	55.4	122	*332	0.8	3.5	66	*135	1.4	14.6	124	*100	1.3	10.8	110
GOOD HOUSEKEEPING	16487	8167	22.2	49.5	109	1097	25.9	6.7	127	1981	20.7	12.0	102	1750	22.0	10.6	108
HARPER'S BAZAAR	2423	1177	3.2	48.6	107	*109	2.6	4.5	86	301	3.1	12.4	105	252	3.2	10.4	106
HEALTH	1994	992	2.7	49.7	109	**88	2.1	4.4	84	279	2.9	14.0	118	*303	3.8	15.2	155
HEARST MAG CORP. BUY (GROSS)	44101	22100	59.9	50.1	110	3027	71.4	6.9	131	5438	56.8	12.3	104	4554	57.2	10.3	105
HEARST MAN POWER (GROSS)	1993	1100	3.0	55.2	121	*205	4.8	10.3	197	*179	1.9	9.0	76	*162	2.0	8.1	83
HEARST WOMAN POWER (GROSS)	31274	15677	42.5	50.1	110	2045	48.3	6.5	125	4022	42.0	12.9	109	3284	41.2	10.5	107
HOUSE BEAUTIFUL	3623	1742	4.7	48.1	106	*195	4.6	5.4	103	430	4.5	11.9	100	393	4.9	10.8	110
INC.	283	*176	0.5	62.2	137	**22	0.5	7.8	149	**93	1.0	32.9	278	**66	0.8	23.3	237
JET	2928	1104	3.0	37.7	83	*147	3.5	5.0	96	299	3.1	10.2	86	284	3.6	9.7	99
LADIES' HOME JOURNAL	11918	5937	16.1	49.8	109	728	17.2	6.1	117	1479	15.4	12.4	105	1279	16.1	10.7	109
LHJ FAMILY GRP COMBO(GROSS)	16764	8295	22.5	49.5	109	1081	25.5	6.4	123	2196	22.9	13.1	111	1904	23.9	11.4	116
LIFE	4254	1891	5.1	44.5	98	237	5.6	5.6	106	448	4.7	10.5	89	361	4.5	8.5	86
L.A. TIMES HOME MAGAZINE	1145	514	1.4	44.9	99	**1	0.0	0.1	2	300	3.1	26.2	222	**130	1.6	11.4	115
MADMOISELLE	2884	1340	3.6	46.5	102	*176	4.2	6.1	117	300	3.1	10.4	88	346	4.3	12.0	122
MC CALL'S	13460	6871	18.6	51.0	112	830	19.6	6.2	118	1655	17.3	12.3	104	1362	17.1	10.1	103
MC CALL'S/MRK MOTHER (GROSS)	14606	7452	20.2	51.0	112	903	21.3	6.2	118	1783	18.6	12.2	103	1556	19.5	10.7	108
MECHANIX ILLUSTRATED	772	440	1.2	57.0	125	**85	2.0	11.0	210	**100	1.0	13.0	110	**106	1.3	13.7	140
METROPOLITAN HOME	967	411	1.1	42.5	93	**27	0.6	2.8	53	*99	1.0	10.2	87	**114	1.4	11.8	120
MONEY	1588	733	2.0	46.2	101	*154	3.6	9.7	185	*216	2.3	13.6	115	*183	2.3	11.5	117
MOTHER EARTH NEWS	1002	501	1.4	50.0	110	*337	0.9	3.7	71	*141	1.5	14.1	119	*94	1.2	9.4	95
MS.	825	374	1.0	45.3	100	**35	0.8	4.2	81	*70	0.7	8.5	72	*74	0.9	9.0	91
NATIONAL ENQUIRER	10336	4830	13.1	46.7	103	587	13.9	5.7	109	1269	13.3	12.3	104	932	11.7	9.0	92
NATIONAL GEOGRAPHIC	9597	4518	12.3	47.1	103	608	14.3	6.3	121	1306	13.6	13.6	115	1000	12.6	10.4	106
NATIONAL SUNDAY MAGAZINE PKG	49558	23188	62.9	46.8	103	2746	64.8	5.5	106	6113	63.9	12.3	104	4858	61.0	9.8	100
NATURAL HISTORY	573	301	0.8	52.5	115	*87	2.1	15.2	290	*44	0.5	7.7	65	*74	0.9	12.9	131
NEM WOMAN	1699	737	2.0	43.4	95	*152	3.6	8.9	171	*271	2.8	16.0	135	*223	2.8	13.1	133
NEM YORK INCLUDING CUE	443	247	0.7	55.8	122	**12	0.3	2.7	52	**12	0.1	2.7	23	**45	0.6	10.2	103
THE NEW YORKER	1270	635	1.7	50.0	110	**29	0.7	2.3	44	*95	1.0	7.5	63	*99	1.2	7.8	79
MENSNEEK	6277	2998	8.1	47.8	105	407	9.6	6.5	124	794	8.3	12.6	107	630	7.9	10.0	102
THE N.Y. TIMES DAILY EDITION	1205	662	1.8	54.9	121	*19	0.4	1.6	30	*22	0.2	1.8	15	*172	2.2	14.3	145
THE N.Y. TIMES MAGAZINE	2081	1159	3.1	55.7	122	*36	0.8	1.7	33	*25	0.3	1.2	10	340	4.3	16.3	166
OWNI	788	290	0.8	36.8	81	**33	0.8	4.2	80	*97	1.0	12.3	104	*109	1.4	13.8	141
ON CABLE	1158	493	1.3	42.6	94	*107	2.5	9.2	177	*86	0.9	7.4	63	*105	1.3	9.1	92
1001 HOME IDEAS	2852	1366	3.7	47.9	105	*265	6.3	9.3	178	438	4.6	15.4	130	322	4.0	11.3	115
ORGANIC GARDENING	1658	756	2.1	45.6	100	*69	1.6	4.2	80	*191	2.0	11.5	97	*170	2.1	10.3	104
OUTDOOR LIFE	896	480	1.3	53.6	118	**126	3.0	14.1	269	*123	1.3	13.7	116	*125	1.6	14.0	142
PARADE MAGAZINE	24275	11232	30.5	46.3	102	1057	24.9	4.4	83	2342	24.5	9.6	82	2253	28.3	9.3	94

	TOTAL U.S. '000	BOUNTY				BOLT				BRANNY				CORONET			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80984	36868	100.0	45.5	100	4237	100.0	5.2	100	9574	100.0	11.8	100	7963	100.0	9.8	100
PARENTS	3845	1941	5.3	50.5	111	298	7.0	7.8	148	431	4.5	11.2	95	361	4.5	9.4	95
PENTHOUSE	831	353	1.0	42.5	93	**51	1.2	6.1	117	**55	0.6	6.6	56	**57	0.7	6.9	70
PEOPLE	11645	5405	14.7	46.4	102	656	15.5	5.6	108	1483	15.5	12.7	108	1100	13.8	9.4	96
PLAYBOY	2006	752	2.0	37.5	82	*109	2.6	5.4	104	*209	2.2	10.4	88	*123	1.5	6.1	62
POPULAR HOT RODDING	297	*157	0.4	52.9	116	**45	1.1	15.2	290	**64	0.7	21.5	182	**48	0.6	16.2	164
POPULAR MECHANICS	1018	547	1.5	53.7	118	**112	2.6	11.0	210	**66	0.7	6.5	55	**74	0.9	7.3	74
POPULAR SCIENCE	878	453	1.2	51.6	113	**42	1.0	4.8	91	**93	1.0	10.6	90	**45	0.6	5.1	52
PREVENTION	3913	1949	5.3	49.8	109	255	6.0	6.5	125	528	5.5	13.5	114	430	5.4	11.0	112
PSYCHOLOGY TODAY	1710	824	2.2	48.2	106	**48	1.1	2.8	54	*165	1.7	9.6	82	*137	1.7	8.0	81
READER'S DIGEST	22204	10970	29.8	49.4	109	1274	30.1	5.7	110	2953	30.8	13.3	112	2189	27.5	9.9	100
REDBOOK	7684	4076	11.1	53.0	117	604	14.3	7.9	150	1103	11.5	14.4	121	824	10.3	10.7	109
ROAD & TRACK	410	*205	0.6	50.0	110	**14	0.3	3.4	65	**57	0.6	13.9	118	**41	0.5	10.0	102
ROLLING STONE	969	491	1.3	50.7	111	**54	1.3	5.6	107	*143	1.5	14.8	125	*125	1.6	12.9	131
RUNNER'S WORLD	298	*122	0.3	40.9	90	**7	0.2	2.3	45	*26	0.3	8.7	74	*52	0.7	12.4	177
SATURDAY EVENING POST	1169	507	1.4	43.4	95	**87	2.1	7.4	142	*127	1.3	10.9	92	**67	0.8	5.7	58
SCIENCE 84	587	278	0.8	47.4	104	**11	0.3	1.9	36	**63	0.7	10.7	91	**55	0.7	9.4	95
SCIENCE DIGEST	482	298	0.8	61.8	136	**14	0.3	2.9	56	*63	0.7	13.1	111	**32	0.4	6.6	68
SCIENTIFIC AMERICAN	594	294	0.8	49.5	109	*5	0.1	0.8	16	*67	0.7	11.3	95	*50	0.6	8.4	86
SELF	2089	1010	2.7	48.3	106	*166	3.9	7.9	152	*208	2.2	10.0	84	*157	2.0	7.5	76
SEVENTEEN	2411	1114	3.0	46.2	101	*224	5.3	9.3	178	*252	2.6	10.5	88	*152	1.9	6.3	64
SKI	480	*224	0.6	46.7	103	**15	0.4	3.1	60	*57	0.6	11.9	100	**46	0.6	9.6	97
SMITHSONIAN	2760	1328	3.6	48.1	106	*120	2.8	4.3	83	404	4.2	14.6	124	320	4.0	11.6	118
SOAP OPERA DIGEST	3013	1513	4.1	50.2	110	*146	3.4	4.8	93	331	3.5	11.0	93	244	3.1	8.1	82
SOUTHERN LIVING	4184	1927	5.2	46.1	101	*141	3.3	3.4	64	678	7.1	16.2	137	412	5.2	9.8	100
SPORT	559	*240	0.7	42.9	94	**24	0.6	4.3	82	**25	0.3	4.5	38	**51	0.6	9.1	93
THE SPORTING NEWS	436	*268	0.7	61.5	135	**12	0.3	2.8	53	*20	0.2	4.6	39	**41	0.5	9.4	96
SPORTS FIELD	493	255	0.7	51.7	114	**80	1.9	16.2	310	*50	0.5	10.1	86	**55	0.7	11.2	113
SPORTS ILLUSTRATED	2758	1615	4.4	58.6	129	*174	4.1	6.3	121	355	3.7	12.9	109	318	4.0	11.5	117
STAR	7456	3614	9.8	48.5	106	380	9.0	5.1	97	1005	10.5	13.5	114	706	8.9	9.5	96
SUNDAY	24936	11436	31.0	45.9	101	1892	44.7	7.6	145	2865	29.9	11.5	97	2424	30.4	9.7	99
SUNSET	2124	779	2.1	36.7	81	**81	1.9	3.8	73	467	4.9	22.0	186	364	4.6	17.1	174
TV GUIDE	21661	10397	28.2	48.0	105	984	23.2	4.5	87	2632	27.5	12.2	103	2296	28.8	10.6	108
TENNIS	550	369	1.0	67.1	147	**49	1.2	8.9	170	**65	0.7	11.8	100	**52	0.7	9.5	96
TIME	8880	4112	11.2	46.3	102	529	12.5	6.0	114	1094	11.4	12.3	104	894	11.2	10.1	102
TOWN & COUNTRY	917	434	1.2	47.3	104	**79	1.9	8.6	165	**127	1.3	13.8	117	**92	1.2	10.0	102
TRAVEL & LEISURE	972	509	1.4	52.4	115	*37	0.9	3.8	73	*133	1.4	13.7	116	*142	1.8	14.6	149
TRUE STORY	3356	1708	4.6	50.9	112	*127	3.0	3.8	72	455	4.8	13.6	115	257	3.2	7.7	78
U.S. NEWS & WORLD REPORT	3410	1486	4.0	43.6	96	*215	5.1	6.3	121	503	5.3	14.8	125	259	3.3	7.6	77
USA TODAY	1759	892	2.4	50.7	111	*95	2.2	5.4	103	*194	2.0	11.0	93	*156	2.0	8.9	90
US	1873	1017	2.8	54.3	119	*143	3.4	7.6	146	*238	2.5	12.7	107	*131	1.6	7.0	71
VOGUE	3909	1699	4.6	43.5	95	*203	4.8	5.2	99	474	5.0	12.1	103	355	4.5	9.1	92
WALL STREET JOURNAL	1886	935	2.5	49.6	109	*120	2.8	6.4	122	*222	2.3	11.8	100	*202	2.5	10.7	109
WEIGHT WATCHERS	2120	1021	2.8	48.2	106	*181	4.3	8.5	163	216	2.3	10.2	86	*168	2.1	7.9	81
WOMAN'S DAY	14172	7349	19.9	51.9	114	1024	24.2	7.2	138	1748	18.3	12.3	104	1594	20.0	11.2	114
WORKING WOMEN	1146	581	1.6	50.7	111	*73	1.7	6.4	122	*128	1.3	11.2	94	*194	2.4	16.9	172
WORKING WOMAN	1322	672	1.8	50.8	112	*67	1.6	5.1	97	*195	2.0	14.8	125	*150	1.9	11.3	115
WORLD TENNIS	*163	**85	0.2	52.1	115	*19	0.4	11.7	223	*15	0.2	9.2	78	*18	0.2	11.0	112
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1251	3.4	49.4	109	*125	3.0	4.9	94	305	3.2	12.0	102	*211	2.6	8.3	85
BLAIR INSERTE	43657	20299	55.1	46.5	102	2517	59.4	5.8	110	4839	50.5	11.1	94	4261	53.5	9.8	99
DAILY NEWSPAPERS																	
READ ANY	51633	24263	65.8	47.0	103	2833	66.9	5.5	105	6135	64.1	11.9	101	5032	63.2	9.7	99
READ ONE	43443	20021	54.3	46.1	101	2310	54.5	5.3	102	5315	55.5	12.2	103	4244	53.3	9.8	99
READ TWO OR MORE	8170	4242	11.5	51.9	114	523	12.3	6.4	122	820	8.6	10.0	85	788	9.9	9.6	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	24658	66.9	46.8	103	2938	69.3	5.6	107	6331	66.1	12.0	102	5166	64.9	9.8	100
READ ONE	46126	21105	57.2	45.8	101	2549	60.2	5.5	106	5792	60.5	12.6	106	4520	56.8	9.8	100
READ TWO OR MORE	6552	3552	9.6	54.2	119	388	9.2	5.9	113	539	5.6	8.2	70	645	8.1	9.8	100
OUTDOOR																	
100 SHM - 30 DAY AV FREQ	27.55	28.29				29.63				28.41				27.47			
30 DAY REACH	71455	32443	88.0	45.4	100	3566	84.2	5.0	95	8443	88.2	11.8	100	7124	89.5	10.0	101
50 SHM - 30 DAY AV FREQ	14.56	14.83				15.96				14.88				14.56			
30 DAY REACH	67742	31051	84.2	45.8	101	3316	78.3	4.9	94	8085	84.4	11.9	101	6714	84.3	9.9	101
25 SHM - 30 DAY AV FREQ	7.94	8.10				8.67				8.08				7.75			
30 DAY REACH	62117	28405	77.0	45.7	100	3060	72.2	4.9	94	7451	77.8	12.0	101	6321	79.4	10.2	103
CABLE TV: HOME WIRED	32077	16011	43.4	49.9	110	1663	39.2	5.2	99	4263	44.5	13.3	112	3451	43.3	10.8	109
HOME NOT WIRED	48909	20857	56.6	42.6	94	2574	60.8	5.3	101	5311	55.5	10.9	92	4512	56.7	9.2	94
HAVE PAY CABLE	15935	8178	22.2	51.3	113	838	19.8	5.3	101	2161	22.6	13.6	115	1765	22.2	11.1	113

	TOTAL U.S. '000	A '000	BOUNTY % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	36868	100.0	45.5	100	4237	100.0	5.2	100	9574	100.0	11.8	100	7963	100.0	9.8	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	20970	56.9	47.7	105	2198	51.9	5.0	96	5219	54.5	11.9	101	4231	53.1	9.6	99
10:00 AM - 3:00 PM	30659	14866	40.3	48.5	107	1653	39.0	5.4	103	3803	39.7	12.4	105	2955	37.1	9.6	99
3:00 PM - 7:00 PM	31045	14457	39.2	46.6	102	1783	42.1	5.7	110	3726	38.9	12.0	102	2988	37.5	9.6	99
7:00 PM - MIDNIGHT	15767	7159	19.4	45.4	100	832	19.6	5.3	101	2074	21.7	13.2	111	1838	23.1	11.7	101
MIDNIGHT - 6:00 AM	9120	4521	12.3	49.6	109	482	11.4	5.3	101	1271	13.3	13.9	118	809	10.2	8.9	100
6:00 AM - MIDNIGHT	58527	27550	74.7	47.1	103	3051	72.0	5.2	100	7043	73.6	12.0	102	5689	71.4	9.7	99
ENTIRE DAY	59311	27915	75.7	47.1	103	3092	73.0	5.2	100	7147	74.7	12.1	102	5792	72.7	9.8	99
AVG DAILY M-F CUME: 6AM-MONT FORMATS: ADULT CONTEMPORARY	16172	8121	22.0	50.2	110	1159	27.4	7.2	137	2045	21.4	12.6	107	1621	20.4	10.0	100
ALL NEWS	2256	1008	2.7	44.7	98	**78	1.8	3.5	66	**205	2.1	9.1	77	334	4.2	14.8	150
AOR/PROGRESSIVE	3874	1843	5.0	47.6	105	**166	3.9	4.3	82	425	4.4	11.0	93	432	5.4	11.2	111
BEAUTIFUL MUSIC	5660	2662	7.2	47.0	103	241	5.7	4.3	81	734	7.7	13.0	110	624	7.8	11.0	111
BLACK	2204	850	2.3	38.6	85	**113	2.7	5.1	98	208	2.2	9.4	80	236	3.0	10.7	100
CLASSICAL	1418	594	1.6	41.9	92	**45	1.1	3.2	61	**140	1.5	9.9	84	**149	1.9	10.5	100
CHR/ROCK	9538	4353	11.8	45.6	100	384	9.1	4.0	77	1065	11.1	11.2	94	849	10.7	8.9	99
COUNTRY	12648	6031	16.4	47.7	105	630	14.9	5.0	95	1543	16.1	12.2	103	1270	15.9	10.0	100
GOLDEN OLDIES	1191	465	1.3	39.0	86	**55	1.3	4.6	88	**94	1.0	7.9	67	**171	2.1	14.4	144
MOR/NOSTALGIA	4757	2183	5.9	45.9	101	317	7.5	6.7	127	572	6.0	12.0	102	509	6.4	10.7	100
NEWS/TALK	3863	1703	4.6	44.1	97	**159	3.8	4.1	79	463	4.8	12.0	101	325	4.1	8.4	88
RELIGIOUS	3084	1301	3.5	42.2	93	**117	2.8	3.8	73	504	5.3	16.3	138	**308	3.9	10.0	100
SOFT ROCK	521	**197	0.5	37.8	83	**32	0.8	6.1	117	**82	0.9	15.7	133	**98	1.2	18.8	190
URBAN CONTEMPORARY	1585	752	2.0	47.4	104	**77	1.8	4.9	93	**124	1.3	7.8	66	**197	2.5	12.4	120
MIXED NETWORKS:																	
ABC CONTEMPORARY	3261	1461	4.0	44.8	98	**111	2.6	3.4	65	330	3.4	10.1	86	290	3.6	8.9	99
ABC DIRECTOR	2316	1133	3.1	48.9	107	**106	2.5	4.6	87	**293	3.1	12.7	107	361	4.5	15.6	150
ABC ENTERTAINMENT	4834	2354	6.4	48.7	107	**165	3.9	3.4	65	387	4.0	8.0	68	408	5.1	8.4	88
ABC FM	2202	1136	3.1	51.6	113	**143	3.4	6.5	124	**183	1.9	8.3	70	**230	2.9	10.4	100
ABC INFORMATION	5425	2529	6.9	46.6	102	344	8.1	6.3	121	674	7.0	12.4	105	560	7.0	10.3	100
ABC ROCK	1677	870	2.4	51.9	114	**95	2.2	5.7	108	**150	1.6	8.9	76	**147	1.8	8.8	88
CBS	4430	2235	6.1	50.5	111	318	7.5	7.2	137	627	6.5	14.2	120	555	7.0	12.5	120
MUTUAL	4992	2500	6.8	50.1	110	285	6.7	5.7	109	506	5.3	10.1	86	514	6.5	10.3	100
NBC	4679	2184	5.9	46.7	103	328	7.7	7.0	134	395	4.1	8.4	71	466	5.9	10.0	100
RADIO/AD	1994	987	2.7	49.5	109	**97	2.3	4.9	93	**228	2.4	11.4	97	**231	2.9	11.6	111
RKO ONE	2298	1018	2.8	44.3	97	**108	2.5	4.7	90	**246	2.6	10.7	91	**273	3.4	11.9	120
RKO TWO	3311	1446	3.9	43.7	96	**99	2.3	3.0	57	295	3.1	8.9	75	366	4.6	11.1	111
THE SOURCE	2114	1169	3.2	55.3	121	**78	1.8	3.7	71	**247	2.6	11.7	96	**202	2.5	9.6	99
NON-WIRED: BLAIR	8654	4112	11.2	47.5	104	467	11.0	5.4	103	1138	11.9	13.1	111	851	10.7	9.8	100
INTERNET	12025	5434	14.7	45.2	99	519	12.2	4.3	82	1647	17.2	13.7	116	1525	19.2	12.7	120
KATZ RADIO GROUP	15359	7019	19.0	45.7	100	788	18.6	5.1	98	1611	16.8	10.5	89	1528	19.2	9.9	100
SUPERNET	10628	5283	14.3	49.7	109	650	15.3	6.1	117	1274	13.3	12.0	101	1063	13.3	10.0	100
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3826	10.4	44.2	97	515	12.2	5.9	114	1178	12.3	13.6	115	983	12.3	11.4	111
WKDAY 9:00 AM - 1:00 PM	12163	5600	15.2	46.0	101	724	17.1	6.0	114	1385	14.5	11.4	96	1287	16.2	10.6	100
WKDAY 1:00 PM - 4:30 PM	16150	7383	20.0	45.7	100	998	23.6	6.2	118	1769	18.5	11.0	93	1586	19.9	9.8	100
WKDAY 4:30 PM - 7:30 PM	22463	10201	27.7	45.4	100	1151	27.2	5.1	98	2680	28.0	11.9	101	2268	28.5	10.1	100
WKDAY 7:30 PM - 8:00 PM	31795	14756	40.0	46.4	102	1649	38.9	5.2	99	3783	39.5	11.9	101	2958	37.1	9.3	99
WKDAY 11:00 PM - 11:30 PM	23977	11315	30.7	47.2	104	1583	37.4	6.6	126	2774	29.0	11.6	98	2471	31.0	10.3	100
WKDAY 11:30 PM - 1:00 AM	7703	3634	9.9	47.2	104	557	13.1	7.2	138	890	9.3	11.6	98	751	9.4	9.7	99
M-SAT 8-11 PM-SUN 7-11 PM	33800	15672	42.5	46.4	102	1789	42.2	5.3	101	4072	42.5	12.0	102	3427	43.0	10.1	100
WKDAY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2920	7.9	44.7	98	454	10.7	6.9	133	748	7.8	11.4	97	621	7.8	9.5	99
ANOTHER WORLD	N 4620	2102	5.7	45.5	100	254	6.0	5.5	105	452	4.7	9.8	83	413	5.2	8.9	99
AS THE WORLD TURNS	C 5614	2564	7.0	45.7	100	442	10.4	7.9	150	730	7.6	13.0	110	515	6.5	9.2	99
CAPITOL	C 3396	1639	4.4	48.3	106	243	5.7	7.2	137	421	4.4	12.4	105	359	4.5	10.6	100
CBS MORN. NEWS 1	C 1446	622	1.7	43.0	94	**123	2.9	8.5	163	189	2.0	13.1	111	138	1.7	9.5	99
CBS MORN. NEWS 2	C 1207	466	1.3	38.6	85	**26	0.6	2.2	41	119	1.2	9.9	83	131	1.6	10.9	111
DAYS OF OUR LIVES	N 5877	2821	7.7	48.0	105	464	11.0	7.9	151	716	7.5	12.2	103	702	8.8	11.9	120
FACTS OF LIFE - DAYTIME	N 2290	1025	2.8	44.8	98	**130	3.1	5.7	109	240	2.5	10.5	89	189	2.4	8.3	88
FAMILY FEUD	A 3023	1249	3.4	41.3	91	196	4.6	6.5	124	331	3.5	10.9	93	325	4.1	10.8	100
GENERAL HOSPITAL	A 6097	2781	7.5	45.6	100	327	7.7	5.4	103	544	5.7	8.9	75	564	7.1	9.3	99
GOOD MORNING, AMERICA-730	A 3515	1564	4.2	44.5	98	298	7.0	8.5	162	434	4.5	12.3	104	470	5.9	13.4	130
GOOD MORNING, AMERICA-830	A 2818	1335	3.6	47.4	104	154	3.6	5.5	104	410	4.3	14.5	123	460	5.8	16.3	160
GUIDING LIGHT	C 5339	2456	6.7	46.0	101	372	8.8	7.0	133	637	6.7	11.9	101	542	6.8	10.2	100
ONE LIFE TO LIVE	A 4478	1969	5.3	44.0	97	283	6.7	6.3	121	473	4.9	10.6	89	355	4.5	7.9	88
PRESS YOUR LUCK	C 2244	1117	3.0	49.8	109	175	4.1	7.8	149	312	3.3	13.9	118	217	2.7	9.7	99
PRICE IS RIGHT 1	C 4348	2098	5.7	48.3	106	251	5.9	5.8	110	520	5.4	12.0	101	366	4.6	8.4	88
PRICE IS RIGHT 2	C 5014	2462	6.7	49.1	108	302	7.1	6.0	115	576	6.0	11.5	97	457	5.7	9.1	99
RYAN'S HOPE	A 3150	1473	4.0	46.8	103	194	4.6	6.2	118	259	2.7	8.2	70	298	3.7	9.5	99
SALE OF THE CENTURY	N 2695	1238	3.4	45.9	101	185	4.4	6.9	131	242	2.5	9.0	76	253	3.2	9.4	99
SEARCH FOR TOMORROW	N 2319	1034	2.8	44.6	98	**60	1.4	2.6	49	265	2.8	11.4	97	223	2.8	9.6	99
TODAY SHOW 1	N 2693	1225	3.3	45.5	100	104	2.5	3.9	74	320	3.3	11.9	101	258	3.2	9.6	99
TODAY SHOW 2	N 2498	1215	3.3	48.6	107	141	3.3	5.6	108	254	2.7	10.2	86	213	2.7	8.5	88
\$25,000 PYRAMID	C 2753	1383	3.8	50.2	110	170	4.0	6.2	118	325	3.4	11.8	100	304	3.8	11.0	111
WHEEL OF FORTUNE	N 4388	2027	5.5	46.2	101	241	5.7	5.5	105	609	6.4	13.9	117	482	6.1	11.0	111
YOUNG AND THE RESTLESS	C 5695	2710	7.4	47.6	105	381	9.0	6.7	128	659	6.9	11.6	98	629	7.9	11.0	111
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	725	2.0	41.2	90	**125	3.0	7.1	136	247	2.6	14.0	119	160	2.0		

		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX																		
TOTAL FEMALE HOMEOWNERS																			80986	36868	100.0	45.5	100	4237	100.0	5.2	100	9574	100.0	11.8	100	7963	100.0	9.8	100	
WKDAY LOCAL EVENING TV NEWS																			26063	12018	32.6	46.1	101	1441	34.0	5.5	106	3150	32.9	12.1	102	2625	33.0	10.1	102	
NETWORK AFFILIATES - EARLY																			20261	9602	26.0	47.4	104	1347	31.8	6.6	127	2310	24.1	11.4	96	2067	26.0	10.2	104	
INDEPENDENTS - LATE																			2076	1020	2.8	49.1	108	91	2.1	4.4	84	237	2.5	11.4	97	256	3.2	12.3	125	
TV EVENING NTWK 6 PM - 2 AM																																				
A TEAM																			M	10453	4787	13.0	45.8	101	572	13.5	5.5	105	1315	13.7	12.6	106	979	12.3	9.4	95
ABC MONDAY NIGHT MOVIE																			A	6412	3072	8.3	47.9	105	311	7.3	4.9	93	749	7.8	11.7	99	710	8.9	11.1	113
ABC SUNDAY NIGHT MOVIE																			A	12407	5745	15.6	46.3	102	584	13.8	4.7	90	1463	15.3	11.8	100	1254	15.7	10.1	103
ABC WORLD NEWS TONIGHT																			A	6176	3150	8.5	51.0	112	352	8.3	5.7	109	773	8.1	12.5	106	654	8.2	10.6	108
AFTERMASH																			C	5863	2651	7.2	45.2	99	407	9.6	6.9	133	941	9.8	16.0	136	548	6.9	9.3	95
ALICE																			C	9594	4405	11.9	45.9	101	624	14.7	6.5	124	1292	13.5	13.5	114	950	11.9	9.9	101
AMERICAN PARADE																			C	6622	2880	7.8	43.5	96	340	8.0	5.1	98	667	7.0	10.1	85	668	8.4	10.1	103
BENSON																			A	10886	4962	13.5	45.6	100	515	12.2	4.7	90	1228	12.8	11.3	95	1062	13.3	9.8	99
BLUE THUNDER																			A	5036	2349	6.4	46.6	102	290	6.8	5.8	110	664	6.9	13.2	112	491	6.2	9.7	99
CAGNEY & LACEY																			C	9965	4749	12.9	47.7	105	729	17.2	7.3	140	1219	12.7	12.2	103	886	11.1	8.9	90
CBS EVENING NEWS-DEAN																			C	3491	1514	4.1	43.4	95	*188	4.4	5.4	103	369	3.9	10.6	89	404	5.1	11.6	118
CBS EVENING NEWS-RATHER																			C	7123	3200	8.7	44.9	99	477	11.3	6.7	128	885	9.2	12.4	105	755	9.5	10.6	108
CBS SAT. NEWS-SCHIEFFER																			C	3621	1537	4.2	42.4	93	155	3.7	4.3	82	403	4.2	11.1	94	332	4.2	9.2	93
CBS SATURDAY NIGHT MOVIE																			C	5436	2576	7.0	47.4	104	352	8.3	6.5	124	703	7.3	12.9	109	661	8.3	12.2	124
CBS WEDNESDAY NIGHT MOVIE																			C	6100	2709	7.3	44.4	98	305	7.2	5.0	96	829	8.7	13.6	115	626	7.9	10.3	104
CHEERS																			N	8889	3889	10.5	43.8	96	448	10.6	5.0	96	1104	11.5	12.4	105	841	10.6	9.5	96
DALLAS																			C	22109	10109	27.4	45.7	100	1317	31.1	6.0	114	2731	28.5	12.4	104	2245	28.2	10.2	103
DIFF'RENT STROKES																			N	6940	3213	8.7	46.3	102	348	8.2	5.0	96	800	8.4	11.5	98	587	7.4	8.5	86
DOUBLE TROUBLE																			N	7223	3433	9.3	47.5	104	398	9.4	5.5	105	1008	10.5	14.0	118	605	7.6	8.4	85
DUCK FACTORY																			N	5595	2444	6.6	43.7	96	295	7.0	5.3	101	752	7.9	13.4	114	561	7.0	10.0	102
DUKES OF HAZZARD																			C	5768	2613	7.1	45.3	100	413	9.7	7.2	137	614	6.4	10.6	90	444	5.6	7.7	78
DYNASTY																			A	20053	9060	24.6	45.2	99	1044	24.6	5.2	100	2283	23.8	11.4	96	2094	26.3	10.4	106
FACTS OF LIFE																			N	8087	3773	10.2	46.7	102	475	11.2	5.9	112	1285	13.4	15.9	134	601	7.5	7.4	76
FALCON CREST																			C	20046	9571	26.0	47.7	105	1367	32.3	6.8	130	2390	25.0	11.9	101	2094	26.3	10.4	106
FALL GUY																			A	9084	4272	11.6	47.0	103	474	11.2	5.2	100	1174	12.3	12.9	109	1024	12.9	11.3	115
FAMILY TIES																			N	7964	3588	9.7	45.1	99	423	10.0	5.3	102	893	9.3	11.2	95	680	8.5	8.5	87
FANTASY ISLAND																			A	7687	3297	8.9	42.9	94	396	9.3	5.2	98	805	8.4	10.5	89	613	7.7	8.0	81
FOULUPS, BLEEPERS & BLUNDERS																			A	8861	4062	11.0	45.8	101	530	12.5	6.0	114	1013	10.6	11.4	97	889	11.2	10.0	102
FOUR SEASONS																			C	5095	2393	6.5	47.0	103	*351	8.3	6.9	132	854	8.9	16.8	142	473	5.9	9.3	94
GIMME A BREAK																			N	8838	3729	10.1	42.2	93	584	13.8	6.6	126	911	9.5	10.3	87	712	8.9	8.1	82
HART TO HART																			A	8978	4129	11.2	46.0	101	570	13.5	6.3	121	1070	11.2	11.9	101	775	9.7	8.6	88
HILL STREET BLUES																			N	8590	3869	10.5	45.0	99	495	11.7	5.8	110	1058	11.1	12.3	104	962	12.1	11.2	114
HOTEL																			A	14085	6595	17.9	46.8	103	771	18.2	5.5	105	1555	16.2	11.0	93	1448	18.2	10.3	105
JEFFERSONS																			C	9360	4225	11.5	45.1	99	651	15.4	7.0	133	1349	14.1	14.4	122	915	11.5	9.8	99
JENNIFER SLEPT HERE																			N	5841	2728	7.4	46.7	103	351	8.3	6.0	115	710	7.4	12.2	103	513	6.4	8.8	89
KATE & ALLIE																			C	9206	4534	12.3	49.3	108	528	12.5	5.7	110	1190	12.4	12.9	109	758	9.5	8.2	84
KNIGHT RIDER																			N	7076	3248	8.8	45.9	101	351	8.3	5.0	95	848	8.9	12.0	101	803	10.1	11.3	115
LOVE BOAT																			A	12219	5220	14.2	42.7	94	666	15.7	5.5	104	1412	14.7	11.6	98	1082	13.6	8.9	90
MAGNUM PI																			C	11199	5150	14.0	46.0	101	589	13.9	5.3	101	1549	16.2	13.8	117	1125	14.1	10.0	102
MAMA'S FAMILY																			N	6057	2963	8.0	48.9	107	279	6.6	4.6	88	736	7.7	12.2	103	528	6.6	8.7	89
MASTER, THE																			N	3598	1480	4.0	41.1	90	*138	3.3	3.8	73	628	4.5	11.9	91	318	4.0	8.8	90
MATT HOUSTON																			A	6344	2895	7.9	45.6	100	326	7.7	5.1	98	474	7.0	10.6	90	577	7.2	9.1	93
NBC MONDAY NIGHT MOVIE																			N	11994	5518	15.0	46.0	101	525	12.4	4.4	84	1259	13.2	10.5	89	1295	16.3	10.8	110
NBC NIGHTLY NEWS																			N	5132	2345	6.4	45.7	100	187	4.4	3.6	70	632	6.6	12.3	104	483	6.1	9.4	96
NBC NIGHTLY NEWS-SAT																			N	3375	1613	4.4	47.8	105	*158	3.7	4.7	89	373	3.9	11.1	93	415	5.2	12.3	125
NBC NIGHTLY NEWS-SUN																			N	3130	1541	4.2	49.2	108	*301	7.1	9.6	184	405	4.2	12.9	109	334	4.2	10.7	109
NBC SUNDAY NIGHT MOVIE																			N	8284	3736	10.1	45.1	99	385	9.1	4.6	89	1052	11.0	12.7	107	1013	12.7	12.2	124
NEWHART																			C	9240	4590	12.4	49.7	109	668	15.8	7.2	138	991	10.4	10.7	91	829	10.4	9.0	91
ONE DAY AT A TIME																			C	7288	3150	8.5	43.2	95	413	9.7	5.7	108	826	8.6	11.3	96	630	7.9	8.6	88
PEOPLE ARE FUNNY																			N	4855	2365	6.4	48.7	107	*196	4.6	4.0	77	569	5.9	11.7	99	381	4.8	7.8	80
REAL PEOPLE																			N	8869	4158	11.3	46.9	103	490	11.6	5.5	106	1248	13.0	14.1	119	736	9.2	8.3	84
REMYNGTON STEELE																			N	7743	3527	9.6	45.6	100	416	9.8	5.4	103	871	9.1	11.2	95	689	8.7	8.9	90
RIPLEY'S BELIEVE IT - NOT A																			A	5345	2576	7.0	48.2	106	283	6.7	5.3	101	810	8.5	15.2	128	570	7.2	10.7	108
RIP TIDE																			N	6988	3295	8.9	47.2	104	301	7.1	4.3	82	923	9.6	13.2	112	671	8.4	9.6	98
SCARECROW & MRS. KING																			C	10002	4465	12.1	44.6	98	645	15.2	6.4	123	1391	14.5	13.9	118	1059	13.3	10.6	108
SIMON & SIMON																			C	10638	5065	13.7	47.6	105	737	17.4	6.9	132	1435	15.0	13.5	114	1068	13.4	10.0	102
60 MINUTES																			C	13293	6130	16.6	46.1	101	746	17.6	5.6	107	1691	17.7	12.7	108	1383	17.4	10.4	106
ST. ELMHERE																			N	7017	3262	5.8	46.5	102	411	9.7	5.9	112	898	9.4	12.8	108	771	9.7	11.0	112
THREE'S COMPANY																			A	10917	4922	13.4	45.1	99	631	14.9	5.8	110	1400	14.6	12.8	108	1036	13.0	9.5	97
T.J. HOOKER																			A	9204	3995	10.8	43.4	95	570	13.5	6.2	118	1140	11.9	12.4	105	915	11.5	9.9	101
TONIGHT SHOW																			N	2372	1063	2.9	44.8	98	136	3.2	5.7	110	214	2.2	9.0	76	219	2.8	9.2	94
TRAPPER JOHN, M.D.																			C	9846	4519	12.3	45.9	101	641	15.1	6.5	124	1232	12.9	12.5	106	1046	13.1	10.6	108
TV BLOOPERS & PRAC. JOKES																			N	9105	4230	11.5	46.5	102	448	10.6	4.9	94	1191	12.4	13.1	111	853	10.7	9.4	95
20/20																			A	9387	4778	13.0	50.9	112	542	12.8	5.8	110	1175	12.3	12.5	106	834	10.5	8.9	90
WHESTER																			A	11067	4941	13.4	44.6	98	575	13.6	5.2	99	1356	14.2	12.3	104	1011	12.7	9.1	93
WORLD NEWS - SUN																			A	3062	1431	3.9	46.7	103	*147	3.5	4.8	92	471	4.9	15.4	130	380	4.8	12.4	126
YELLOW ROSE																			N	4978	2349	6.4	47.2	104	272	6.4	5.5	104	746	7.8	15.0	127	473	5.9	9.5	97
TV VIEWING SPORTS EVENTS																																				
BASEBALL																				8878	4551	12.3	51.3	113	*473	11.2	5.3	102	1289	13.5	14.5	123	1015	12.7	11.4	116
BASKETBALL - COLLEGE GAMES																				4080	2231	6.1	54.7	120	*268	6.3										

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEMAKERS	80986	5116	100.0	6.3	100	8627	100.0	10.7	100	19575	100.0	24.2	100	4897	100.0	6.0	100
18 - 24	9282	817	16.0	8.8	139	621	7.2	6.7	63	2375	12.1	25.6	106	*373	7.6	4.0	66
25 - 34	19072	1351	26.4	7.1	112	1945	22.6	10.2	96	5604	28.6	29.4	122	1051	21.5	5.5	91
35 - 44	14591	947	18.5	6.5	103	1794	20.8	12.3	115	3961	20.2	27.1	112	911	18.6	6.2	103
45 - 54	11345	649	12.7	5.7	91	1202	13.9	10.6	99	2320	11.9	20.4	85	786	16.1	6.9	115
55 - 64	11635	534	10.4	4.6	73	1181	13.7	10.2	95	2356	12.0	20.2	84	738	15.1	6.3	105
65 OR OLDER	15061	818	16.0	5.4	86	1881	21.8	12.5	117	2959	15.1	19.6	81	1038	21.2	6.9	114
18 - 34	28354	2168	42.4	7.6	121	2569	29.8	9.1	85	7979	40.8	28.1	116	1425	29.1	5.0	83
18 - 49	48339	3397	66.4	7.0	111	5003	58.0	10.3	97	13100	66.9	27.1	112	2649	54.1	5.5	91
25 - 54	45008	2947	57.6	6.5	104	4944	57.3	11.0	103	11885	60.7	26.4	109	2748	56.1	6.1	101
35 - 49	19985	1228	24.0	6.1	97	2434	28.2	12.2	114	5121	26.2	25.6	106	1225	25.0	6.1	101
50 OR OLDER	32647	1719	33.6	5.3	83	3624	42.0	11.1	104	6475	33.1	19.8	82	2247	45.9	6.9	114
GRADUATED COLLEGE	11155	515	10.1	4.6	73	1171	13.6	10.5	99	2710	13.8	24.3	101	858	17.5	7.7	127
ATTENDED COLLEGE	13682	872	17.0	6.4	101	1783	20.7	13.0	122	3198	16.3	23.4	97	848	17.3	6.2	103
GRADUATED HIGH SCHOOL	33880	2157	42.2	6.4	101	3632	42.1	10.7	101	8809	45.0	26.0	108	1966	40.1	5.8	96
DID NOT GRADUATE HIGH SCHOOL	22270	1572	30.7	7.1	112	2041	23.7	9.2	86	4858	24.8	21.8	90	1225	25.0	5.5	91
EMPLOYED	40306	2252	44.0	5.6	88	4205	48.7	10.4	98	9953	50.8	24.7	102	2395	48.9	5.9	98
EMPLOYED FULL-TIME	32850	1775	34.7	5.4	86	3527	40.9	10.7	101	8227	42.0	25.0	104	1969	40.2	6.0	99
EMPLOYED PART-TIME	7456	*477	9.3	6.4	101	677	7.8	9.1	85	1726	8.8	23.1	96	*426	8.7	5.7	94
NOT EMPLOYED	40680	2863	56.0	7.0	111	4422	51.3	10.9	102	9622	49.2	23.7	98	2501	51.1	6.1	102
PROFESSIONAL/MANAGER	10392	*411	8.0	4.0	63	935	10.8	9.0	84	2374	12.1	22.8	95	734	15.0	7.1	117
TECH/CLERICAL/SALES	17574	1075	21.0	6.1	97	2149	24.9	12.2	115	4453	22.7	25.3	105	1146	23.4	6.5	108
PRECISION/CRAFT	985	*14	0.3	1.4	22	*68	0.8	6.9	65	*196	1.0	19.9	82	*39	0.8	4.0	65
OTHER EMPLOYED	11354	752	14.7	6.6	105	1053	12.2	9.3	87	2930	15.0	25.8	107	*477	9.7	4.2	69
SINGLE	9863	617	12.1	6.3	99	683	7.9	6.9	65	1990	10.2	20.2	83	536	10.9	5.4	90
MARRIED	51375	3357	65.6	6.5	103	5708	66.2	11.1	104	13422	68.6	26.1	108	3222	65.8	6.3	104
DIVORCED/SEPARATED/WIDOWED	19748	1142	22.3	5.8	92	2235	25.9	11.3	106	4162	21.3	21.1	87	1138	23.2	5.8	95
PARENTS	32590	2574	50.3	7.9	125	3467	40.2	10.6	100	9716	49.6	29.8	123	1634	33.4	5.0	83
WHITE	70416	4195	82.0	6.0	94	7468	86.6	10.6	100	16947	86.6	24.1	100	4376	89.4	6.2	103
BLACK	8778	797	15.6	9.1	144	955	11.1	10.9	102	2095	10.7	23.9	99	438	8.9	5.0	83
OTHER	1791	*124	2.4	6.9	110	*204	2.4	11.4	107	*533	2.7	29.8	123	*82	1.7	4.6	76
NORTHEAST-CENSUS	17786	792	15.5	4.5	70	447	5.2	2.5	24	3450	17.6	19.4	80	957	19.5	5.4	89
NORTH CENTRAL	20741	1046	20.4	5.0	80	3941	45.7	19.0	178	6318	32.3	30.5	126	1357	27.7	6.5	108
SOUTH	27775	2385	46.6	8.6	136	2918	33.8	10.5	99	6195	31.6	22.3	92	1736	35.5	6.3	103
WEST	14683	892	17.4	6.1	96	1321	15.3	9.0	84	3612	18.5	24.6	102	846	17.3	5.8	95
NORTHEAST-MKTG.	17961	885	17.3	4.9	78	382	4.4	2.1	20	3268	16.7	18.2	75	855	17.5	4.8	79
EAST CENTRAL	11885	598	11.7	5.0	80	2217	25.7	18.7	175	3091	15.8	26.0	108	1046	21.4	8.8	146
WEST CENTRAL	14090	725	14.2	5.1	81	2314	26.8	16.4	154	4527	23.1	32.1	133	725	14.8	5.1	85
SOUTH	24081	2161	42.2	9.0	142	2509	29.1	10.4	98	5756	29.4	23.9	99	1541	31.5	6.4	106
PACIFIC	12969	*747	14.6	5.8	91	1204	14.0	9.3	87	2933	15.0	22.6	94	729	14.9	5.6	93
COUNTY SIZE A	32439	1670	32.6	5.1	81	3570	41.4	11.0	103	6471	33.1	19.9	83	1731	35.3	5.3	88
COUNTY SIZE B	24915	1749	34.2	7.0	111	2275	26.4	9.1	86	6363	32.5	25.5	106	1886	38.5	7.6	125
COUNTY SIZE C	12930	985	19.3	7.6	121	1236	14.3	9.6	90	3445	17.6	26.6	110	639	13.0	4.9	82
COUNTY SIZE D	10703	712	13.9	6.7	105	1546	17.9	14.4	136	3297	16.8	30.8	127	641	13.1	6.0	99
METRO CENTRAL CITY	24518	1704	33.3	6.9	110	2290	26.5	9.3	88	5588	28.5	22.8	94	1589	32.4	6.5	107
METRO SUBURBAN	35919	2108	41.2	5.9	93	3802	44.1	10.6	99	8137	41.6	22.7	94	2079	42.5	5.8	96
NON METRO	20549	1304	25.5	6.3	100	2535	29.4	12.3	116	5851	29.9	28.5	118	1229	25.1	6.0	99
TOP 5 ADI'S	18341	686	13.4	3.7	59	1474	17.1	8.0	75	3523	18.0	19.2	79	1041	21.3	5.7	94
TOP 10 ADI'S	25378	1212	23.7	4.8	76	2184	25.3	8.6	81	4632	23.7	18.3	76	1229	25.1	4.8	80
TOP 20 ADI'S	36488	1849	36.1	5.1	80	3755	43.5	10.3	97	7374	37.7	20.2	84	1914	39.1	5.2	87
HSHLD INC. \$50,000 OR MORE	6612	*212	4.1	3.2	51	*705	8.2	10.7	100	1397	7.1	21.1	87	*570	11.6	8.6	143
\$40,000 OR MORE	12659	*437	8.5	3.5	55	1284	14.9	10.1	95	2720	13.9	21.5	89	914	18.7	7.2	119
\$30,000 OR MORE	24698	1166	22.8	4.7	75	2792	32.4	11.3	106	5990	30.6	24.3	100	1673	34.2	6.8	112
\$25,000 OR MORE	32077	1466	28.7	4.6	72	3640	42.2	11.3	107	7981	40.8	24.9	103	2146	43.8	6.7	111
\$20,000 - \$24,999	9144	*591	11.6	6.5	102	962	11.2	10.5	99	2199	11.2	24.0	99	*517	10.6	5.7	94
\$15,000 - \$19,999	8728	699	13.7	8.0	127	1000	11.6	11.5	108	2143	10.9	24.6	102	444	9.1	5.1	84
\$10,000 - \$14,999	12562	924	18.1	7.4	116	1434	16.6	11.4	107	3347	17.1	26.6	110	686	14.0	5.5	90
UNDER \$10,000	18475	1436	28.1	7.8	123	1591	18.4	8.6	81	3905	19.9	21.1	87	1104	22.5	6.0	99
HOUSEHOLD OF 1 PERSON	11987	578	11.3	4.8	76	1147	13.3	9.6	90	2139	10.9	17.8	74	775	15.8	6.5	107
2 PEOPLE	26577	1463	28.6	5.5	87	3040	35.2	11.4	107	5883	30.1	22.1	92	1810	37.0	6.8	113
3 OR 4 PEOPLE	30617	1946	38.0	6.4	101	3376	39.1	11.0	104	8080	41.3	26.4	109	1660	33.9	5.4	90
5 OR MORE PEOPLE	11804	1129	22.1	9.6	151	1064	12.3	9.0	85	3473	17.7	29.4	122	*652	13.3	5.5	91
NO CHILD IN HSHLD	46165	2306	45.1	5.0	79	4926	57.1	10.7	100	9260	47.3	20.1	83	3095	63.2	6.7	111
CHILD(REN) UNDER 2 YRS	5325	*469	9.2	8.8	139	*433	5.0	8.1	76	1533	7.8	28.8	119	*215	4.4	4.0	67
2 - 5 YEARS	14221	1426	27.9	10.0	159	1445	16.7	10.2	95	4529	23.1	31.8	132	804	16.4	5.7	93
6 - 11 YEARS	15117	1244	24.3	8.2	130	1482	17.2	9.8	92	4465	23.8	30.9	128	806	16.5	5.3	88
12 - 17 YEARS	16611	1207	23.6	7.3	115	1862	21.6	11.2	105	4465	22.8	26.9	111	784	16.0	4.7	78
RESIDENCE OWNED	55884	3314	64.8	5.9	94	6715	77.8	12.0	113	13934	71.2	24.9	103	3834	78.3	6.9	113
VALUE: \$50,000 OR MORE	31744	1603	31.3	5.0	80	3414	39.6	10.8	101	7260	37.1	22.9	95	2096	42.8	6.6	109
VALUE: UNDER \$50,000	24140	1711	33.4	7.1	112	3301	38.3	13.7	128	6675	34.1	27.7	114	1738	35.5	7.2	119

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR ESTIMATES ONLY

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		TOTAL U.S. '000	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX	A '000	B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS		80986	5116	100.0	6.3	100	8627	100.0	10.7	100	19575	100.0	24.2	100	4897	100.0	6.0	100
MAGAZINES	QUINTILE 1	15799	1043	20.4	6.6	105	2099	24.3	13.3	125	4199	21.5	26.6	110	1110	22.7	7.0	116
	QUINTILE 2	17259	1205	23.6	7.0	111	1963	22.8	11.4	107	4416	22.6	25.6	106	1068	21.8	6.2	102
	QUINTILE 3	13545	692	13.5	5.1	81	1500	17.4	11.1	104	3386	17.3	25.0	103	895	18.3	6.6	109
	QUINTILE 4	15133	959	18.7	6.3	100	1533	17.8	10.1	95	3637	18.6	24.0	99	849	17.3	5.6	93
	QUINTILE 5	19250	1217	23.8	6.3	100	1533	17.8	8.0	75	3937	20.1	20.5	85	975	19.9	5.1	84
NEWSPAPERS	QUINTILE 1	12413	566	11.1	4.6	72	1262	14.6	10.2	95	2463	12.6	19.8	82	944	19.3	7.6	126
	QUINTILE 2	24116	1525	29.8	6.3	100	3026	35.1	12.5	118	5829	29.8	24.2	100	1554	31.7	6.4	107
	QUINTILE 3	11261	732	14.3	6.5	103	1178	13.7	10.5	98	2983	15.2	26.5	110	685	14.0	6.1	101
	QUINTILE 4	20255	1321	25.8	6.5	103	1860	21.6	9.2	86	5290	27.0	26.1	108	1095	22.4	5.4	89
	QUINTILE 5	12940	971	19.0	7.5	119	1300	15.1	10.0	94	3011	15.4	23.3	96	*619	12.6	4.8	79
OUTDOOR	QUINTILE 1	14852	1009	19.7	6.8	108	1613	18.7	10.9	102	3975	20.3	26.8	111	1034	21.1	7.0	115
	QUINTILE 2	15725	1044	20.4	6.6	105	1650	19.1	10.5	99	3756	19.2	23.9	99	958	19.6	6.1	101
	QUINTILE 3	16330	1062	20.8	6.5	103	1947	22.6	11.9	112	3994	20.4	24.5	101	1014	20.7	6.2	103
	QUINTILE 4	16744	852	16.7	5.1	81	1569	18.2	9.4	88	3719	19.0	22.2	92	859	17.5	5.1	85
	QUINTILE 5	17334	1149	22.5	6.6	105	1848	21.4	10.7	100	4132	21.1	23.8	99	1032	21.1	6.0	98
RADIO-DRIVE TIME	QUINTILE 1	15911	1031	20.2	6.5	103	1749	20.3	11.0	103	3907	20.0	24.6	102	860	17.6	5.4	89
	QUINTILE 2	14837	803	15.7	5.4	86	1475	17.1	9.9	93	3460	17.7	23.3	96	829	16.9	5.6	92
	QUINTILE 3	15339	889	17.4	5.8	92	1632	18.9	10.6	100	3844	19.6	25.1	104	1065	21.7	6.9	115
	QUINTILE 4	16723	1123	22.0	6.7	106	1696	19.7	10.1	95	3967	20.3	23.7	98	1075	22.0	6.4	106
	QUINTILE 5	18176	1271	24.8	7.0	111	2074	24.0	11.4	107	4398	22.5	24.2	100	1067	21.8	5.9	97
RADIO-MID- DAY	TERCILE 1	21020	1406	27.5	6.7	106	2429	28.2	11.6	108	5368	27.4	25.5	106	1252	25.6	6.0	99
	TERCILE 2	21610	1477	28.9	6.8	108	2310	26.8	10.7	100	5372	27.4	24.9	103	1182	24.1	5.5	90
	TERCILE 3	38355	2233	43.6	5.8	92	3888	45.1	10.1	95	8835	45.1	23.0	95	2463	50.3	6.4	106
RADIO-TOTAL	QUINTILE 1	15988	1077	21.1	6.7	107	1765	20.5	11.0	104	3932	20.1	24.6	102	933	19.1	5.8	97
	QUINTILE 2	15626	983	19.2	6.3	100	1620	18.8	10.4	97	3796	19.4	24.3	101	906	18.5	5.8	96
	QUINTILE 3	16723	1044	20.4	6.2	99	1823	21.1	10.9	102	4298	22.0	25.7	106	860	17.6	5.1	85
	QUINTILE 4	16342	923	18.0	5.6	89	1551	18.0	9.5	89	3801	19.4	23.3	96	1073	21.9	6.6	109
	QUINTILE 5	16306	1089	21.3	6.7	106	1869	21.7	11.5	108	3749	19.2	23.0	95	1124	23.0	6.9	114
TV-PRIME TIME	QUINTILE 1	15953	1035	20.2	6.5	103	1703	19.7	10.7	100	3731	19.1	23.4	97	1014	20.7	6.4	105
	QUINTILE 2	16137	1115	21.8	6.9	109	1807	20.9	11.2	105	3971	20.3	24.6	102	1063	21.7	6.6	109
	QUINTILE 3	16420	933	18.2	5.7	90	1817	21.1	11.1	104	4149	21.2	25.3	105	1139	23.3	6.9	115
	QUINTILE 4	16687	1159	22.7	6.9	110	1716	19.9	10.3	97	4059	20.7	24.3	101	833	17.0	5.0	83
	QUINTILE 5	15789	873	17.1	5.5	88	1584	18.4	10.0	94	3665	18.7	23.2	96	847	17.3	5.4	89
TV-DAYTIME	TERCILE 1	27736	2025	39.6	7.3	116	3068	35.6	11.1	104	6816	34.8	24.6	102	1777	36.3	6.4	106
	TERCILE 2	26489	1547	30.2	5.8	92	2769	32.1	10.5	98	6474	33.1	24.4	101	1663	34.0	6.3	104
	TERCILE 3	26761	1543	30.2	5.8	91	2790	32.3	10.4	98	6285	32.1	23.5	97	1457	29.8	5.4	90
TV-TOTAL	QUINTILE 1	16345	1052	20.6	6.4	102	1732	20.1	10.6	99	3800	19.4	23.2	96	1030	21.0	6.3	104
	QUINTILE 2	16447	1230	24.0	7.5	118	1949	22.6	11.9	111	4158	21.2	25.3	105	1052	21.5	6.4	106
	QUINTILE 3	15980	909	17.8	5.7	90	1623	18.8	10.2	95	3872	19.8	24.2	100	1039	21.2	6.5	108
	QUINTILE 4	15887	976	19.1	6.1	97	1750	20.3	11.0	103	3987	20.4	25.1	104	1126	23.0	7.1	117
	QUINTILE 5	16326	949	18.5	5.8	92	1574	18.2	9.6	91	3758	19.2	23.0	95	650	13.3	4.0	66
MAGAZINES-NEWSPAPERS: DUAL		20721	1321	25.8	6.4	101	2676	31.0	12.9	121	5072	25.9	24.5	101	1506	30.8	7.3	120
MAGAZINE IMPERATIVE		19186	1383	27.0	7.2	114	2104	24.4	11.0	103	5476	28.0	28.5	118	1189	24.3	6.2	102
NEWSPAPER IMPERATIVE		21899	1133	22.1	5.2	82	2176	25.2	9.9	93	4706	24.0	21.5	89	1363	27.8	6.2	103
MAGAZINES-OUTDOOR: DUAL		15451	1015	19.8	6.6	104	1939	22.5	12.5	118	4311	22.0	27.9	115	894	18.3	5.8	96
MAGAZINE IMPERATIVE		25953	1583	30.9	6.1	97	3051	35.4	11.8	110	6322	32.3	24.4	101	1731	35.3	6.7	110
OUTDOOR IMPERATIVE		24400	1568	30.6	6.4	102	2327	27.0	9.5	90	5686	29.0	23.3	96	1524	31.1	6.2	103
MAGAZINES-RADIO: DUAL		18049	1125	22.0	6.2	99	1984	23.0	11.0	103	4781	24.4	26.5	110	1022	20.9	5.7	94
MAGAZINE IMPERATIVE		23571	1485	29.0	6.3	100	2911	33.7	12.3	116	6001	30.7	25.5	105	1703	34.8	7.2	119
RADIO IMPERATIVE		23278	1489	29.1	6.4	101	2386	27.7	10.3	96	5385	27.5	23.1	96	1215	24.8	5.2	86
MAGAZINES-TELEVISION: DUAL		15459	997	19.5	6.4	102	2005	23.2	13.0	122	3725	19.0	24.1	100	1070	21.9	6.9	114
MAGAZINE IMPERATIVE		25829	1571	30.7	6.1	96	2928	33.9	11.3	106	6857	35.0	26.5	110	1571	32.1	6.1	101
TELEVISION IMPERATIVE		26039	1761	34.4	6.8	107	2541	29.5	9.8	92	6175	31.5	23.7	98	1601	32.7	6.1	102
NEWSPAPERS-OUTDOOR: DUAL		16605	987	19.3	5.9	94	2005	23.2	12.1	113	4019	20.5	24.2	100	1159	23.7	7.0	115
NEWSPAPER IMPERATIVE		26834	1563	30.6	5.8	92	3025	35.1	11.3	106	6017	30.7	22.4	93	1769	36.1	6.6	109
OUTDOOR IMPERATIVE		23346	1668	32.6	7.1	113	2368	27.4	10.1	95	6073	31.0	26.0	108	1295	26.4	5.5	92
NEWSPAPERS-RADIO: DUAL		17133	1190	23.3	6.9	110	2126	24.6	12.4	116	4019	20.5	23.5	97	1190	24.3	6.9	115
NEWSPAPER IMPERATIVE		25892	1367	26.7	5.3	84	2810	32.6	10.9	102	5981	30.6	23.1	96	1695	34.6	6.5	108
RADIO IMPERATIVE		23167	1515	29.6	6.5	104	2280	26.4	9.8	92	6095	31.1	26.3	109	1137	23.2	4.9	81
NEWSPAPERS-TELEVISION: DUAL		17159	1124	22.0	6.6	104	1853	21.5	10.8	101	3990	20.4	23.3	96	1249	25.5	7.3	120
NEWSPAPER IMPERATIVE		26214	1420	27.8	5.4	86	3055	35.4	11.7	109	5996	30.6	22.9	95	1621	33.1	6.2	102
TELEVISION IMPERATIVE		23412	1679	32.8	7.2	114	2491	28.9	10.6	100	5948	30.4	25.4	105	1283	26.2	5.5	91
OUTDOOR-RADIO: DUAL		15303	1062	20.8	6.9	110	1623	18.8	10.6	100	4104	21.0	26.8	111	923	18.8	6.0	100
OUTDOOR IMPERATIVE		24901	1637	32.0	6.6	104	2759	32.0	11.1	104	6109	31.2	24.5	101	1651	33.7	6.6	110
RADIO IMPERATIVE		26492	1537	30.0	5.8	92	28948											

	TOTAL U.S. '000	A '000	DELTA B % DOWN	C % ACROSS	D % INDEX	A '000	GALA B % DOWN	C % ACROSS	D % INDEX	A '000	HI-DRI B % DOWN	C % ACROSS	D % INDEX	A '000	JOB SQUAD B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	5116	100.0	6.3	100	8627	100.0	10.7	100	19575	100.0	24.2	100	4897	100.0	6.0	100
ATLANTIC MONTHLY	415	**19	0.4	4.6	72	**35	0.4	8.4	79	**83	0.4	20.0	83	**65	1.3	15.7	259
BARRON'S	453	**41	0.8	9.1	143	**67	0.8	14.8	139	**112	0.6	24.7	102	**77	1.6	17.0	281
BETTER HOMES & GARDENS	16256	1041	20.3	6.4	101	2402	27.8	14.8	139	4456	22.8	27.4	113	931	19.0	5.7	95
BON APPETIT	2535	**115	2.2	4.5	72	226	2.6	8.9	84	659	3.4	26.0	108	**162	3.3	6.4	106
BUSINESS WEEK	1278	**58	1.1	4.5	72	*201	2.3	15.7	148	*243	1.2	19.0	79	**78	1.6	6.1	101
CAR AND DRIVER	378	**9	0.2	2.4	38	**28	0.3	7.4	70	**49	0.3	13.0	54	**18	0.4	4.8	85
CBS MAGAZINE NETWORK (GROSS)	1498	**53	1.0	3.5	56	*150	1.7	10.0	94	223	1.1	14.9	62	**132	2.7	8.8	146
CHANGING TIMES	1505	*145	2.8	9.6	153	*158	1.8	10.5	99	332	1.7	22.1	91	**99	2.0	6.6	109
COLONIAL HOMES	1231	**75	1.5	6.1	96	*155	1.8	12.6	118	363	1.9	29.5	122	**88	1.8	7.1	118
CONDE NAST MAG. PKG. (GROSS)	14146	938	18.3	6.6	105	1795	20.8	12.7	119	3556	18.2	25.1	104	855	17.5	6.0	100
CONSUMERS DIGEST	1323	**90	1.8	6.8	108	*185	2.1	14.0	131	328	1.7	24.8	103	**76	1.6	5.7	95
COSMOPOLITAN	7102	475	9.3	6.7	106	752	8.7	10.6	99	1842	9.4	25.9	107	410	8.4	5.8	95
COUNTRY LIVING	2481	*104	2.0	4.2	66	372	4.3	15.0	141	683	3.5	27.5	114	*179	3.7	7.2	119
CUISINE	1472	**76	1.5	5.2	82	*106	1.2	7.2	68	373	1.9	25.3	105	**100	2.0	6.8	112
CYCLE WORLD	425	**0	0.0	0.0	0	**44	0.5	10.4	97	**36	0.2	8.5	35	**62	1.3	14.6	241
DCI:CREATIVE IDEAS FOR LIV	2510	*138	2.7	5.5	87	441	5.1	17.6	165	721	3.7	28.7	119	*153	3.1	6.1	101
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	479	9.4	7.2	113	999	11.6	14.9	140	1700	8.7	25.4	105	536	10.9	8.0	132
DISCOVER	894	**59	1.2	6.6	104	*118	1.4	13.2	124	262	1.3	29.3	121	**115	2.3	12.9	213
EBONY	3507	395	7.7	11.3	178	425	4.9	12.1	114	785	4.0	22.4	93	208	4.2	5.9	98
ESQUIRE	1083	**95	1.9	8.8	139	*137	1.6	12.7	119	382	2.0	35.3	146	**86	1.8	7.9	131
ESSENCE	1830	*161	3.1	8.8	139	236	2.7	12.9	121	457	2.3	25.0	103	**93	1.9	5.1	84
FAMILY CIRCLE	15930	976	19.1	6.1	97	2152	24.9	13.5	127	4274	21.8	26.8	111	1069	21.8	6.7	111
THE FAMILY HANDYMAN	1126	**67	1.3	6.0	94	*179	2.1	15.9	149	299	1.5	26.6	110	*61	1.2	5.4	90
FAMILY WEEKLY	11468	896	17.5	7.8	124	1311	15.2	11.4	107	3145	16.1	27.4	113	809	16.5	7.1	117
FIELD & STREAM	2234	*290	5.7	13.0	205	359	4.2	16.1	151	666	3.4	29.8	123	**185	3.8	8.3	137
FOOD & WINE	579	**28	0.5	4.8	77	**47	0.5	8.1	76	*227	1.2	39.2	162	**34	0.7	5.9	97
FORBES	728	**40	0.8	5.5	87	*106	1.2	14.6	137	*161	0.8	22.1	91	**139	2.8	19.1	316
FORTUNE	906	**51	1.0	5.6	89	*147	1.7	16.2	152	*217	1.1	24.0	99	**166	3.4	18.3	303
GENTLEMEN'S QUARTERLY	791	**43	0.8	5.4	86	*95	1.1	12.0	113	279	1.4	35.3	146	*76	1.6	9.6	159
GLAMOUR	5265	370	7.2	7.0	111	733	8.5	13.9	131	1427	7.3	27.1	112	325	6.6	6.2	102
GOLF DIGEST	636	**26	0.5	4.1	65	*121	1.4	19.0	179	*147	0.8	23.1	96	**75	1.5	11.8	195
GOLF DIGEST/TENNIS (GROSS)	1186	**46	0.9	3.9	61	*178	2.1	15.0	141	*252	1.3	21.2	88	*143	2.9	12.1	195
GOLF MAGAZINE	441	**29	0.6	6.6	104	*33	0.4	7.5	70	*559	0.3	13.4	55	*35	0.7	7.9	131
GOLF MAGAZINE/SKI (GROSS)	922	**53	1.0	5.7	91	*82	1.0	8.9	83	*171	0.9	18.5	77	*57	1.2	6.2	102
GOOD HOUSEKEEPING	16487	1015	19.8	6.2	97	2280	26.4	13.8	130	4354	22.2	26.4	109	1035	21.1	6.3	104
HARPER'S BAZAAR	2423	*109	2.1	4.5	71	*260	3.0	10.7	101	668	3.4	27.6	114	*190	3.9	7.8	130
HEALTH	1994	*191	3.7	9.6	152	331	3.8	16.6	156	522	2.7	26.2	108	*173	3.5	8.7	143
HEARST MAG CORP. BUY (GROSS)	44101	2643	51.7	6.0	95	5647	65.5	12.8	120	11708	59.8	26.5	110	3037	62.0	6.9	114
HEARST MAN POWER (GROSS)	1993	*159	3.1	8.0	126	367	4.3	18.4	173	650	3.3	32.6	135	*211	4.3	10.6	175
HEARST WOMAN POWER (GROSS)	31274	1961	38.3	6.3	99	4000	46.4	12.8	120	8232	42.1	26.3	109	1990	40.6	6.4	105
HOUSE BEAUTIFUL	3623	*170	3.3	4.7	74	400	4.6	11.0	104	862	4.4	23.8	98	298	6.1	8.2	136
INC.	283	**11	0.2	3.9	62	*77	0.9	27.2	255	*118	0.6	41.7	173	**35	0.7	12.4	205
JET	2928	261	5.1	8.9	141	335	3.9	11.4	107	693	3.5	23.7	98	*149	3.0	5.1	84
LADIES' HOME JOURNAL	11918	737	14.4	6.2	98	1517	17.6	12.7	119	3258	16.6	27.3	113	859	17.5	7.2	119
LHJ FAMILY GRP COMBO(GROSS)	16764	1113	21.8	6.6	105	2183	25.3	13.0	122	4595	23.5	27.4	113	1321	27.0	7.9	130
LIFE	4254	219	4.3	5.1	81	561	6.5	13.2	124	922	4.7	21.7	90	*177	3.6	4.2	65
L.A. TIMES HOME MAGAZINE	1145	**10	0.2	0.9	14	*196	2.3	17.1	161	*243	1.2	21.2	88	**140	2.9	12.2	202
MADMOISELLE	2884	*177	3.5	6.1	97	323	3.7	11.2	105	706	3.6	24.5	101	*183	3.7	6.3	105
MC CALL'S	13460	801	15.7	6.0	94	1706	19.8	12.7	119	3328	17.0	24.7	102	882	18.0	6.6	108
MC CALL'S/MRK MOTHER (GROSS)	14606	894	17.5	6.1	97	1816	21.1	12.4	117	3644	18.6	24.9	103	951	19.4	6.5	108
MECHANIX ILLUSTRATED	772	**35	0.7	4.5	72	*90	1.0	11.7	109	*221	1.1	28.6	118	*90	1.8	11.7	193
METROPOLITAN HOME	967	**19	0.4	2.0	31	*90	1.0	9.3	87	251	1.3	26.0	107	*56	1.1	5.8	96
MONEY	1588	**82	1.6	5.2	82	*202	2.3	12.7	119	392	2.0	24.7	102	*172	3.5	10.8	175
MOTHER EARTH NEWS	1002	**38	0.7	3.8	60	*93	1.1	9.3	87	302	1.5	30.1	125	*51	1.0	5.1	84
MS.	825	**36	0.7	4.4	69	*82	1.0	9.9	93	238	1.2	28.8	119	*38	0.8	4.6	70
NATIONAL ENQUIRER	10336	865	16.9	8.4	132	1069	12.4	10.3	97	2493	12.7	24.1	100	834	17.0	8.1	133
NATIONAL GEOGRAPHIC	9597	523	10.2	5.4	86	1236	14.3	12.9	121	2326	11.9	24.2	100	606	12.4	6.3	104
NATIONAL SUNDAY MAGAZINE PKG	49558	2948	57.6	5.9	94	5597	64.9	11.3	106	12043	61.5	24.3	101	3361	68.6	6.8	110
NATURAL HISTORY	573	**23	0.4	4.0	64	*32	0.4	5.6	52	*96	0.5	16.8	69	*77	1.6	13.4	223
NEM WOMAN	1699	*81	1.6	4.8	75	253	2.9	14.9	140	437	2.2	25.7	106	*156	3.2	9.2	153
NEW YORK INCLUDING CUE	443	**23	0.4	5.2	82	*16	0.2	3.6	34	*51	0.3	11.5	48	*6	0.1	1.4	22
THE NEW YORKER	1270	*54	1.1	4.3	67	*83	1.0	6.5	61	274	1.4	21.6	89	*65	1.3	5.1	85
NEWSWEEK	6277	294	5.7	4.7	74	718	8.3	11.4	107	1467	7.5	23.4	97	456	9.3	7.3	120
THE N.Y. TIMES DAILY EDITION	1205	*16	0.3	1.3	21	*65	0.8	5.4	51	*250	1.3	20.7	86	*46	0.9	3.8	63
THE N.Y. TIMES MAGAZINE	2081	*75	1.5	3.6	57	*79	0.9	3.8	36	475	2.4	22.8	94	*80	1.6	3.8	60
OMNI	788	*51	1.0	6.5	102	*95	1.1	12.1	113	241	1.2	30.6	127	*108	2.2	13.7	223
ON CABLE	1158	*56	1.1	4.8	77	*138	1.6	11.9	112	387	2.0	33.4	138	*66	1.3	5.7	97
1001 HOME IDEAS	2852	*184	3.6	6.5	102	334	3.9	11.7	110	815	4.2	28.6	118	*289	5.9	10.1	161
ORGANIC GARDENING	1658	*192	3.8	11.6	183	*194	2.2	11.7	110	456	2.3	27.5	114	*125	2.6	7.5	122
OUTDOOR LIFE	896	*72	1.4	8.0	127	*107	1.2	11.9	112	320	1.6	35.7	148	*64	1.3	7.1	111
PARADE MAGAZINE	24275	1347	26.3	5.5	88	2392	27.7	9.9	93	5668	29.0	23.3	97	1461	29.8	6.0	100

	TOTAL U.S. '000	A '000	DELTA B % ACROSS DOWN	C % INDX	D	A '000	GALA B % ACROSS DOWN	C % INDX	D	A '000	HI-DRI B % ACROSS DOWN	C % INDX	D	A '000	JOB SQUAD B % ACROSS DOWN	C % INDX	D
TOTAL FEMALE HOMEMAkers	80986	5116	100.0	6.3	100	8627	100.0	10.7	100	19575	100.0	24.2	100	4897	100.0	6.0	100
PARENTS	3845	315	6.2	8.2	130	342	4.0	8.9	83	1145	5.8	29.8	123	*250	5.1	6.5	108
PENTHOUSE	831	**46	0.9	5.5	88	**61	0.7	7.3	69	*138	0.7	16.6	69	*11	0.2	1.3	22
PEOPLE	11645	663	13.0	5.7	90	1228	14.2	10.5	99	2891	14.8	24.8	103	668	13.6	5.7	95
PLAYBOY	2006	**151	3.0	7.5	119	194	2.2	9.7	91	465	2.4	23.2	96	**117	2.4	5.8	96
POPULAR HOT RODDING	297	**32	0.6	10.8	171	**38	0.4	12.8	120	**107	0.5	36.0	149	**39	0.8	13.1	217
POPULAR MECHANICS	1018	**89	1.7	8.7	138	**177	2.1	17.4	163	*327	1.7	32.1	133	**119	2.4	11.7	193
POPULAR SCIENCE	878	**51	1.0	5.8	92	**145	1.7	16.5	155	*220	1.1	25.1	104	*47	1.0	5.4	89
PNEVENTION	3913	*237	4.6	6.1	96	434	5.0	11.1	104	932	4.8	23.8	99	*183	3.7	4.7	77
PSYCHOLOGY TODAY	1710	**109	2.1	6.4	101	*167	1.9	9.8	92	428	2.2	25.0	104	*134	2.7	7.8	130
READER'S DIGEST	22204	1386	27.1	6.2	99	2790	32.3	12.6	118	5927	30.3	26.7	110	1400	28.6	6.3	104
REDBOOK	7684	471	9.2	6.1	97	967	11.2	12.6	118	2035	10.4	26.5	110	545	11.1	7.1	117
ROAD & TRACK	410	**20	0.4	4.9	77	**50	0.6	12.2	114	*81	0.4	19.8	82	*30	0.6	7.3	121
HOLLING STONE	969	**98	1.9	10.1	160	**97	1.1	10.0	94	261	1.3	26.9	111	*72	1.5	7.4	123
RUNNER'S WORLD	298	**68	1.3	22.8	361	**40	0.5	13.4	126	*80	0.4	26.8	111	*19	0.4	6.4	105
SATURDAY EVENING POST	1169	**92	1.8	7.9	125	*194	2.2	16.6	156	263	1.3	22.5	93	*81	1.7	6.9	115
SCIENCE 84	587	**33	0.6	5.6	89	**29	0.3	4.9	46	*103	0.5	17.5	73	**104	2.1	17.7	293
SCIENCE DIGEST	482	**32	0.6	6.6	105	**84	1.0	17.4	164	*155	0.8	32.2	133	*56	1.1	11.6	192
SCIENTIFIC AMERICAN	594	**26	0.5	4.4	69	**68	0.8	11.4	107	*110	0.6	18.5	77	*38	0.8	6.4	106
SELF	2089	*162	3.2	7.8	123	*299	3.5	14.3	134	532	2.7	25.5	105	*107	2.2	5.1	85
SEVENTEEN	2411	*154	3.0	6.4	101	*309	3.6	12.8	120	644	3.3	26.7	111	*113	2.3	4.7	78
SKI	480	**24	0.5	5.0	79	**49	0.6	10.2	96	*112	0.6	23.3	97	**23	0.5	4.8	79
SMITHSONIAN	2760	*156	3.0	5.7	89	266	3.1	9.6	90	558	2.9	20.2	84	*93	1.9	3.4	56
SOAP OPERA DIGEST	3013	*135	2.6	4.5	71	277	3.2	9.2	86	839	4.3	27.8	115	*263	5.4	8.7	144
SOUTHERN LIVING	4184	341	6.7	8.2	129	558	6.5	13.3	125	979	5.0	23.4	97	383	7.8	9.2	151
SPORT	559	**16	0.3	2.9	45	**54	0.6	9.7	91	*139	0.7	24.9	103	*65	1.3	11.6	192
THE SPORTING NEWS	436	**4	0.1	0.9	15	**35	0.4	8.0	75	**119	0.6	27.3	113	**28	0.6	6.4	106
SPORTS AFIELD	493	**37	0.7	7.5	119	**107	1.2	21.7	204	*168	0.9	34.1	141	*36	0.7	7.3	121
SPORTS ILLUSTRATED	2758	*267	5.2	9.7	153	281	3.3	10.2	96	801	4.1	29.0	120	*180	3.7	6.5	108
STAR	7456	552	10.8	7.4	117	820	9.5	11.0	103	2034	10.4	27.3	113	536	10.9	7.2	119
SUNDAY	24936	1346	26.3	5.4	85	3100	35.9	12.4	117	5507	28.1	22.1	91	1804	36.8	7.2	120
SUNSET	2124	*221	4.3	10.4	165	*267	3.1	12.6	118	586	3.0	27.6	114	*175	3.6	8.2	136
TV GUIDE	21661	1639	32.0	7.6	120	2167	25.1	10.0	94	5642	28.8	26.0	108	1338	27.3	6.2	102
TENNIS	550	**20	0.4	3.6	58	**57	0.7	10.4	97	**105	0.5	19.1	79	*68	1.4	12.4	204
TIME	8880	579	11.3	6.5	103	1087	12.6	12.2	115	2083	10.6	23.5	97	495	10.1	5.6	92
TOWN & COUNTRY	917	**65	1.3	7.1	112	**89	1.0	9.7	91	*238	1.2	26.0	107	*81	1.7	8.8	146
TRAVEL & LEISURE	972	**50	1.0	5.1	81	**78	0.9	8.0	75	249	1.3	25.6	106	*79	1.6	8.1	134
TRUE STORY	3356	*267	5.2	8.0	126	279	3.2	8.3	78	918	4.7	27.4	113	*237	4.8	7.1	117
U.S. NEWS & WORLD REPORT	3410	*173	3.4	5.1	80	460	5.3	13.5	127	704	3.6	20.6	85	*185	3.8	5.4	90
USA TODAY	1759	**69	1.3	3.9	62	*171	2.0	9.7	91	448	2.3	25.5	105	*186	3.8	10.6	175
US	1873	**76	1.5	4.1	64	*259	3.0	13.8	130	502	2.6	26.8	111	**144	2.9	7.7	127
VOGUE	3909	228	4.5	5.8	92	439	5.1	11.2	105	889	4.5	22.7	94	*241	4.9	6.2	102
WALL STREET JOURNAL	1886	**79	1.5	4.2	66	*275	3.2	14.6	137	503	2.6	26.7	110	*144	2.9	7.6	126
WEIGHT WATCHERS	2120	*138	2.7	6.5	103	347	4.0	16.4	154	595	3.0	28.1	116	*115	2.3	5.4	90
WOMAN'S DAY	14172	804	15.7	5.7	90	1839	21.3	13.0	122	3976	20.3	28.1	116	920	18.8	6.5	107
WORKING WOMAN	1146	**93	1.8	8.1	128	*110	1.3	9.6	90	317	1.6	27.7	114	*69	1.4	6.0	100
WORKING WOMAN	1322	**107	2.1	8.1	128	*136	1.6	10.3	97	330	1.7	25.0	103	*118	2.4	8.9	148
WORLD TENNIS	*163	**11	0.2	6.7	107	**24	0.3	14.7	138	*37	0.2	22.7	94	*12	0.2	7.4	122
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*152	3.0	6.0	95	222	2.6	8.8	82	490	2.5	19.4	80	*140	2.9	5.5	91
BLAIR INSERTS	43657	2487	48.6	5.7	90	4692	54.4	10.7	101	10255	52.4	23.5	97	2812	57.4	6.4	107
DAILY NEWSPAPERS																	
READ ANY	51633	3039	59.4	5.9	93	5789	67.1	11.2	105	12227	62.5	23.7	98	3340	68.2	6.5	107
READ ONE	43463	2641	51.6	6.1	96	4867	56.4	11.2	105	10563	54.0	24.3	101	2771	56.6	6.4	105
READ TWO OR MORE	8170	397	7.8	4.9	77	922	10.7	11.3	106	1663	8.5	20.4	84	569	11.6	7.0	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3202	62.6	6.1	96	5859	67.9	11.1	104	12610	64.4	23.9	99	3465	70.8	6.6	109
READ ONE	46126	2972	58.1	6.4	102	5209	60.4	11.3	106	11264	57.5	24.4	101	2990	61.1	6.5	107
READ TWO OR MORE	6552	230	4.5	3.5	56	651	7.5	9.9	93	1346	6.9	20.5	85	476	9.7	7.3	120
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	29.40				28.16				28.88				30.05			
30 DAY REACH	71455	4465	87.3	6.2	99	7470	86.6	10.5	98	17426	89.0	24.4	101	4233	86.4	5.9	98
50 SHMG - 30 DAY AV FREQ	14.56	15.89				14.72				15.38				15.33			
30 DAY REACH	67742	4130	80.7	6.1	97	7167	83.1	10.6	99	16390	83.7	24.2	100	4027	82.2	5.9	98
25 SHMG - 30 DAY AV FREQ	7.94	8.38				7.94				8.34				8.40			
30 DAY REACH	62117	3933	76.9	6.3	100	6665	77.3	10.7	101	15160	77.4	24.4	101	3810	77.8	6.1	101
CABLE TV: HOME WIRED	32077	1995	39.0	6.2	98	3549	41.1	11.1	104	8109	41.4	25.3	105	2274	46.4	7.1	117
HOME NOT WIRED	48909	3121	61.0	6.4	101	5078	58.9	10.4	97	11466	58.6	23.4	97	2622	53.5	5.4	89
HAVE PAY CABLE	15935	1077	21.1	6.8	107	1770	20.5	11.1	104	4202	21.5	26.4	109	1110	22.7	7.0	115

	TOTAL U.S. '000	A '000	DELTA B % DOWN	C % ACROSS	D % INDEX	A '000	DELTA B % DOWN	C % ACROSS	D % INDEX	A '000	DELTA B % DOWN	C % ACROSS	D % INDEX	A '000	DELTA B % DOWN	C % ACROSS	D % INDEX	
TOTAL FEMALE HOMEOWNERS	80986	5116	100.0	6.3	100	8627	100.0	10.7	100	19575	100.0	24.2	100	4897	100.0	6.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	2562	50.1	5.8	92	4488	52.0	10.2	96	10752	54.9	24.5	101	2587	52.8	5.9	97	
10:00 AM - 3:00 PM	30659	2119	41.4	6.9	109	3545	41.1	11.6	109	7838	40.0	25.6	106	1868	38.1	6.1	101	
3:00 PM - 7:00 PM	31045	1993	39.0	6.4	102	3288	38.1	10.6	99	7910	40.4	25.5	105	1852	37.8	6.0	99	
7:00 PM - MIDNIGHT	15767	1148	22.4	7.3	115	1712	19.8	10.9	102	3891	19.9	24.7	102	937	19.1	5.9	98	
MIDNIGHT - 6:00 AM	9120	577	11.3	6.3	100	962	11.2	10.5	99	2108	10.8	23.1	96	518	10.6	5.7	94	
6:00 AM - MIDNIGHT	58527	3635	71.1	6.2	98	6111	70.8	10.4	98	14377	73.4	24.6	102	3538	72.2	6.0	100	
ENTIRE DAY	59311	3675	71.8	6.2	98	6197	71.8	10.4	98	14545	74.3	24.5	101	3566	72.8	6.0	99	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	857	16.8	5.3	84	2084	24.2	12.9	121	4069	20.8	25.2	104	985	20.1	6.1	101	
ALL NEWS	2256	**136	2.7	6.0	95	*141	1.6	6.3	59	412	2.1	18.3	76	*164	3.3	7.3	120	
AOR/PROGRESSIVE	3874	*290	5.7	7.5	118	315	3.7	8.1	76	1154	5.9	29.8	123	*250	5.1	6.5	107	
BEAUTIFUL MUSIC	5660	355	6.9	6.3	99	598	6.9	10.6	99	1228	6.3	21.7	90	330	6.7	5.8	96	
BLACK	2204	244	4.8	11.1	175	209	2.4	9.5	89	529	2.7	24.0	99	**55	1.1	2.5	41	
CLASSICAL	1418	**36	0.7	2.5	40	*91	1.1	6.4	60	328	1.7	23.1	96	**150	3.1	10.6	175	
CHR/ROCK	9538	719	14.1	7.5	119	896	10.4	9.4	88	2599	13.3	27.2	113	**51	11.9	6.1	101	
COUNTRY	12648	971	19.0	7.7	122	1339	15.5	10.6	99	3359	17.2	26.6	110	749	15.3	5.9	98	
GOLDEN OLDIES	1191	**57	1.1	4.8	76	**124	1.4	10.4	98	*171	0.9	14.4	59	**85	1.7	7.1	118	
MOR/NOSTALGIA	4757	262	5.1	5.5	87	363	4.2	7.6	72	1194	6.1	25.1	104	284	5.8	6.0	99	
NEWS/TALK	3863	*205	4.0	5.3	84	349	4.0	9.0	85	746	3.8	19.3	80	*217	4.4	5.6	93	
RELIGIOUS	3084	*220	4.3	7.1	113	274	3.2	8.9	83	637	3.3	20.7	85	*172	3.5	5.6	92	
SOFT ROCK	521	**32	0.6	6.1	97	**127	1.5	24.4	229	**123	0.6	23.6	98	**12	0.2	2.3	38	
URBAN CONTEMPORARY	1585	*135	2.6	8.5	135	*126	1.5	7.9	75	344	1.8	21.7	90	**86	1.8	5.4	90	
MIXED NETWORKS:																		
ABC CONTEMPORARY	3261	*196	3.8	6.0	95	383	4.4	11.7	110	939	4.8	28.8	119	*205	4.2	6.3	104	
ABC DIRECTION	2316	*130	2.5	5.6	89	*145	1.7	6.3	59	623	3.2	26.9	111	*122	2.5	5.3	87	
ABC ENTERTAINMENT	4834	*242	4.7	5.0	79	493	5.7	10.2	96	1160	5.9	24.0	99	281	5.7	5.8	96	
ABC FM	2202	*204	4.0	9.3	147	294	3.4	13.4	125	547	2.8	24.8	103	*121	2.5	5.5	91	
ABC INFORMATION	5425	305	6.0	5.6	89	609	7.1	11.2	105	1358	6.9	25.0	104	345	7.0	6.4	105	
ABC ROCK	1677	**140	2.7	8.3	132	*142	1.6	8.5	79	585	3.0	34.9	144	**75	1.5	4.5	74	
CBS	4430	*273	5.3	6.2	98	564	6.5	12.7	120	1015	5.2	22.9	95	350	7.1	7.9	131	
MUTUAL	4992	329	6.4	6.6	104	453	5.3	9.1	85	1287	6.6	25.8	107	296	6.0	5.9	98	
NBC	4679	*243	4.7	5.2	82	502	5.8	10.7	101	1135	5.8	24.3	100	305	6.2	6.5	108	
RADIORADIO	1994	*172	3.4	8.6	137	*233	2.7	11.7	110	543	2.8	27.2	113	**102	2.1	5.1	85	
RKO ONE	2298	**106	2.1	4.6	73	*136	1.6	5.9	56	504	2.6	21.9	91	**71	1.4	3.1	51	
RKO TWO	3311	*301	5.9	9.1	144	272	3.2	8.2	77	720	3.7	21.7	90	*184	3.8	5.6	92	
THE SOURCE	2114	*142	2.8	6.7	106	*188	2.2	8.9	83	699	3.6	33.1	137	*145	3.0	6.9	113	
NON-HIRED: BLAIR	8654	724	14.2	8.4	132	1033	12.0	11.9	112	2197	11.2	25.4	105	441	9.0	5.1	84	
INTERNET	12025	738	14.4	6.1	97	1244	14.4	10.3	97	3143	16.1	26.1	108	774	15.8	6.4	106	
KATZ RADIO GROUP	15359	899	17.6	5.9	93	1353	15.7	8.8	83	3656	18.7	23.8	98	875	17.9	5.7	94	
SUPERNET	10628	715	14.0	6.7	106	1032	12.0	9.7	91	2699	13.8	25.4	105	677	13.8	6.4	105	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	550	10.8	6.4	101	1012	11.7	11.7	110	2123	10.8	24.5	101	524	10.7	6.1	100	
WKDAY 9:00 AM - 1:00 PM	12163	886	17.3	7.3	115	1324	15.3	10.9	102	2997	15.3	24.6	102	776	15.8	6.4	106	
WKDAY 1:00 PM - 4:30 PM	16150	1120	21.9	6.9	110	1741	20.2	10.8	101	3924	20.0	24.3	101	1040	21.2	6.4	106	
WKDAY 4:30 PM - 7:30 PM	22463	1439	28.1	6.4	101	2360	27.4	10.5	99	5241	26.8	23.3	97	1401	28.6	6.2	103	
WKDAY 7:30 PM - 8:00 PM	31795	2010	39.3	6.3	100	3435	39.8	10.8	101	7474	38.2	23.5	97	2081	42.5	6.5	108	
WKDAY 11:00 PM - 11:30 PM	23977	1571	30.7	6.6	104	2875	33.3	12.0	113	5966	30.5	24.9	103	1530	31.2	6.4	106	
WKDAY 11:30 PM - 1:00 AM	7703	467	9.1	6.1	96	931	10.8	12.1	113	1931	9.9	25.1	104	446	9.1	5.8	96	
M-SAT 8-11 PM-SUN 7-11 PM	33800	2183	42.7	6.5	102	3683	42.7	10.9	102	8197	41.9	24.3	100	2174	44.4	6.4	106	
WKDAY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	438	8.6	6.7	106	694	8.0	10.6	100	1679	8.6	25.7	106	402	8.2	6.1	102
ANOTHER WORLD	M	4620	251	4.9	5.4	86	496	5.7	10.7	101	1066	5.4	23.1	95	329	6.7	7.1	118
AS THE WORLD TURNS	C	5614	441	8.6	7.9	124	611	7.1	10.9	102	1385	7.1	24.7	102	376	7.7	6.7	111
CAPITOL	C	3396	273	5.3	8.0	127	324	3.8	9.5	90	823	4.2	24.2	100	196	4.0	5.8	95
CBS MORN. NEWS 1	C	1446	*90	1.8	6.2	99	184	2.1	12.7	119	279	1.4	19.3	80	92	1.9	6.4	105
CBS MORN. NEWS 2	C	1207	*99	1.9	8.2	130	89	1.0	7.4	69	210	1.1	17.4	72	*49	1.0	4.1	67
DAYS OF OUR LIVES	M	5877	422	8.2	7.2	114	717	8.3	12.2	115	1387	7.1	23.6	98	488	10.0	8.3	137
FACTS OF LIFE - DAYTIME	M	2290	166	3.2	7.2	115	236	2.7	10.3	97	582	3.0	25.4	105	136	2.8	5.9	98
FAMILY FEUD	A	3023	204	4.0	6.7	107	333	3.9	11.0	103	770	3.9	25.5	105	100	2.0	3.3	55
GENERAL HOSPITAL	A	6097	390	7.6	6.4	101	669	7.8	11.0	103	1545	7.9	25.3	105	311	6.4	5.1	84
GOOD MORNING, AMERICA-730	A	3515	231	4.5	6.6	104	504	5.8	14.3	135	846	4.3	24.1	100	209	4.3	5.9	98
GOOD MORNING, AMERICA-830	A	2818	221	4.3	7.8	124	396	4.6	14.1	132	678	3.5	24.1	100	160	3.3	5.7	94
GUIDING LIGHT	C	5339	420	8.2	7.9	125	634	7.3	11.9	111	1283	6.6	24.0	99	379	7.7	7.1	117
ONE LIFE TO LIVE	A	4478	320	6.3	7.1	113	465	5.4	10.4	97	1115	5.7	24.9	103	238	4.9	5.3	88
PRESS YOUR LUCK	C	2244	162	3.2	7.2	114	195	2.3	8.7	82	685	3.5	30.5	126	149	3.0	6.6	110
PRICE IS RIGHT 1	C	4348	350	6.8	8.0	127	431	5.0	9.9	93	1113	5.7	25.6	106	319	6.5	7.3	121
PRICE IS RIGHT 2	C	5014	401	7.8	8.0	127	488	5.7	9.7	91	1243	6.3	24.8	103	364	7.4	7.3	120
RYAN'S HOPE	A	3150	260	5.1	8.3	131	339	3.9	10.8	101	819	4.2	26.0	108	247	5.0	7.8	130
SALE OF THE CENTURY	N	2695	170	3.3	6.3	100	205	2.4	7.6	71	651	3.3	24.2	100	203	4.1	7.5	125
SEARCH FOR TOMORROW	N	2319	*149	2.9	6.4	102	147	1.7	6.3	60	543	2.8	23.4	97	143	2.9	6.2	102
TODAY SHOW 1	N	2693	153	3.0	5.7	90	292	3.4	10.8	102	577	2.9	21.4	89	138	2.8	5.1	85
TODAY SHOW 2	N	2498	138	2.7	5.5	87	291	3.4	11.6	109	577	2.9	23.1	96	174	3.6	7.0	115
\$25,000 PYRAMID	C	2753	176	3.4	6.4	101	262	3.0	9.5	89	707	3.6	25.7	106	177	3.6	6.4	106
WHEEL OF FORTUNE	N	4388	290	5.7	6.6	105	486	5.6	11.1	104	1091	5.6	24.9	103	381	7.8	8.7	144
YOUNG AND THE RESTLESS	C	5695	495	9.7	8.7	138	624	7.2	11.0	103	1505	7.7	26.4	109	431	8.8	7.6	125
WEEKEND DAYTIME NTWK PRE 6PM																		
ABC WIDE WORLD-SPORTS SAT A		1760	*74	1.4	4.2	67	203	2.4	11.5	108								

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	5116	100.0	6.3	100	8627	100.0	10.7	100	19575	100.0	24.2	100	4897	100.0	6.0	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1603	31.3	6.2	97	2857	33.1	11.0	103	5773	29.5	22.2	92	1798	36.7	6.9	114
NETWORK AFFILIATES - LATE	20261	1311	25.6	6.5	102	2468	28.6	12.2	114	4958	25.3	24.5	101	1371	28.0	6.8	112
INDEPENDENTS - LATE	2076	100	2.0	4.8	76	171	2.0	8.2	77	388	2.0	18.7	77	120	2.5	5.8	96
TV EVENING NEWS 6 PM - 2 AM																	
A TEAM	M 10453	686	13.4	6.6	104	1194	13.8	11.4	107	2686	13.7	25.7	106	754	15.4	7.2	119
ABC MONDAY NIGHT MOVIE	A 6412	341	6.7	5.3	84	719	8.3	11.2	105	1669	8.5	26.0	108	430	8.8	6.7	111
ABC SUNDAY NIGHT MOVIE	A 12407	810	15.8	6.5	103	1359	15.8	11.0	103	3068	15.7	24.7	102	792	16.2	6.4	106
ABC WORLD NEWS TONIGHT	A 6176	315	6.2	5.1	81	793	9.2	12.8	121	1456	7.4	23.6	98	460	9.4	7.4	123
AFTERMASH	C 5863	463	9.1	7.9	125	671	7.8	11.4	107	1402	7.2	23.9	99	361	7.4	6.2	102
ALICE	C 9594	703	13.7	7.3	116	1105	12.8	11.5	108	2408	12.3	25.1	104	731	14.9	7.6	126
AMERICAN PARADE	C 6622	432	8.4	6.5	103	757	8.8	11.4	107	1430	7.3	21.6	89	436	8.9	6.6	109
BENSON	A 10886	610	11.9	5.6	89	1247	14.5	11.5	108	2736	14.0	25.1	104	703	14.4	6.5	107
BLUE THUNDER	A 5036	277	5.4	5.5	87	473	5.5	9.4	88	1311	6.7	26.0	108	372	7.6	7.4	122
CAGNEY & LACEY	C 9965	698	13.6	7.0	111	1212	14.0	12.2	114	2644	13.5	26.5	110	641	13.1	6.4	106
CBS EVENING NEWS-DEAN	C 3491	*255	5.0	7.3	116	234	2.7	6.7	63	809	4.1	23.2	96	*235	4.8	6.7	111
CBS EVENING NEWS-RATHER	C 7123	414	8.1	5.8	92	641	7.4	9.0	84	1567	8.0	22.0	91	425	8.7	6.0	99
CBS SAT. NEWS-SCHIEFFER	C 3621	225	4.4	6.2	98	291	3.4	8.0	75	729	3.7	20.1	83	248	5.1	6.8	113
CBS SATURDAY NIGHT MOVIE	C 5436	445	8.7	8.2	130	621	7.2	11.4	107	1310	6.7	24.1	100	400	8.2	7.4	122
CBS WEDNESDAY NIGHT MOVIE	C 6100	376	7.3	6.2	98	754	8.7	12.4	116	1441	7.4	23.6	98	405	8.3	6.6	110
CHIEFS	N 8889	550	10.8	6.2	98	991	11.5	11.1	105	2366	12.1	26.6	110	440	9.0	4.9	82
DALLAS	C 22109	1225	23.9	5.5	88	2777	32.2	12.6	118	5262	26.9	23.8	98	1680	34.3	7.6	126
DIFFERENT STROKES	N 6940	504	9.9	7.3	115	605	7.0	8.7	82	1702	8.7	24.5	101	462	9.4	6.7	110
DOUBLE TROUBLE	N 7223	445	8.7	6.2	98	925	10.7	12.8	120	1780	9.1	24.6	102	506	10.3	7.0	116
DUCK FACTORY	N 5595	299	5.8	5.3	85	638	7.4	11.4	107	1406	7.2	25.1	104	299	6.1	5.3	88
DUKES OF HAZZARD	C 5768	473	9.2	8.2	130	693	8.0	12.0	113	1373	7.0	23.8	98	391	8.0	6.8	112
DYNASTY	A 20053	1401	27.4	7.0	111	2173	25.2	10.8	102	4808	24.6	24.0	99	1253	25.6	6.2	103
FACTS OF LIFE	N 8087	579	11.3	7.2	113	967	11.2	12.0	112	1967	10.0	24.3	101	588	12.0	7.3	120
FALCON CREST	C 20046	1177	23.0	5.9	93	2450	28.4	12.2	115	5000	25.5	24.9	103	1503	30.7	7.5	124
FALL GUY	A 9084	614	12.0	6.8	107	1095	12.7	12.1	113	2426	12.4	26.7	110	569	11.6	6.3	104
FAMILY TIES	N 7964	617	12.1	7.7	123	931	10.8	11.7	110	2108	10.8	26.5	110	443	9.0	5.6	92
FANTASY ISLAND	A 7687	441	8.6	5.7	91	692	8.0	9.0	85	1721	8.8	22.4	93	456	9.3	5.9	98
FOULUPS, BLEEPERS & BLUNDERS	A 8861	658	12.9	7.4	118	1015	11.8	11.5	108	2195	11.2	24.8	102	558	11.4	6.3	104
FOUR SEASONS	C 5095	*426	8.3	8.4	132	540	6.3	10.6	99	1231	6.3	24.2	100	283	5.8	5.6	92
GIMME A BREAK	N 8838	715	14.0	8.1	128	985	11.4	11.1	105	2068	10.6	23.4	97	511	10.4	5.8	96
HART TO HART	A 8978	527	10.3	5.9	93	954	11.1	10.6	100	2188	11.2	24.4	101	631	12.9	7.0	116
HILL STREET BLUES	N 8590	534	10.4	6.2	98	955	11.1	11.1	104	2187	11.2	25.5	105	548	11.2	6.4	106
HOTEL	A 14085	899	17.6	6.4	101	1561	18.1	11.1	104	3256	16.6	23.1	96	994	20.3	7.1	117
JEFFERSONS	C 9360	762	14.9	8.1	129	990	11.5	10.6	99	2282	11.7	24.4	101	678	13.8	7.2	120
JENNIFER SLEPT HERE	N 5841	413	8.1	7.1	112	510	5.9	8.7	82	1476	7.5	25.3	105	403	8.2	6.9	114
KATE & ALLIE	C 9206	629	12.3	6.8	108	1029	11.9	11.2	105	2354	12.0	25.6	106	608	12.4	6.6	109
KNIGHT RIDER	N 7076	598	11.7	8.5	134	749	8.7	10.6	99	1900	9.7	26.9	111	422	8.6	6.0	99
LOVE BOAT	A 12219	717	14.0	5.9	93	1240	14.4	10.1	95	2744	14.0	22.5	93	866	17.7	7.1	117
MAGNUM PI	C 11199	687	13.4	6.1	97	1424	16.5	12.7	119	2761	14.1	24.7	102	797	16.3	7.1	118
MAMA'S FAMILY	N 6057	419	8.2	6.9	110	644	7.5	10.6	100	1442	7.4	23.8	98	459	9.4	7.6	125
MASTER, THE	N 3598	*279	5.5	7.8	123	282	3.3	7.8	74	971	5.0	27.0	112	191	3.9	5.3	88
MATT HOUSTON	A 6344	384	7.5	6.1	96	684	7.9	10.8	101	1435	7.3	22.6	94	353	7.2	5.6	92
NBC MONDAY NIGHT MOVIE	N 11994	809	15.8	6.7	107	1326	15.4	11.1	104	2881	14.7	24.0	99	662	13.5	5.5	91
NBC NIGHTLY NEWS	N 5132	332	6.5	6.5	102	593	6.9	11.6	108	1289	6.6	25.1	104	330	6.7	6.4	106
NBC NIGHTLY NEWS-SAT	N 3375	*185	3.6	5.5	87	367	4.3	10.9	102	751	3.8	22.3	92	*199	4.1	5.9	98
NBC NIGHTLY NEWS-SUN	N 3130	*166	3.2	5.3	84	352	4.1	11.2	106	574	2.9	18.3	76	287	5.9	9.2	152
NBC SUNDAY NIGHT MOVIE	N 8284	525	10.3	6.3	100	824	9.6	9.9	93	2049	10.5	24.7	102	539	11.0	6.5	108
NEW HART	C 9240	653	12.8	7.1	112	1025	11.9	11.1	104	2383	12.2	25.8	107	626	12.8	6.8	112
ONE DAY AT A TIME	C 7288	617	12.1	8.5	134	705	8.2	9.7	91	1791	9.1	24.6	102	394	8.0	5.4	89
PEOPLE ARE FUNNY	N 4855	326	6.4	6.7	106	468	5.4	9.6	90	1130	5.8	23.3	96	309	6.3	6.4	105
REAL PEOPLE	N 8869	568	11.1	6.4	101	1076	12.5	12.1	114	2097	10.7	23.6	98	658	13.4	7.4	123
REININGTON STEELE	N 7743	492	9.6	6.4	101	740	8.6	9.6	90	2003	10.2	25.9	107	411	8.4	5.3	88
RIPLY'S BELIEVE IT - NOT	A 5345	393	7.7	7.4	116	636	7.4	11.9	112	1579	8.1	29.5	122	387	7.9	7.2	120
RIPTIDE	N 6988	533	10.4	7.6	121	819	9.5	11.7	110	1889	9.7	27.0	112	324	6.6	4.6	77
SCARECROW & MRS. KING	C 10002	660	12.9	6.6	104	1231	14.3	12.3	116	2514	12.8	25.1	104	678	13.8	6.8	112
SIMON & SIMON	C 10638	782	15.3	7.4	116	1226	14.2	11.5	108	2629	13.4	24.7	102	818	16.7	7.7	127
60 MINUTES	C 13293	789	15.4	5.9	94	1413	16.4	10.6	100	2911	14.9	21.9	91	1006	20.5	7.6	125
ST. ELSEWHERE	N 7017	475	9.3	6.8	107	853	9.9	12.2	114	1751	8.9	25.0	103	446	9.1	6.4	105
THREE'S COMPANY	A 10917	701	13.7	6.4	102	1186	13.7	10.9	102	2689	13.7	24.6	102	718	14.7	6.6	109
T.J. HOOKER	A 9204	612	12.0	6.6	105	1181	13.7	12.8	120	1985	10.1	21.6	89	677	13.8	7.4	122
TONIGHT SHOW	N 2372	120	2.3	5.1	80	290	3.4	12.2	115	532	2.7	22.4	93	140	2.9	5.9	98
TRAPPER JOHN, M.D.	C 9846	689	13.5	7.0	111	1056	12.2	10.7	101	2486	12.7	25.2	104	648	13.2	6.6	109
TV BLOOPERS & PRAC. JOKES	N 9105	717	14.0	7.9	125	1000	11.6	11.0	103	2300	11.7	25.3	105	575	11.7	6.3	104
20/20	A 9387	585	11.4	6.2	99	1146	13.3	12.2	115	2122	10.8	22.6	94	529	10.8	5.6	93
WEBSTER	A 11067	712	13.9	6.4	102	1220	14.1	11.0	103	2671	13.6	24.1	100	731	14.9	6.6	109
WORLD NEWS - SUN	A 3062	*220	4.3	7.2	114	464	5.4	15.2	142	736	3.8	24.0	99	*266	5.4	8.7	144
YELLOW ROSE	N 4978	292	5.7	5.9	93	581	6.7	11.7	110	1320	6.7	26.5	110	389	7.9	7.8	129
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	*508	9.9	5.7	91	1046	12.1	11.8	111	2105	10.8	23.7	98	789	16.1	8.9	147
BASKETBALL - COLLEGE GAMES	4080	*304	5.9	7.5	118	536	6.2	13.1	123	1274	6.5	31.2	129	*287	5.9	7.0	116
BASKETBALL - PRO GAMES	3607	*377	7.4	10.5	165	516	6.0	14.3	134	1020	5.2	28.3	117	*283	5.8	7.8	130
BOWLING	3883	*2															

	TOTAL U.S. '000	KLEENEX				SCOT TOWELS				VIVA				ZEE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	6831	100.0	8.4	100	23029	100.0	28.4	100	15816	100.0	19.5	100	4284	100.0	5.3	100
18 - 24	9282	555	8.1	6.0	71	2149	9.3	23.2	81	1316	8.3	14.2	73	*553	12.9	6.0	113
25 - 34	19072	1539	22.5	8.1	96	5539	24.1	29.0	102	3542	22.4	18.6	95	1151	26.9	6.0	114
35 - 44	14591	1272	18.6	8.7	103	4391	19.1	30.1	106	2930	18.5	20.1	103	844	19.7	5.8	109
45 - 54	11345	1064	15.6	9.4	111	3393	14.7	29.9	105	2626	16.6	23.1	119	*542	12.7	4.8	90
55 - 64	11635	1030	15.2	8.9	106	3630	15.8	31.2	110	2705	17.1	23.2	119	587	13.7	5.0	95
65 OR OLDER	15061	1363	20.0	9.0	107	3928	17.1	26.1	92	2698	17.1	17.9	92	607	14.2	4.0	76
18 - 34	28354	2094	30.7	7.4	88	7688	33.4	27.1	95	4858	30.7	17.1	88	1704	39.8	6.0	114
18 - 49	48339	3861	56.5	8.0	95	13761	59.8	28.5	100	9159	57.9	18.9	97	2848	66.5	5.9	111
25 - 54	45008	3875	56.7	8.6	102	13322	57.8	29.6	104	9098	57.5	20.2	104	2537	59.2	5.6	107
35 - 49	19985	1768	25.9	8.8	105	6073	26.4	30.4	107	4302	27.2	21.5	110	1144	26.7	5.7	108
50 OR OLDER	32647	2969	43.5	9.1	108	9268	40.2	28.4	100	6657	42.1	20.4	104	1436	33.5	4.4	83
GRADUATED COLLEGE	11155	956	14.0	8.6	102	3723	16.2	33.4	117	2868	18.1	25.7	132	681	15.9	6.1	115
ATTENDED COLLEGE	13682	1441	21.1	10.5	125	4361	18.9	31.9	112	2956	18.7	21.6	111	1019	23.8	7.4	141
GRADUATED HIGH SCHOOL	33880	2769	40.5	8.2	97	9896	43.0	29.2	103	6585	41.6	19.4	100	1655	38.6	4.9	92
DID NOT GRADUATE HIGH SCHOOL	22270	1665	24.4	7.5	89	5049	21.9	22.7	80	3407	21.5	15.3	78	929	21.7	4.2	79
EMPLOYED	40306	3091	45.2	7.7	91	11848	51.4	29.4	103	8408	53.2	20.9	107	2228	52.0	5.5	104
EMPLOYED FULL-TIME	32850	2550	37.3	7.8	92	9384	40.7	28.6	100	6987	44.2	21.3	109	1804	42.1	5.5	104
EMPLOYED PART-TIME	7456	541	7.9	7.3	86	2465	10.7	33.1	116	1421	9.0	19.1	98	*424	9.9	5.7	108
NOT EMPLOYED	40680	3740	54.8	9.2	109	11181	48.6	27.5	97	7408	46.8	18.2	93	2056	48.0	5.1	96
PROFESSIONAL/MANAGER	10392	928	13.6	8.9	106	3493	15.2	33.6	118	2631	16.6	25.3	130	*679	15.8	6.5	124
TECH/CLERICAL/SALES	17574	1435	21.0	8.2	97	5174	22.5	29.4	104	3738	23.6	21.3	109	923	21.5	5.3	99
PRECISION/CRAFT	985	**105	1.5	10.7	126	*356	1.5	36.1	127	**207	1.3	21.0	108	*#63	1.5	6.4	121
OTHER EMPLOYED	11354	624	9.1	5.5	65	2825	12.3	24.9	87	1832	11.6	16.1	83	*563	13.1	5.0	94
SINGLE	9863	716	10.5	7.3	86	2659	11.5	27.0	95	1869	11.8	18.9	97	588	13.7	6.0	113
MARRIED	51375	4624	67.7	9.0	107	15602	67.7	30.4	107	10528	66.6	20.5	105	2667	62.3	5.2	98
DIVORCED/SEPARATED/WIDOWED	19748	1491	21.8	7.6	90	4768	20.7	24.1	85	3420	21.6	17.3	89	1029	24.0	5.2	99
PARENTS	32590	2706	39.6	8.3	98	9503	41.3	29.2	103	6055	38.3	18.6	95	1784	41.6	5.5	103
WHITE	70416	6036	88.4	8.6	102	20488	89.0	29.1	102	14140	89.4	20.1	103	3844	89.7	5.5	103
BLACK	8778	601	8.8	6.8	81	2070	9.0	23.6	83	1164	7.4	13.3	68	*226	5.3	2.6	49
OTHER	1791	**193	2.8	10.8	128	**472	2.0	26.4	93	**512	3.2	28.6	146	*#214	5.0	11.9	226
NORTHEAST-CENSUS	17786	1118	16.4	6.3	75	6847	29.7	38.5	135	3979	25.2	22.4	115	*#124	2.9	0.7	13
NORTH CENTRAL	20741	2268	33.2	10.9	130	5929	25.7	28.6	101	4872	30.8	23.5	120	*369	8.6	1.8	34
SOUTH	27775	2095	30.7	7.5	89	6305	27.4	22.7	80	4346	27.5	15.6	80	761	17.8	2.7	52
WEST	14683	1349	19.7	9.2	109	3949	17.1	26.9	95	2619	16.6	17.8	91	3031	70.8	20.6	390
NORTHEAST-MKTG.	17961	1098	16.1	6.1	72	6715	29.2	37.4	131	3959	25.0	22.0	113	*#158	3.7	0.9	17
EAST CENTRAL	11885	1194	17.5	10.0	119	3363	14.6	28.3	100	1984	12.5	16.7	85	*#115	2.7	1.0	18
WEST CENTRAL	14090	1441	21.1	10.2	121	4060	17.6	28.8	101	3654	23.1	25.9	133	479	11.2	3.4	64
SOUTH	24081	1982	29.0	8.2	98	5360	23.3	22.3	78	3865	24.4	16.0	82	783	18.3	3.3	61
PACIFIC	12969	1115	16.3	8.6	102	3531	15.3	27.2	96	2355	14.9	18.2	93	2749	64.2	21.2	401
COUNTY SIZE A	32439	2703	39.6	8.3	99	9831	42.7	30.3	107	6775	42.8	20.9	107	1856	43.3	5.7	108
COUNTY SIZE B	24915	1839	26.9	7.4	88	7339	31.9	29.5	104	4777	30.2	19.2	98	1300	30.3	5.2	99
COUNTY SIZE C	12930	1145	16.8	8.9	105	3587	15.6	27.7	98	2087	13.2	16.1	83	880	20.5	6.8	129
COUNTY SIZE D	10703	1144	16.7	10.7	127	2272	9.9	21.2	75	2177	13.8	20.3	104	*248	5.8	2.3	44
METRO CENTRAL CITY	24518	2001	29.3	8.2	97	7272	31.6	29.7	104	4889	30.9	19.9	102	1738	40.6	7.1	134
METRO SUBURBAN	35919	2878	42.1	8.0	95	11168	48.5	31.1	109	6959	44.0	19.4	99	1899	44.3	5.3	100
NON METRO	20549	1951	28.6	9.5	113	4588	19.9	22.3	79	3969	25.1	19.3	99	647	15.1	3.1	60
TOP 5 ADI'S	18341	1215	17.8	6.6	79	6339	27.5	34.6	122	4160	26.3	22.7	116	1026	23.9	5.6	106
TOP 10 ADI'S	25378	1964	28.8	7.7	92	8013	34.8	31.6	111	5554	35.1	21.9	112	1403	32.7	5.5	105
TOP 20 ADI'S	36488	2809	41.1	7.7	91	11006	47.8	30.2	106	7482	47.3	20.5	105	2082	48.6	5.7	108
HSHLD INC. \$50,000 OR MORE	6612	*583	8.5	8.8	105	2292	10.0	34.7	122	1803	11.4	27.3	140	*#362	8.5	5.5	103
\$40,000 OR MORE	12659	1254	18.4	9.9	117	4315	18.7	34.1	120	3231	20.4	25.5	131	*746	17.4	5.9	111
\$30,000 OR MORE	24698	2422	35.5	9.8	116	8428	36.6	34.1	120	5854	37.0	23.7	121	1466	34.2	5.9	112
\$25,000 OR MORE	32077	3084	45.1	9.6	114	10606	46.1	33.1	116	7458	47.2	23.3	119	1943	45.4	6.1	115
\$20,000 - \$24,999	9144	953	14.0	10.4	124	2676	11.6	29.3	103	1897	12.0	20.7	106	*511	11.9	5.6	106
\$15,000 - \$19,999	8728	646	9.5	7.4	88	2354	10.2	27.0	95	1531	9.7	17.5	90	*447	10.4	5.1	97
\$10,000 - \$14,999	12562	883	12.9	7.0	83	3676	16.0	29.3	103	2329	14.7	18.5	95	645	15.1	5.1	97
UNDER \$10,000	18475	1265	18.5	6.8	81	3717	16.1	20.1	71	2601	16.4	14.1	72	738	17.2	4.0	76
HOUSEHOLD OF 1 PERSON	11987	997	14.6	8.3	99	2934	12.7	24.5	86	2008	12.7	16.8	86	581	13.6	4.8	92
2 PEOPLE	26577	2240	32.8	8.4	100	7729	33.6	29.1	102	5439	34.4	20.5	105	1478	34.5	5.6	105
3 OR 4 PEOPLE	30617	2607	38.2	8.5	101	8783	38.1	28.7	101	6119	38.7	20.0	102	1583	37.0	5.2	98
5 OR MORE PEOPLE	11804	986	14.4	8.4	99	3584	15.6	30.4	107	2250	14.2	19.1	98	643	15.0	5.4	103
NO CHILD IN HSHLD	46165	3962	58.0	8.6	102	12947	56.2	28.0	99	9312	58.9	20.2	103	2422	56.5	5.2	99
CHLD(REN) UNDER 2 YRS	5325	*380	5.6	7.1	85	1446	6.3	27.2	95	742	4.7	13.9	71	*#174	4.1	3.3	62
2 - 5 YEARS	14221	1091	16.0	7.7	91	3788	16.4	26.6	94	2625	16.6	18.5	95	*725	16.9	5.1	96
6 - 11 YEARS	15117	1195	17.5	7.9	94	4513	19.6	29.9	105	2716	17.2	18.0	92	666	15.5	4.4	83
12 - 17 YEARS	16611	1444	21.1	8.7	103	5051	21.9	30.4	107	3289	20.8	19.8	101	995	23.2	6.0	113
RESIDENCE OWNED	55884	5124	75.0	9.2	109	16876	73.3	30.2	106	12058	76.2	21.6	110	2921	68.2	5.2	99
VALUE: \$50,000 OR MORE	31744	2950	43.2	9.3	110	10355	45.0	32.6	115	7619	48.2	24.0	123	2079	48.5	6.5	124
VALUE: UNDER \$50,000	24140	2174	31.8	9.0	107	6521	28.3	27.0	95	4440	28.1	18.4	94	842	19.7	3.5	66

		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	6831	100.0	8.4	100	23029	100.0	28.4	100	15816	100.0	19.5	100	4284	100.0	5.3	100
MAGAZINES	QUINTILE 1	15799	1534	22.5	9.7	115	5202	22.6	32.9	116	3321	21.0	21.0	108	1057	24.7	6.7	126
	QUINTILE 2	17259	1555	22.8	9.0	107	5171	22.5	30.0	105	3878	24.5	22.5	115	939	21.9	5.4	103
	QUINTILE 3	13545	978	14.3	7.2	86	4186	18.2	30.9	109	2825	17.9	20.9	107	786	18.3	5.8	110
	QUINTILE 4	15133	1346	19.7	8.9	105	4009	17.4	26.5	93	2609	16.5	17.2	88	749	17.5	4.9	94
	QUINTILE 5	19250	1417	20.7	7.4	87	4462	19.4	23.2	82	3182	20.1	16.5	85	754	17.6	3.9	74
NEWSPAPERS	QUINTILE 1	12413	1291	18.9	10.4	123	4239	18.4	34.1	120	2984	18.9	24.0	123	592	13.8	4.8	90
	QUINTILE 2	24116	2089	30.6	8.7	103	7356	31.9	30.5	107	5224	33.0	21.7	111	1364	31.8	5.7	107
	QUINTILE 3	11261	931	13.6	8.3	98	3374	14.7	30.0	105	2193	13.9	19.5	100	669	15.6	5.9	110
	QUINTILE 4	20255	1411	20.7	7.0	83	5279	22.9	26.1	92	3466	21.9	17.1	88	1015	23.7	5.0	95
	QUINTILE 5	12940	1109	16.2	8.6	102	2782	12.1	21.5	76	1950	12.3	15.1	77	644	15.0	5.0	94
OUTDOOR	QUINTILE 1	14852	1097	16.1	7.4	88	4338	18.8	29.2	103	3100	19.6	20.9	107	963	22.5	6.5	123
	QUINTILE 2	15725	1482	21.7	9.4	112	4698	20.4	29.9	105	3172	20.1	20.2	103	856	20.0	5.4	103
	QUINTILE 3	16330	1436	21.0	8.8	104	4687	20.4	28.7	101	3306	20.9	20.2	104	948	22.1	5.8	110
	QUINTILE 4	16744	1464	21.4	8.7	104	4505	19.6	26.9	95	3189	20.2	19.0	98	891	20.8	5.3	101
	QUINTILE 5	17334	1353	19.8	7.8	93	4801	20.8	27.7	97	3050	19.3	17.6	90	625	14.6	3.6	68
RADIO-DRIVE TIME	QUINTILE 1	15911	1343	19.7	8.4	100	4806	20.9	30.2	106	3356	21.2	21.1	108	906	21.1	5.7	108
	QUINTILE 2	14837	1414	20.7	9.5	113	4131	17.9	27.8	98	2748	17.4	18.5	95	689	16.1	4.6	88
	QUINTILE 3	15339	1270	18.6	8.3	98	4624	20.1	30.1	104	3126	19.8	20.4	104	867	20.2	5.7	107
	QUINTILE 4	16723	1386	20.3	8.3	98	4699	20.4	28.1	99	3358	21.2	20.1	103	756	17.6	4.5	85
	QUINTILE 5	18176	1418	20.8	7.8	92	4769	20.7	26.2	92	3229	20.4	17.8	91	1066	24.9	5.9	111
RADIO-MID- DAY	TERCILE 1	21020	1693	24.8	8.1	95	6318	27.4	30.1	106	4128	26.1	19.6	101	1119	26.1	5.3	101
	TERCILE 2	21610	2272	33.3	10.5	125	6277	27.3	29.0	102	4354	27.5	20.1	103	1132	26.4	5.2	99
	TERCILE 3	38355	2866	42.0	7.5	89	10434	45.3	27.2	96	7334	46.4	19.1	98	2034	47.5	5.3	100
	QUINTILE 1	15988	1227	18.0	7.7	91	4820	20.9	30.1	106	3068	19.4	19.2	98	827	19.3	5.2	98
	QUINTILE 2	15626	1378	20.2	8.8	105	4504	19.6	28.8	101	3055	19.3	19.6	100	778	18.2	5.0	94
RADIO-TOTAL	QUINTILE 3	16723	1566	22.9	9.4	111	4909	21.3	29.4	103	3457	21.9	20.7	106	1045	24.4	6.2	118
	QUINTILE 4	16342	1482	21.7	9.1	108	4687	20.4	28.7	101	3352	21.2	20.5	105	790	18.4	4.8	91
	QUINTILE 5	16306	1177	17.2	7.2	86	4110	17.8	25.2	89	2886	18.2	17.7	91	845	19.7	5.2	98
	QUINTILE 1	15953	1506	22.0	9.4	112	4675	20.3	29.3	103	3041	19.2	19.1	98	745	17.4	4.7	88
	QUINTILE 2	16137	1322	19.4	8.2	97	4913	21.3	30.4	107	3273	20.7	20.3	104	900	21.0	5.6	105
TV-PRIME TIME	QUINTILE 3	16420	1277	18.7	7.8	92	4965	21.6	30.2	106	3406	21.5	20.7	106	748	17.5	4.6	86
	QUINTILE 4	16687	1579	23.1	9.5	112	4523	19.6	27.1	95	3063	19.4	18.4	94	980	22.9	5.9	111
	QUINTILE 5	15789	1148	16.8	7.3	86	3953	17.2	25.0	88	3034	19.2	19.2	98	911	21.3	5.8	109
	TERCILE 1	27736	2320	34.0	8.4	99	7619	33.1	27.5	97	4969	31.4	17.9	92	1235	28.8	4.5	84
	TERCILE 2	26489	2240	32.8	8.5	100	7810	33.9	29.5	104	5216	33.0	19.7	101	1479	34.5	5.6	106
TV-DAYTIME	TERCILE 3	26761	2271	33.2	8.5	101	7600	33.0	28.4	100	5632	35.6	21.0	108	1570	36.6	5.9	111
	QUINTILE 1	16345	1377	20.2	8.4	100	4749	20.6	29.1	102	3017	19.1	18.5	95	885	20.7	5.4	102
	QUINTILE 2	16447	1344	19.7	8.2	97	4737	20.6	28.8	101	3227	20.4	19.6	100	823	19.2	5.0	95
	QUINTILE 3	15980	1444	21.1	9.0	107	4753	20.6	29.7	105	3185	20.1	19.9	102	831	19.4	5.2	98
	QUINTILE 4	15887	1335	19.5	8.4	100	4507	19.6	28.4	100	2985	18.9	18.8	96	808	18.9	5.1	96
TV-TOTAL	QUINTILE 5	16326	1331	19.5	8.2	97	4283	18.6	26.2	92	3402	21.5	20.8	107	938	21.9	5.7	109
	MAGAZINES-NEWSPAPERS: DUAL	20721	2118	31.0	10.2	121	6658	28.9	32.1	113	4877	30.8	23.5	121	1280	29.9	6.2	117
	MAGAZINE IMPERATIVE	19186	1422	20.8	7.4	88	5625	24.4	29.3	103	3668	23.2	19.1	98	1126	26.3	5.9	111
	NEWSPAPER IMPERATIVE	21899	1719	25.2	7.8	93	6752	29.3	30.8	108	4425	28.0	20.2	103	1021	23.8	4.7	88
	MAGAZINES-OUTDOOR: DUAL	15451	1636	23.9	10.6	126	5155	22.4	33.4	117	3464	21.9	22.4	115	1145	26.7	7.4	140
MAGAZINE IMPERATIVE	MAGAZINE IMPERATIVE	25953	2054	30.1	7.9	94	7727	33.6	29.8	105	5376	34.0	20.7	106	1272	29.7	4.9	93
	OUTDOOR IMPERATIVE	24400	1834	26.8	7.5	89	6391	27.8	26.2	92	4558	28.8	18.7	96	1204	28.1	4.9	93
	MAGAZINES-RADIO: DUAL	18049	1594	23.3	8.8	105	5468	23.7	30.3	107	3586	22.7	19.9	102	1132	26.4	6.3	119
	MAGAZINE IMPERATIVE	23571	2182	31.9	9.3	110	7460	32.4	31.6	111	5322	33.6	22.6	116	1410	32.9	6.0	113
	RADIO IMPERATIVE	23278	1859	27.2	8.0	95	6540	28.4	28.1	99	4305	27.2	18.5	95	1091	25.5	4.7	89
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	1502	22.0	9.7	115	5006	21.7	32.4	114	3305	20.9	21.4	109	1039	24.3	6.7	127
	TELEVISION IMPERATIVE	25829	2259	33.1	8.7	104	7899	34.3	30.6	108	5626	35.6	21.8	112	1460	34.1	5.7	107
	TELEVISION IMPERATIVE	26039	1941	28.4	7.5	88	6932	30.1	26.6	94	4588	29.0	17.6	90	1162	27.1	4.5	84
	NEWSPAPERS-OUTDOOR: DUAL	16605	1680	24.6	10.1	120	5550	24.1	33.4	118	3866	24.4	23.3	119	1014	23.7	6.1	115
	NEWSPAPER IMPERATIVE	26834	2337	34.2	8.7	103	8166	35.5	30.4	107	5661	35.8	21.1	108	1338	31.2	5.0	94
OUTDOOR IMPERATIVE	QUINTILE 1	23346	1756	25.7	7.5	89	5882	25.5	25.2	89	4048	25.6	17.3	89	1437	33.5	6.2	116
	QUINTILE 2	17133	1411	20.7	8.2	98	5432	23.6	31.7	111	3835	24.2	22.4	115	839	19.6	4.9	93
	QUINTILE 3	25892	2397	35.1	9.3	110	8133	35.3	31.4	110	5604	35.4	21.6	111	1476	34.5	5.7	108
	QUINTILE 4	23167	1983	29.0	8.6	101	6169	26.8	26.6	94	3970	25.1	17.1	88	1374	32.1	5.9	112
	QUINTILE 5	17159	1659	24.3	9.7	115	5546	24.1	32.3	114	3520	22.3	20.5	105	776	18.1	4.5	85
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	26214	2327	34.1	8.9	105	8109	35.2	30.9	109	6106	38.6	23.3	119	1437	33.5	5.5	104
	TELEVISION IMPERATIVE	23412	1754	25.7	7.5	89	6009	26.1	25.7	90	3807	24.1	16.3	83	1280	29.9	5.5	103
	QUINTILE 1	15303	1401	20.5	9.2	109	4329	18.8	28.3	99	3238	20.5	21.2	108	841	19.6	5.5	104
	QUINTILE 2	24901	2042	29.9	8.2	97	7421	32.2	29.8	105	5027	31.8	20.2	103	1524	35.6	6.1	116
	QUINTILE 3	26492	2236	32.7	8.4	100	7795	33.8	29.4	103	5050	31.9	19.1	98	1342	31.3		

	TOTAL U.S. '000	A '000	KLEEMEX B % DOWN	C ACROSS % INDX	D 100	A '000	SCOT TOWELS B % DOWN	C ACROSS % INDX	D 100	A '000	VIVA B % DOWN	C ACROSS % INDX	D 100	A '000	ZEE B DOWN	C ACROSS % INDX	D 100
TOTAL FEMALE HOMEMAKERS	80986	6831	100.0	8.4	100	23029	100.0	28.4	100	15816	100.0	19.5	100	4284	100.0	5.3	100
ATLANTIC MONTHLY	415	**22	0.3	5.3	63	*155	0.7	37.3	131	**82	0.5	19.8	101	**24	0.6	5.8	109
BARRON'S	453	**70	1.0	15.5	183	*171	0.7	37.7	133	**133	0.8	29.4	150	**79	1.8	17.4	330
BETTER HOMES & GARDENS	16256	1627	23.8	10.0	119	5289	23.0	32.5	114	3816	24.1	23.5	120	876	20.4	5.4	102
BON APPETIT	2535	286	4.2	11.3	134	888	3.9	35.0	123	573	3.6	22.6	116	*232	5.4	9.2	173
BUSINESS WEEK	1278	**111	1.6	8.7	103	455	2.0	35.6	125	428	2.7	33.5	171	**70	1.6	5.5	104
CAR AND DRIVER	378	**10	0.1	2.6	31	**133	0.6	35.2	124	**72	0.5	19.0	98	**12	0.3	3.2	60
CBS MAGAZINE NETWORK (GROSS)	1498	**104	1.5	6.9	82	566	2.5	37.8	133	319	2.0	21.3	109	**100	2.3	6.7	126
CHANGING TIMES	1505	*171	2.5	11.4	135	594	2.6	39.5	139	340	2.1	22.6	116	**44	1.0	2.9	55
COLONIAL HOMES	1231	*177	2.6	14.4	170	450	2.0	36.6	129	319	2.0	25.9	133	**84	2.0	6.8	129
CONDE NAST MAG. PKG. (GROSS)	14146	1301	19.0	9.2	109	4320	18.8	30.5	107	2646	16.7	18.7	96	661	15.4	4.7	88
CONSUMERS DIGEST	1323	**118	1.7	8.9	106	538	2.3	40.7	143	347	2.2	26.2	134	**80	1.9	6.0	114
COSMOPOLITAN	7102	548	8.0	7.7	91	2269	9.9	31.9	112	1463	9.3	20.6	105	324	7.6	4.6	86
COUNTRY LIVING	2481	*183	2.7	7.4	87	719	3.1	29.0	102	527	3.3	21.2	109	**88	2.1	3.5	67
CUISINE	1472	**144	2.1	9.8	116	376	1.6	25.5	90	270	1.7	18.3	94	**100	2.3	6.8	128
CYCLE WORLD	425	**22	0.3	5.2	61	**195	0.8	45.9	161	**117	0.7	27.5	141	**22	0.5	5.2	98
DCI:CREATIVE IDEAS FOR LIV	2510	*205	3.0	8.2	97	834	3.6	33.2	117	593	3.7	23.6	121	**135	3.2	5.4	102
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	654	9.6	9.8	116	1932	8.4	28.9	101	1570	9.9	23.5	120	*200	4.7	3.0	56
DISCOVER	894	*65	1.0	7.3	86	305	1.3	34.1	120	*226	1.4	25.3	129	**63	1.5	7.0	133
EBONY	3507	285	4.2	8.1	96	897	3.9	25.6	90	429	2.7	12.2	63	**38	1.6	1.9	37
ESQUIRE	1083	*144	2.1	13.3	158	340	1.5	31.4	110	*168	1.1	15.5	79	**35	0.8	3.2	61
ESSENCE	1830	*139	2.0	7.6	90	452	2.0	24.7	87	208	1.3	11.4	58	**32	0.7	1.7	33
FAMILY CIRCLE	15930	1565	22.9	9.8	116	4978	21.6	31.2	110	3591	22.7	22.5	115	960	22.4	6.0	114
THE FAMILY HANDYMAN	1126	*126	1.8	11.2	133	403	1.7	35.8	126	251	1.6	22.3	114	**39	0.9	3.5	65
FAMILY WEEKLY	11468	1036	15.2	9.0	107	3417	14.8	29.8	105	2346	14.8	20.5	105	865	20.2	7.5	143
FIELD & STREAM	2234	*237	3.5	10.6	126	696	3.0	31.2	110	491	3.1	22.0	113	**159	3.7	7.1	135
FOOD & WINE	579	**45	0.7	7.8	92	*161	0.7	27.8	98	*150	0.9	25.9	133	**11	0.3	1.9	36
FORBES	728	**74	1.1	10.2	121	306	1.3	42.0	148	*238	1.5	32.7	167	**96	2.2	13.2	249
FORTUNE	906	**116	1.7	12.8	152	352	1.5	38.9	137	*284	1.8	31.3	161	**54	1.3	6.0	113
GENTLEMAN'S QUARTERLY	791	*43	0.6	5.4	64	286	1.2	36.2	127	*115	0.7	14.5	74	**91	2.1	11.5	217
GLAMOUR	5265	659	9.6	12.5	148	1655	7.2	31.4	111	999	6.3	19.0	97	306	7.1	5.8	110
GOLF DIGEST	636	**72	1.1	11.3	134	*155	0.7	24.4	86	*151	1.0	23.7	122	**67	1.6	10.5	199
GOLF DIGEST/TENNIS (GROSS)	1186	**135	2.0	11.4	135	344	1.5	29.0	102	*215	1.4	18.1	93	**95	2.2	8.0	151
GOLF MAGAZINE	441	*64	0.9	14.5	172	**114	0.5	25.9	91	*74	0.5	16.8	86	**30	0.7	6.8	129
GOLF MAGAZINE/SKI (GROSS)	922	**123	1.8	13.3	158	240	1.0	26.0	92	*156	1.0	16.9	87	**95	2.2	10.3	195
GOOD HOUSEKEEPING	16487	1813	26.5	11.0	130	5174	22.5	31.4	110	3401	21.5	20.6	106	835	19.5	5.1	90
HARPER'S BAZAAR	2423	275	4.0	11.3	135	908	3.9	37.5	132	554	3.5	22.9	117	*143	3.3	5.9	112
HEALTH	1994	*317	4.6	15.9	188	696	3.0	34.9	123	519	3.3	26.0	133	**154	3.6	7.7	146
HEARST MAG CORP. BUY (GROSS)	44101	4173	61.1	9.5	112	13951	60.6	31.6	111	9301	58.8	21.1	108	2113	49.3	4.8	91
HEARST MAN POWER (GROSS)	1993	*222	3.2	11.1	132	589	2.6	29.6	104	375	2.4	18.8	96	**116	2.7	5.8	110
HEARST WOMAN POWER (GROSS)	31274	2966	43.4	9.5	112	9690	42.1	31.0	109	6554	41.4	21.0	107	1497	34.9	4.8	90
HOUSE BEAUTIFUL	3623	281	4.1	7.8	92	1166	5.1	32.2	113	796	5.0	22.0	113	*154	3.6	4.3	80
INC.	283	**63	0.9	22.3	264	**105	0.5	37.1	130	**85	0.5	30.0	154	**43	1.0	15.2	287
JET	2928	223	3.3	7.6	90	623	2.7	21.3	75	349	2.2	11.9	61	**75	1.8	2.6	48
LADIES' HOME JOURNAL	11918	1179	17.3	9.9	117	3506	15.2	29.4	103	2551	16.1	21.4	110	634	14.8	5.3	101
LHJ FAMILY GRP COMBO(GROSS)	16764	1770	25.9	10.6	125	5023	21.8	30.0	105	3704	23.4	22.1	113	935	21.8	5.6	105
LIFE	4254	321	4.7	7.5	89	1324	5.7	31.1	109	900	5.7	21.2	108	*237	5.5	5.6	105
L.A. TIMES HOME MAGAZINE	1145	**96	1.4	8.4	99	302	1.3	26.4	93	314	2.0	27.4	140	*215	5.0	18.8	355
MADMOISELLE	2884	267	3.9	9.3	110	902	3.9	31.3	110	512	3.2	17.8	91	**137	3.2	4.8	90
MC CALL'S	13460	1406	20.6	10.4	124	4013	17.4	29.8	105	3017	19.1	22.4	115	806	18.8	6.0	113
MC CALL'S/MRK MOTHER (GROSS)	14606	1528	22.4	10.5	124	4384	19.0	30.0	106	3222	20.4	22.1	113	829	19.4	5.7	107
MECHANIX ILLUSTRATED	772	**83	1.2	10.8	127	*214	0.9	27.7	97	*168	1.1	21.8	111	**27	0.6	3.5	66
METROPOLITAN HOME	967	**79	1.2	8.2	97	409	1.8	42.3	149	202	1.3	20.9	107	**26	0.6	2.7	51
MONEY	1588	*202	3.0	12.7	151	564	2.4	35.5	125	387	2.4	24.4	125	**123	2.9	7.7	144
MOTHER EARTH NEWS	1002	**109	1.6	10.9	129	251	1.1	25.0	88	*205	1.3	20.5	105	**57	1.3	5.7	108
MS.	825	**88	1.3	10.7	126	244	1.1	29.6	104	*153	1.0	18.5	95	**35	0.8	4.2	80
NATIONAL ENQUIRER	10336	829	12.1	8.0	95	2863	12.4	27.7	97	1915	12.1	18.5	95	473	11.0	4.6	87
NATIONAL GEOGRAPHIC	9597	956	14.0	10.0	118	3235	14.0	33.7	119	2260	14.3	23.5	121	742	17.3	7.7	146
NATIONAL SUNDAY MAGAZINE PKG	49558	4413	64.6	8.9	106	15282	66.4	30.8	108	10324	65.3	20.8	107	2811	65.6	5.7	107
NATURAL HISTORY	573	**59	0.9	10.3	122	289	1.3	50.4	177	*169	1.1	29.5	151	**26	0.6	4.5	86
NEW WOMAN	1699	*158	2.3	9.3	110	519	2.3	30.5	107	355	2.2	20.9	107	**93	2.2	5.5	103
NEW YORK INCLUDING CUE	443	**33	0.5	7.4	88	*129	0.6	29.1	102	*139	0.9	31.4	161	**2	0.0	0.5	9
THE NEW YORKER	1270	*96	1.4	7.6	90	523	2.3	41.2	145	338	2.1	26.6	136	**36	0.8	2.8	54
NEWSWEEK	6277	517	7.6	8.2	98	1966	8.5	31.3	110	1340	8.5	21.3	109	445	10.4	7.1	134
THE N.Y. TIMES DAILY EDITION	1205	**96	1.4	8.0	94	561	2.4	46.6	164	373	2.4	31.0	159	**3	0.1	0.2	5
THE N.Y. TIMES MAGAZINE	2081	*186	2.7	8.9	106	1005	4.4	48.3	170	653	4.1	31.4	161	**8	0.2	0.4	7
OMNI	788	**108	1.6	13.7	162	259	1.1	32.9	116	*199	1.3	25.3	129	**32	0.7	4.1	77
ON CABLE	1158	**63	0.9	5.4	64	287	1.2	24.8	87	*206	1.3	17.8	91	**56	1.3	4.8	91
1001 HOME IDEAS	2852	275	4.0	9.6	114	820	3.6	28.8	101	634	4.0	22.2	114	**147	3.4	5.2	97
ORGANIC GARDENING	1658	*117	1.7	7.1	84	496	2.2	29.9	105	378	2.4	22.8	117	**148	3.5	8.9	169
OUTDOOR LIFE	896	**61	0.9	6.8	81	266	1.2	29.7	104	*205	1.3	22.9	117	**29	0.7	3.2	61
PARADE MAGAZINE	24275	2119	31.0	8.7	103	7819	34.0	32.2	113	4878	30.8	20.1	103	1306	30.5	5.4	102

	TOTAL U.S. '000	KLEENEX				SCOT TOWELS				VIVA				ZEE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	6831	100.0	8.4	100	23029	100.0	28.4	100	15816	100.0	19.5	100	4284	100.0	5.3	100
PARENTS	3845	250	3.7	6.5	77	1244	5.4	32.4	114	828	5.2	21.5	110	*193	4.5	5.0	95
PENTHOUSE	831	**96	1.4	11.6	137	*257	1.1	30.9	109	*130	0.8	15.6	80	**62	1.4	7.5	141
PEOPLE	11645	1019	14.9	8.8	104	3571	15.5	30.7	108	2387	15.1	20.5	105	759	17.7	6.5	123
PLAYBOY	2006	*166	2.4	8.3	98	496	2.2	24.7	87	297	1.9	14.8	76	**104	2.4	5.2	98
POPULAR HOT RODDING	297	**45	0.7	15.2	180	**122	0.5	41.1	144	**83	0.5	27.9	143	**6	0.1	2.0	38
POPULAR MECHANICS	1018	*170	2.5	16.7	198	*280	1.2	27.5	97	*158	1.0	15.5	79	**90	2.1	8.8	167
POPULAR SCIENCE	878	**81	1.2	9.2	109	388	1.7	44.2	155	*194	1.2	22.1	113	**30	0.7	3.4	65
PREVENTION	3913	404	5.9	10.3	122	1234	5.4	31.5	111	848	5.4	21.7	111	*161	3.8	4.1	78
PSYCHOLOGY TODAY	1710	*139	2.0	8.1	96	539	2.3	31.5	111	341	2.2	19.9	102	**58	1.4	3.4	64
READER'S DIGEST	22204	1959	28.7	8.8	105	7084	30.8	31.9	112	5034	31.8	22.7	116	1365	31.9	6.1	116
REDBOOK	7684	604	8.8	7.9	93	2248	9.8	29.3	103	1690	10.7	22.0	113	338	7.9	4.4	83
ROAD & TRACK	410	**19	0.3	4.6	55	*141	0.6	34.4	121	**105	0.7	25.6	131	*37	0.9	9.0	171
ROLLING STONE	969	**108	1.6	11.1	132	275	1.2	28.4	100	*155	1.0	16.0	82	**59	1.4	6.1	115
RUNNER'S WORLD	298	**66	1.0	22.1	263	*113	0.5	37.9	133	**90	0.6	30.2	155	**34	0.8	11.4	216
SATURDAY EVENING POST	1169	*179	2.6	15.3	182	384	1.7	32.8	116	236	1.5	20.2	103	**61	1.4	5.2	99
SCIENCE 84	587	**29	0.4	4.9	59	*198	0.9	33.7	119	*133	0.8	22.7	116	**15	0.4	2.6	48
SCIENCE DIGEST	482	**23	0.3	4.8	57	*152	0.7	31.5	111	**104	0.7	21.6	110	**13	0.3	2.7	51
SCIENTIFIC AMERICAN	594	*47	0.7	7.9	94	*224	1.0	37.7	133	**99	0.6	16.7	85	**16	0.4	2.7	51
SELF	2089	**104	1.5	5.0	59	546	2.4	26.1	92	413	2.6	19.8	101	**75	1.8	3.6	68
SEVENTEEN	2411	*225	3.3	9.3	111	740	3.2	30.7	108	476	3.0	19.7	101	**99	2.3	4.1	78
SKI	480	**59	0.9	12.3	146	*126	0.5	26.3	92	**82	0.5	17.1	87	**65	1.5	13.5	256
SMITHSONIAN	2760	189	2.8	6.8	81	980	4.3	35.5	125	633	4.0	22.9	117	*170	4.0	6.2	116
SOAP OPERA DIGEST	3013	*183	2.7	6.1	72	898	3.9	29.8	105	439	2.8	14.6	75	**50	1.2	1.7	31
SOUTHERN LIVING	4184	450	6.6	10.8	128	1098	4.8	24.2	92	977	6.2	23.4	120	**65	1.5	1.6	29
SPORT	559	**72	1.1	12.9	153	*182	0.8	32.6	114	**97	0.6	17.4	89	**53	1.2	9.5	179
THE SPORTING NEWS	436	**45	0.7	10.3	122	*133	0.6	30.5	107	**81	0.5	18.6	95	**21	0.5	4.8	91
SPORTS AFIELD	493	**29	0.4	5.9	70	*157	0.7	31.8	112	**113	0.7	22.9	117	**12	0.3	2.4	46
SPORTS ILLUSTRATED	2758	*233	3.4	8.4	100	856	3.7	31.0	109	718	4.5	26.0	133	*185	4.3	6.7	127
STAR	7456	652	9.5	8.7	104	2181	9.5	29.3	103	1247	7.9	16.7	86	318	7.4	4.3	81
SUNDAY	24936	2329	34.1	9.3	111	7584	32.9	30.4	107	5194	32.8	20.8	107	1207	28.2	4.8	92
SUNSET	2124	*246	3.6	11.6	137	722	3.1	34.0	120	545	3.4	25.7	131	508	11.9	23.9	452
TV GUIDE	21661	2024	29.6	9.3	111	6514	28.3	30.1	106	3940	24.9	18.2	93	1428	33.3	6.6	125
TENNIS	590	**63	0.9	11.5	136	*189	0.8	34.4	121	**64	0.4	11.6	60	**28	0.7	5.1	96
TIME	8880	874	12.8	9.8	117	3014	13.1	33.9	119	1879	11.9	21.2	108	570	13.3	6.4	121
TOWN & COUNTRY	917	**70	1.0	7.6	91	385	1.7	42.0	148	*148	0.9	16.1	83	**23	0.5	2.5	47
TRAVEL & LEISURE	972	**52	0.8	5.3	63	324	1.4	33.3	117	199	1.3	20.5	105	**16	0.4	1.6	31
TRUE STORY	3356	303	4.4	9.0	107	853	3.7	25.4	89	627	4.0	18.7	96	**127	3.0	3.8	72
U.S. NEWS & WORLD REPORT	3410	370	5.4	10.9	129	1050	4.6	30.8	108	857	5.4	25.1	129	*243	5.7	7.1	135
USA TODAY	1759	*138	2.0	7.8	93	497	2.2	28.3	99	505	3.2	28.7	147	**103	2.4	5.9	111
US	1873	*137	2.0	7.3	87	613	2.7	32.7	115	342	2.2	18.3	93	**130	3.0	6.9	131
VOGUE	3909	271	4.0	6.9	82	1217	5.3	31.1	109	722	4.6	18.5	95	*144	3.4	3.7	70
HALL STREET JOURNAL	1886	*186	2.7	9.9	117	556	2.4	29.5	104	608	3.8	32.2	165	**136	3.2	7.2	136
HEIGHT WATCHERS	2120	*254	3.7	12.0	142	665	2.9	31.4	110	454	2.9	21.4	110	*112	2.6	5.3	100
WOMAN'S DAY	14172	1419	20.8	10.0	119	4767	20.7	33.6	118	3287	20.8	23.2	119	825	19.3	5.8	110
WORKING MOTHER	1146	*122	1.8	10.6	126	370	1.6	32.3	114	*205	1.3	17.9	92	**23	0.5	2.0	38
WORKING WOMAN	1322	*133	1.9	10.1	119	374	1.6	28.3	99	389	2.5	29.4	151	**90	2.1	6.8	129
WORLD TENNIS	*163	**25	0.4	15.3	182	*64	0.3	39.3	138	**48	0.3	29.4	151	**20	0.5	12.3	232
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*260	3.8	10.3	122	719	3.1	28.4	100	562	3.6	22.2	114	*148	3.5	5.8	110
BLAIR INSERTS	43657	3922	57.4	9.0	107	13854	60.2	31.7	112	9125	57.7	20.9	107	2297	53.6	5.3	99
DAILY NEWSPAPERS																	
READ ANY	51633	4419	64.7	8.6	101	15698	68.2	30.4	107	11061	69.9	21.4	110	2779	64.9	5.4	102
READ ONE	43463	3577	52.4	8.2	98	12868	55.9	29.6	104	9005	56.9	20.7	106	2365	55.2	5.4	103
READ TWO OR MORE	8170	842	12.3	10.3	122	2829	12.3	34.6	122	2056	13.0	25.2	129	415	9.7	5.1	96
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4654	68.1	8.8	105	16327	70.9	31.0	109	11048	69.9	21.0	107	2822	65.9	5.4	101
READ ONE	46126	4055	59.4	8.8	104	14169	61.5	30.7	108	9379	59.3	20.3	104	2530	59.1	5.5	104
READ TWO OR MORE	6552	599	8.8	9.1	108	2158	9.4	32.9	116	1669	10.6	25.5	130	292	6.8	4.5	84
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	26.72				27.96				28.32				30.08			
30 DAY REACH	71455	5987	87.6	8.4	99	20362	88.4	28.5	100	14062	88.9	19.7	101	3876	90.5	5.4	103
50 SHMG - 30 DAY AV FREQ	14.56	14.02				14.65				14.90				15.64			
30 DAY REACH	67742	5698	83.4	8.4	100	19453	84.5	28.7	101	13414	84.8	19.8	101	3766	87.9	5.6	105
25 SHMG - 30 DAY AV FREQ	7.94	7.41				7.95				7.93				8.10			
30 DAY REACH	62117	5406	79.1	8.7	103	17914	77.8	28.8	101	12578	79.5	20.2	104	3601	84.1	5.8	110
CABLE TV: HOME WIRED	32077	2762	40.4	8.6	102	10012	43.5	31.2	110	6554	41.4	20.4	105	1729	40.4	5.4	102
HOME NOT WIRED	48909	4069	59.6	8.3	99	13018	56.5	26.6	94	9262	58.6	18.9	97	2555	59.6	5.2	99
HAVE PAY CABLE	15935	1384	20.3	8.7	103	4971	21.6	31.2	110	3171	20.0	19.9	102	905	21.1	5.7	107

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B %	C % ACROSS DOWN	D INDX	A '000	B %	C % ACROSS DOWN	D INDX	A '000	B %	C % ACROSS DOWN	D INDX	A '000	B %	C % ACROSS DOWN	D INDX
TOTAL FEMALE HOMEOWNERS	80986	6831	100.0	8.4	100	23029	100.0	28.4	100	15816	100.0	19.5	100	4284	100.0	5.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3849	56.3	8.8	104	12948	56.2	29.5	104	9047	57.2	20.6	105	2360	55.1	5.4	102
10:00 AM - 3:00 PM	30659	2781	40.7	9.1	108	9044	39.3	29.5	104	6115	38.7	19.9	102	1641	38.3	5.4	101
3:00 PM - 7:00 PM	31045	2805	41.1	9.0	107	9015	39.1	29.0	102	6258	39.6	20.2	103	1588	37.1	5.1	97
7:00 PM - MIDNIGHT	15767	1210	17.7	7.7	91	4764	20.7	30.2	106	2776	17.6	17.6	90	998	23.3	6.3	120
MIDNIGHT - 6:00 AM	9120	748	11.0	8.2	97	2730	11.9	29.9	105	1824	11.5	20.0	102	423	9.9	4.6	88
6:00 AM - MIDNIGHT	58527	5068	74.2	8.7	103	17222	74.8	29.4	103	11724	74.1	20.0	103	3055	71.3	5.2	99
ENTIRE DAY	59311	5158	75.5	8.7	103	17441	75.7	29.4	103	11898	75.2	20.1	103	3085	72.0	5.2	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1620	23.7	10.0	119	4812	20.9	29.8	105	3545	22.4	21.9	112	781	18.2	4.8	91
ALL NEWS	2256	*175	2.6	7.8	92	842	3.7	37.3	131	542	3.4	24.0	123	**132	3.1	5.9	111
AOR/PROGRESSIVE	3874	248	3.6	6.4	76	1288	5.6	33.2	117	736	4.7	19.0	97	**283	6.6	7.3	138
BEAUTIFUL MUSIC	5660	530	7.8	9.4	111	1857	8.1	32.8	115	1209	7.6	21.4	109	**309	7.2	5.5	103
BLACK	2204	*142	2.1	6.4	76	626	2.7	28.4	100	257	1.6	11.7	60	**73	1.7	3.3	63
CLASSICAL	1418	**172	2.5	12.1	144	487	2.1	34.3	121	374	2.4	26.4	135	**94	2.2	6.6	125
CHR/ROCK	9538	911	13.3	9.6	113	2867	12.4	30.1	106	1782	11.3	18.7	96	463	10.8	4.9	92
COUNTRY	12648	1102	16.1	8.7	103	3285	14.3	26.0	91	2267	14.3	17.9	92	574	13.4	4.5	86
GOLDEN OLDIES	1191	**114	1.7	9.6	113	369	1.6	31.0	109	*266	1.7	22.3	114	**76	1.8	6.4	121
MOR/NOSTALGIA	4757	406	5.9	8.5	101	1554	6.7	32.7	115	1036	6.6	21.8	112	350	8.2	7.4	139
NEWS/TALK	3863	241	3.5	6.2	74	1146	5.0	29.7	104	771	4.9	20.0	102	*206	4.8	5.3	101
RELIGIOUS	3084	*222	3.2	7.2	85	691	3.0	22.4	79	696	4.4	22.6	116	*184	4.3	6.0	113
SOFT ROCK	521	**19	0.3	3.6	43	*171	0.7	32.8	115	**150	0.9	28.8	147	**12	0.3	2.3	44
URBAN CONTEMPORARY	1585	*109	1.6	6.9	82	523	2.3	33.0	116	210	1.3	13.2	68	**44	1.0	2.8	52
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	332	4.9	10.2	121	976	4.2	29.9	105	615	3.9	18.9	97	**84	2.0	2.6	49
ABC DIRECTION	2316	*136	2.0	5.9	70	871	3.8	37.6	132	536	3.4	23.1	119	**124	2.9	5.4	101
ABC ENTERTAINMENT	4834	480	7.0	9.9	118	1464	6.4	30.3	107	814	5.1	16.8	86	*171	4.0	3.5	67
ABC FM	2202	*224	3.3	10.2	121	650	2.8	29.5	104	279	1.8	12.7	65	**107	2.5	4.9	92
ABC INFORMATION	5425	556	8.1	10.2	122	1653	7.2	30.5	107	1301	8.2	24.0	123	398	9.3	7.3	139
ABC ROCK	1677	*137	2.0	8.2	97	625	2.7	37.3	131	303	1.9	18.1	93	**113	2.6	6.7	127
CBS	4430	359	5.3	8.1	96	1362	5.9	30.7	108	943	6.0	21.3	109	269	6.3	6.1	115
MUTUAL	4992	451	6.6	9.0	107	1642	7.1	32.9	116	1070	6.8	21.4	110	*156	3.6	3.1	59
NBC	4679	431	6.3	9.2	109	1436	6.2	30.7	108	995	6.3	21.3	109	**148	3.5	3.2	60
RADIORADIO	1994	*163	2.4	8.2	97	668	2.9	33.5	118	459	2.9	23.0	118	**92	2.1	4.6	87
RKO ONE	2298	*175	2.6	7.6	90	551	2.4	24.0	84	331	2.1	14.4	74	**77	1.8	3.4	63
RKO TWO	3311	*280	4.1	8.5	100	862	3.7	26.0	92	608	3.8	18.4	94	**87	2.0	2.6	50
THE SOURCE	2114	*149	2.2	7.0	84	735	3.2	34.8	122	359	2.3	17.0	87	**90	2.1	4.3	80
NON-WIRED: BLAIR	8654	733	10.7	8.5	100	2450	10.6	28.3	100	1710	10.8	19.8	101	461	10.8	5.3	101
INTERNET	12025	1196	17.5	9.9	118	3956	17.2	32.9	116	2492	15.8	20.7	106	799	18.7	6.6	126
KATZ RADIO GROUP	15359	1354	19.8	8.8	105	4964	21.6	32.3	114	3251	20.6	21.2	108	682	15.9	4.4	84
SUPERNET	10628	973	14.2	9.2	109	3188	13.8	30.0	105	2090	13.2	19.7	101	675	15.8	6.4	120
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	653	9.6	7.5	89	2413	10.5	27.9	98	1573	9.9	18.2	93	568	13.3	6.6	124
WKDAY 9:00 AM - 1:00 PM	12163	977	14.3	8.0	95	3291	14.3	27.1	95	2109	13.3	17.3	89	659	15.4	5.4	102
WKDAY 1:00 PM - 4:30 PM	16150	1316	19.3	8.1	97	4432	19.2	27.4	97	2876	18.2	17.8	91	667	15.6	4.1	78
WKDAY 4:30 PM - 7:30 PM	22463	1857	27.2	8.3	98	6382	27.7	28.4	100	4231	26.8	18.8	96	1251	29.2	5.6	105
WKDAY 7:30 PM - 8:00 PM	31795	2674	39.1	8.4	100	9250	40.2	29.1	102	6082	38.5	19.1	98	1612	37.6	5.1	96
WKDAY 11:00 PM - 11:30 PM	23977	2264	33.1	9.4	112	7166	31.1	29.9	105	4912	31.1	20.5	105	1032	24.1	4.3	81
WKDAY 11:30 PM - 1:00 AM	7703	743	10.9	9.6	114	2321	10.1	30.1	106	1550	9.8	20.1	103	331	7.7	4.3	81
M-SAT 8-11 PM-SUN 7-11 PM	33800	2928	42.9	8.7	103	9945	43.2	29.4	103	6673	42.2	19.7	101	1743	40.7	5.2	97
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	553	8.1	8.5	100	1745	7.6	26.7	94	1201	7.6	18.4	94	334	7.8	5.1	97
ANOTHER WORLD	N 4620	315	4.6	6.8	81	1221	5.3	26.4	93	735	4.6	15.9	81	*127	3.0	2.7	52
AS THE WORLD TURNS	C 5614	526	7.7	9.4	111	1518	6.6	27.0	95	982	6.2	17.5	90	229	5.3	4.1	77
CAPITOL	C 3396	331	4.8	9.7	116	1020	4.4	30.0	106	593	3.7	17.5	89	*111	2.6	3.3	62
CBS MORN. NEWS 1	C 1446	91	1.3	6.3	75	412	1.8	28.5	100	285	1.8	19.7	101	*83	1.9	5.7	109
CBS MORN. NEWS 2	C 1207	*92	1.3	7.6	90	402	1.7	33.3	117	172	1.1	14.3	73	*86	2.0	7.1	135
DAYS OF OUR LIVES	N 5877	396	5.8	6.7	80	1548	6.7	26.3	93	1181	7.5	20.1	103	287	6.7	4.9	92
FACTS OF LIFE - DAYTIME	N 2290	159	2.3	6.9	82	530	2.3	23.1	81	382	2.4	16.7	85	*56	1.3	2.4	46
FAMILY FEUD	A 3023	247	3.6	8.2	97	776	3.4	25.7	90	444	2.8	14.7	75	193	4.5	6.4	121
GENERAL HOSPITAL	A 6097	480	7.0	7.9	93	1713	7.4	28.1	99	1133	7.2	18.6	95	205	4.8	3.4	64
GOOD MORNING, AMERICA-730	A 3515	251	3.7	7.1	85	1041	4.5	29.6	104	730	4.6	20.8	106	209	4.9	5.9	112
GOOD MORNING, AMERICA-830	A 2818	232	3.4	8.2	98	878	3.8	31.2	110	545	3.4	19.3	99	205	4.8	7.3	138
GUIDING LIGHT	C 5339	475	7.0	8.9	105	1437	6.2	26.9	95	1037	6.6	19.4	99	221	5.2	4.1	78
ONE LIFE TO LIVE	A 4478	331	4.8	7.4	88	1224	5.3	27.3	96	821	5.2	18.3	94	194	4.5	4.3	82
PRESS YOUR LUCK	C 2244	201	2.9	9.0	106	677	2.9	30.2	106	450	2.8	20.1	103	*135	3.2	6.0	114
PRICE IS																	

	TOTAL U.S. '000	A '000	B %	C % ACROSS	D INDX	A '000	B %	C % ACROSS	D INDX	A '000	B %	C % ACROSS	D INDX	A '000	B %	C % ACROSS	D INDX
TOTAL FEMALE HOMEOWNERS	80986	6831	100.0	8.4	100	23029	100.0	28.4	100	15816	100.0	19.5	100	4284	100.0	5.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	2279	33.4	8.7	104	7518	32.6	28.8	101	5142	32.5	19.7	101	1297	30.3	5.0	94
NETWORK AFFILIATES - LATE	20261	1907	27.9	9.4	112	6038	26.2	29.8	105	4164	26.3	20.6	105	856	20.0	4.2	80
INDEPENDENTS - LATE	2076	203	3.0	9.8	116	660	2.9	31.8	112	479	3.0	23.1	118	152	3.5	7.3	138
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	899	13.2	8.6	102	2915	12.7	27.9	98	2026	12.8	19.4	99	461	10.8	4.4	83
ABC MONDAY NIGHT MOVIE	A 6412	738	10.8	11.5	136	1911	8.3	29.8	105	1490	9.4	23.2	119	362	8.5	5.6	107
ABC SUNDAY NIGHT MOVIE	A 12407	983	14.4	7.9	94	3745	16.3	30.2	106	2465	15.6	19.9	102	641	15.0	5.2	98
ABC WORLD NEWS TONIGHT	A 6176	547	8.0	8.9	105	1830	7.9	29.6	104	1187	7.5	19.2	98	287	6.7	4.6	88
AFTERMASH	C 5863	512	7.5	8.7	104	1803	7.8	30.8	108	1282	8.1	21.9	112	*312	7.3	5.3	101
ALICE	C 9594	871	12.8	9.1	108	2602	11.3	27.1	95	1855	11.7	19.3	99	447	10.4	4.7	88
AMERICAN PARADE	C 6622	582	8.5	8.8	104	1977	8.6	29.9	105	1211	7.7	18.3	94	495	11.6	7.5	141
BENSON	A 10886	876	12.8	8.0	95	3302	14.3	30.3	107	2274	14.4	20.9	107	615	14.4	5.6	107
BLUE THUNDER	A 5036	386	5.7	7.7	91	1326	5.8	26.3	93	959	6.1	19.0	98	324	7.6	6.4	122
CAGNEY & LACEY	C 9965	861	12.6	8.6	102	3086	13.4	31.0	109	2124	13.4	21.3	109	475	11.1	4.8	90
CBS EVENING NEWS-DEAN	C 3491	280	4.1	8.0	95	1205	5.2	34.5	121	560	3.5	16.0	82	*259	6.0	7.4	140
CBS EVENING NEWS-RATHEN	C 7123	592	8.7	8.3	99	1994	8.7	28.0	98	1497	9.5	21.0	108	381	8.9	5.3	101
CBS SAT. NEWS-SCHIEFFER	C 3621	247	3.6	6.8	81	1126	4.9	31.1	109	663	4.2	18.3	94	231	5.4	6.4	121
CBS SATURDAY NIGHT MOVIE	C 5436	502	7.3	9.2	109	1654	7.2	30.4	107	1057	6.7	19.4	100	289	6.7	5.3	101
CBS WEDNESDAY NIGHT MOVIE	C 6100	626	9.2	10.3	122	1780	7.7	29.2	103	1230	7.8	20.2	103	293	6.8	4.8	91
CHEERS	N 8889	816	11.9	9.2	109	2917	12.7	32.8	115	1882	11.9	21.2	108	449	10.5	5.1	95
DALLAS	C 22109	2212	32.4	10.0	119	6433	27.9	29.1	102	4643	29.4	21.0	108	848	19.8	3.8	73
DIFF'RENT STROKES	N 6940	597	8.7	8.6	102	1841	8.0	26.5	93	1350	8.5	19.5	100	287	6.7	4.1	78
DOUBLE TROUBLE	N 7223	709	10.4	9.8	116	2064	9.0	28.6	100	1429	9.0	19.8	101	344	8.0	4.8	90
DUCK FACTORY	N 5595	423	6.2	7.6	90	1672	7.3	29.9	105	1063	6.7	19.0	97	*244	5.7	4.4	82
DUKES OF HAZZARD	C 5768	577	8.4	10.0	119	1493	6.5	25.9	91	1147	7.3	19.9	102	*231	5.4	4.0	76
DYNASTY	A 20053	1504	22.0	7.5	89	5668	24.6	28.3	99	3586	22.7	17.9	92	930	21.7	4.6	88
FACTS OF LIFE	N 8087	660	9.7	8.2	97	2249	9.8	27.8	98	1633	10.3	20.2	103	356	8.3	4.4	83
FALCON CREST	C 20046	1978	29.0	9.9	117	5742	24.9	28.6	101	4393	27.8	21.9	112	695	16.2	3.5	66
FALL GUY	A 9084	638	9.3	7.0	83	2517	10.9	27.7	97	1759	11.1	19.4	99	396	9.2	4.4	82
FAMILY TIES	N 7964	741	10.8	9.3	110	2270	9.9	28.5	100	1750	11.1	22.0	113	*305	7.1	3.8	72
FANTASY ISLAND	A 7687	600	8.8	7.8	93	1914	8.3	24.9	88	1317	8.3	17.1	88	345	8.1	4.5	85
FOULUPS, SLEEPS & BLUNDERS	A 8861	834	12.2	9.4	112	2577	11.2	29.1	102	1710	10.8	19.3	99	407	9.5	4.6	87
FOUR SEASONS	C 5095	485	7.1	9.5	113	1558	6.8	30.6	108	1012	6.4	19.9	102	*231	5.4	4.5	86
GIMME A BREAK	N 8838	833	12.2	9.4	112	2521	10.9	28.5	100	1770	11.2	20.0	103	359	8.4	4.1	77
HART TO HART	A 8978	814	11.9	9.1	107	2375	10.3	26.5	93	1599	10.1	17.8	91	407	9.5	4.5	86
HILL STREET BLUES	N 8590	698	10.2	8.1	96	2651	11.5	30.9	109	1765	11.2	20.5	105	547	12.8	6.4	120
HOTEL	A 14085	1247	18.3	8.9	105	4103	17.8	29.1	102	2710	17.1	19.2	99	632	14.8	4.5	85
JEFFERSONS	C 9360	843	12.3	9.0	107	2481	10.8	26.5	93	1724	10.9	18.4	94	449	10.5	4.8	91
JENNIFER SLEPT HERE	N 5841	499	7.3	8.5	101	1590	6.9	27.2	96	1118	7.1	19.1	98	261	6.1	4.5	84
KATE & ALLIE	C 9206	777	11.4	8.4	100	2839	12.3	30.8	108	1887	11.9	20.5	105	480	11.2	5.2	99
KNIGHT RIDER	N 7076	566	8.3	8.0	95	2093	9.1	29.6	104	1372	8.7	19.4	99	503	11.7	7.1	134
LOVE BOAT	A 12219	968	14.2	7.9	94	3088	13.4	25.3	89	2216	14.0	18.1	93	624	14.6	5.1	97
MAGNUM PI	C 11199	1129	16.5	10.1	120	3023	13.1	27.0	95	2278	14.4	20.3	104	584	13.6	5.2	99
MAMA'S FAMILY	N 6057	574	8.4	9.5	112	1689	7.3	27.9	98	1139	7.2	18.8	96	309	7.2	5.1	96
MASTER, THE	N 3598	332	4.9	9.2	109	984	4.3	27.3	96	583	3.7	16.2	83	*275	6.4	7.6	144
MATT HOUSTON	A 6344	499	7.3	7.9	93	1786	7.8	28.2	99	1267	8.0	20.0	102	381	8.9	6.0	114
NBC MONDAY NIGHT MOVIE	N 11994	1063	15.6	8.9	105	3655	15.9	30.5	107	2224	14.1	18.5	95	596	13.9	5.0	94
NBC NIGHTLY NEWS	N 5132	507	7.4	9.9	117	1448	6.3	28.2	99	1016	6.4	19.8	101	263	6.1	5.1	97
NBC NIGHTLY NEWS-SAT	N 3375	247	3.6	7.3	87	907	3.9	26.9	95	673	4.3	19.9	102	*149	3.5	4.4	83
NBC NIGHTLY NEWS-SUN	N 3130	*209	3.1	6.7	79	928	4.0	29.6	104	582	3.7	18.6	95	*132	3.1	4.2	80
NBC SUNDAY NIGHT MOVIE	N 8284	708	10.4	8.5	101	2539	11.0	30.6	108	1693	10.7	20.4	105	447	10.4	5.4	102
NEW HART	C 9240	742	10.9	8.0	95	2852	12.4	30.9	109	1819	11.5	19.7	101	396	9.2	4.3	81
ONE DAY AT A TIME	C 7288	657	9.6	9.0	107	1961	8.5	26.9	95	1337	8.5	18.3	94	350	8.2	4.8	91
PEOPLE ARE FUNNY	N 4855	426	6.2	8.8	104	1356	5.9	27.9	98	999	6.3	20.6	105	305	7.1	6.3	119
REAL PEOPLE	N 8869	724	10.6	8.2	97	2521	10.9	28.4	100	1816	11.5	20.5	105	386	9.0	4.4	82
REMINGTON STEELE	N 7743	613	9.0	7.9	94	2341	10.2	30.2	106	1524	9.6	19.7	101	373	8.7	4.8	91
RIPLEY'S BELIEVE IT - NOT A	A 5345	452	6.6	8.5	100	1581	6.9	29.6	104	1160	7.3	21.7	111	334	7.8	6.2	118
RIPTIDE	N 6988	565	8.3	8.1	96	2147	9.3	30.7	108	1422	9.0	20.3	104	359	8.4	5.1	97
SCARECROW & MRS. KING	C 10002	892	13.1	8.9	106	2799	12.2	28.0	98	1926	12.2	19.3	99	456	10.6	4.6	86
SIMON & SIMON	C 10638	1023	15.0	9.6	114	2801	12.2	26.3	93	2001	12.7	18.8	96	523	12.2	4.9	93
40 MINUTES	C 13293	1236	18.1	9.3	110	4160	18.1	31.3	110	2556	16.2	19.2	98	886	20.7	6.7	126
ST. ELSEWHERE	N 7017	516	7.6	7.4	87	2224	9.7	31.7	111	1382	8.7	19.7	101	297	6.9	4.2	80
THREE'S COMPANY	A 10917	994	14.6	9.1	108	3071	13.3	28.1	99	2023	12.8	18.5	95	515	12.0	4.7	89
T.J. HOOKER	A 9204	620	9.1	6.7	80	2397	10.4	26.0	92	1695	10.7	18.4	94	460	10.7	5.0	94
TONIGHT SHOW	N 2372	194	2.8	8.2	97	761	3.3	32.1	113	513	3.2	21.6	111				

RE-USABLE "CLOTH" TOWELS (NON-MOVEN)

BASE = FEMALE HOMEMAKERS (80986)

QUESTIONNAIRE PAGE H-22

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>						
4A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?	YES	19434	24.0	2339						
	NO	61552	76.0	7096						
		<u>ALL</u>		<u>SOLE</u>		<u>PRIMARY</u>		<u>SECONDARY</u>		
		<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>

IF YES

4B. WHICH BRANDS ARE USED
BY YOUR HOUSEHOLD?

HANDI KIPES	16752	20.7	15771	19.5	924	1.1	56	.1	2012
MORDER CLOTH	1545	1.9	1033	1.3	245	.3	266	.3	207
OTHER BRANDS	1912	2.4	1322	1.6	301	.4	289	.4	219
DO NOT KNOW	300	.4							31

		<u>'000</u>	<u>%</u>	<u>UNWEIGHTED</u>	
4C. ABOUT HOW MANY PACKAGES OF NON-MOVEN RE-USABLE 'CLOTH' TOWELS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 90 DAYS?					
SIX OR MORE	H	1526	1.9	171	
FIVE	H	436	.5	47	
FOUR	H	1072	1.3	125	
THREE	H	2089	2.6	237	
TWO	M	3348	4.1	410	
ONE	M	4872	6.0	586	
LESS THAN ONE	L	4710	5.8	610	
NONE	L	1381	1.7	153	

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	19434	100.0	24.0	100	5123	100.0	6.3	100	8220	100.0	10.1	100	6091	100.0	7.5	100
18 - 24	9282	2058	10.6	22.2	92	4656	12.8	7.1	112	843	10.3	9.1	89	559	9.2	6.0	80
25 - 34	19072	3945	20.3	20.7	86	840	16.4	4.4	70	1722	20.9	9.0	89	1384	22.7	7.3	96
35 - 44	14591	3462	17.8	23.7	99	852	16.6	5.8	92	1462	17.8	10.0	99	1148	18.8	7.9	105
45 - 54	11345	3307	17.0	29.1	121	1027	20.0	9.1	143	1349	16.4	11.9	117	931	15.3	8.2	109
55 - 64	11635	3189	16.4	27.4	114	728	14.2	6.3	99	1378	16.8	11.8	117	1084	17.8	9.3	124
65 OR OLDER	15061	3473	17.9	23.1	96	1020	19.9	6.8	107	1467	17.8	9.7	96	986	16.2	6.5	87
18 - 34	28354	6003	30.9	21.2	88	1496	29.2	5.3	83	2564	31.2	9.0	89	1943	31.9	6.9	91
18 - 49	48339	11100	57.1	23.0	96	2823	55.1	5.8	92	4797	58.4	9.9	98	3479	57.1	7.2	96
25 - 54	45008	10714	55.1	23.8	99	2719	53.1	6.0	96	4532	55.1	10.1	99	3463	56.9	7.7	102
35 - 49	19985	5096	26.2	25.5	106	1328	25.9	6.6	105	2233	27.2	11.2	110	1536	25.2	7.7	102
50 OR OLDER	32647	8335	42.9	25.5	106	2300	44.9	7.0	111	3423	41.6	10.5	103	2612	42.9	8.0	106
GRADUATED COLLEGE	11155	3099	15.9	27.8	116	544	10.6	4.9	77	1276	15.5	11.4	113	1279	21.0	11.5	152
ATTENDED COLLEGE	13682	3241	16.7	23.7	99	662	12.9	4.8	76	1336	16.3	9.8	96	1243	20.4	9.1	121
GRADUATED HIGH SCHOOL	33880	8340	42.9	24.6	103	2216	43.3	6.5	103	3628	44.1	10.7	106	2496	41.0	7.4	98
DID NOT GRADUATE HIGH SCHOOL	22270	4755	24.5	21.4	89	1701	33.2	7.6	121	1980	24.1	8.9	88	1073	17.6	4.8	64
EMPLOYED	40306	9574	49.3	23.8	99	2323	45.3	5.8	91	4022	48.9	10.0	98	3229	53.0	8.0	107
EMPLOYED FULL-TIME	32850	7918	40.7	24.1	100	1974	38.5	6.0	95	3351	40.8	10.2	101	2592	42.6	7.9	105
EMPLOYED PART-TIME	7456	1656	8.5	22.2	93	349	6.8	4.7	74	671	8.2	9.0	89	637	10.5	8.5	114
NOT EMPLOYED	40680	9860	50.7	24.2	101	2800	54.7	6.9	109	4198	51.1	10.3	102	2863	47.0	7.0	94
PROFESSIONAL/MANAGER	10392	2749	14.1	26.5	110	578	11.3	5.6	88	1032	12.6	9.9	98	1139	18.7	11.0	146
TECH/CLERICAL/SALES	17574	3996	20.6	22.7	95	784	15.3	4.5	71	1862	22.7	10.6	104	1349	22.1	7.7	102
PRECISION/CRAFT	985	171	0.9	17.4	72	11	1.0	5.2	82	11	1.2	10.1	99	21	0.3	2.1	28
OTHER EMPLOYED	11354	2658	13.7	23.4	98	910	17.8	8.0	127	1029	12.5	9.1	89	719	11.8	6.3	84
SINGLE	9863	2720	14.0	27.6	115	760	14.8	7.7	122	1105	13.4	11.2	110	855	14.0	8.7	115
MARRIED	51375	12139	62.5	23.6	98	2995	58.5	5.8	92	5116	62.2	10.0	98	4028	66.1	7.8	104
DIVORCED/SEPARATED/WIDOWED	19748	4576	23.5	23.2	97	1368	26.7	6.9	110	1999	24.3	10.1	100	1208	19.8	6.1	81
PARENTS	32590	6909	35.6	21.2	88	1884	36.8	5.8	91	2996	36.4	9.2	91	2029	33.3	6.2	83
WHITE	70416	17188	88.4	24.4	102	4195	81.9	6.0	94	7458	90.7	10.6	104	5535	90.9	7.9	105
BLACK	8778	1882	9.7	21.4	89	861	16.8	9.8	155	634	7.7	7.2	71	387	6.4	4.4	59
OTHER	1791	364	1.9	20.3	85	467	9.1	3.7	59	127	1.5	7.1	70	170	2.8	9.5	126
NORTHEAST-CENSUS	17786	4431	22.8	24.9	104	1493	29.1	8.4	133	1923	23.4	10.8	107	1015	16.7	5.7	76
NORTH CENTRAL	20741	5016	25.8	24.2	101	1193	23.3	5.8	91	2048	24.9	9.9	97	1775	29.1	8.6	114
SOUTH	27775	6102	31.4	22.0	92	1797	35.1	6.5	102	2603	31.7	9.4	92	1702	27.9	6.1	81
WEST	14683	3886	20.0	26.5	110	640	12.5	4.4	69	1647	20.0	11.2	111	1599	26.3	10.9	145
NORTHEAST-MKTG.	17961	4659	24.0	25.9	108	1431	27.9	8.0	126	2232	27.2	12.4	122	996	16.4	5.5	74
EAST CENTRAL	11885	2732	14.1	23.0	96	784	15.3	6.6	104	1120	13.6	9.4	93	829	13.6	7.0	93
WEST CENTRAL	14090	3465	17.8	24.6	102	789	15.4	5.6	89	1378	16.8	9.8	96	1297	21.3	9.2	122
SOUTH	24081	5156	26.5	21.4	89	1570	30.6	6.5	103	2008	24.4	8.3	82	1578	25.9	6.6	87
PACIFIC	12969	3422	17.6	26.4	110	550	10.7	4.2	67	1482	18.0	11.4	113	1390	22.8	10.7	143
COUNTY SIZE A	32439	9023	46.4	27.8	116	2359	46.0	7.3	115	4068	49.5	12.5	124	2596	42.6	8.0	106
COUNTY SIZE B	24915	5792	29.8	23.2	97	1663	32.5	6.7	106	2171	26.4	8.7	86	1958	32.1	7.9	104
COUNTY SIZE C	12930	2544	13.1	19.7	82	585	11.4	4.5	72	1104	13.4	8.5	84	855	14.0	6.6	85
COUNTY SIZE D	10703	2075	10.7	19.4	81	516	10.1	4.8	76	877	10.7	8.2	81	682	11.2	6.4	82
METRO CENTRAL CITY	24518	6361	32.7	25.9	108	1805	35.2	7.4	116	2579	31.4	10.5	104	1976	32.4	8.1	107
METRO SUBURBAN	35919	8949	46.0	24.9	104	2181	42.6	6.1	96	3872	47.1	10.8	106	2896	47.5	8.1	107
NON METRO	20549	4125	21.2	20.1	84	1137	22.2	5.5	87	1768	21.5	8.6	85	1220	20.0	5.9	75
TOP 5 ADI'S	18341	5089	26.2	27.7	116	1296	25.3	7.1	112	2337	28.4	12.7	126	1456	23.9	7.9	106
TOP 10 ADI'S	25378	6922	35.6	27.3	114	1689	33.0	6.7	105	3291	40.0	13.0	128	1942	31.9	7.7	102
TOP 20 ADI'S	36488	9638	49.6	26.4	110	2438	47.6	6.7	106	4341	52.8	11.9	117	2859	46.9	7.8	104
MSHLD INC. \$50,000 OR MORE	6612	2103	10.8	31.8	133	518	10.1	7.8	124	782	9.5	11.8	117	803	13.2	12.1	161
\$40,000 OR MORE	12659	3542	18.2	28.0	117	794	15.5	6.3	99	1488	18.1	11.8	116	1260	20.7	10.0	132
\$30,000 OR MORE	24698	6654	34.2	26.9	112	1435	28.0	5.8	92	2810	34.2	11.4	112	2410	39.6	9.8	130
\$25,000 OR MORE	32077	8606	44.3	26.8	112	1876	36.6	5.8	92	3638	44.3	11.3	112	3092	50.8	9.6	128
\$20,000 - \$24,999	9144	2034	10.5	22.2	93	496	9.7	5.4	86	902	11.0	9.9	97	636	10.4	7.0	92
\$15,000 - \$19,999	8728	1997	10.3	22.9	95	503	9.8	5.8	91	936	11.4	10.7	106	558	9.2	6.4	85
\$10,000 - \$14,999	12562	3031	15.6	24.1	101	1057	20.6	8.4	133	1173	14.3	9.3	92	801	13.2	6.4	85
UNDER \$10,000	18475	3767	19.4	20.4	85	1192	23.3	6.5	102	1571	19.1	8.5	84	1004	16.5	5.4	75
HOUSEHOLD OF 1 PERSON	11987	2878	14.8	24.0	100	630	12.3	5.3	83	1228	14.9	10.2	101	1020	16.7	8.5	111
2 PEOPLE	26577	6964	35.8	26.2	109	1750	34.2	6.6	104	2880	35.0	10.8	107	2334	38.3	8.8	117
3 OR 4 PEOPLE	30617	7080	36.4	23.1	96	1914	37.4	6.3	99	2965	36.1	9.7	95	2201	36.1	7.2	96
5 OR MORE PEOPLE	11804	2513	12.9	21.3	89	829	16.2	7.0	111	1147	14.0	9.7	96	536	8.8	4.5	60
NO CHILD IN HSHLD	46165	12048	62.0	26.1	109	3121	60.9	6.8	107	5028	61.2	10.9	107	3899	64.0	8.4	111
CHILD(REN) UNDER 2 YRS	5325	954	4.9	17.9	75	260	5.1	4.9	77	386	4.7	7.2	71	3308	5.1	5.8	77
2 - 5 YEARS	14221	3143	16.2	22.1	92	938	18.3	6.6	104	1425	17.3	10.0	99	780	12.8	5.5	75
6 - 11 YEARS	15117	3367	17.3	22.3	93	927	18.1	6.1	97	1527	18.6	10.1	100	913	15.0	6.0	86
12 - 17 YEARS	16611	3929	18.2	21.2	89	1064	20.8	6.4	101	1440	17.5	8.7	85	1026	16.8	6.2	83
RESIDENCE OWNED	55884	13569	69.8	24.3	101	3288	64.2	5.9	93	5771	70.2	10.3	102	4510	74.0	8.1	107
VALUE: \$50,000 OR MORE	31744	8228	42.3	25.9	108	1712	33.4	5.4	85	3576	43.5	11.3	111	2939	48.3	9.3	121
VALUE: UNDER \$50,000	24140	5342	27.5	22.1	92	1576	30.8	6.5	103	2195	26.7	9.1	90	1571	25.8	6.5	87

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY SHOWN FOR COMPARISON ONLY

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		TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	19434	100.0	24.0	100	5123	100.0	6.3	100	8220	100.0	10.1	100	6091	100.0	7.5	100
MAGAZINES	QUINTILE 1	15799	4564	23.5	28.9	120	1244	24.3	7.9	124	1895	23.1	12.0	118	1424	23.4	9.0	120
	QUINTILE 2	17259	4208	21.7	24.4	102	1148	22.4	6.7	105	1693	20.6	9.8	97	1368	22.5	7.9	105
	QUINTILE 3	13545	3125	16.1	23.1	96	704	13.7	5.2	82	1330	16.2	9.8	97	1091	17.9	8.1	107
	QUINTILE 4	15133	3301	17.0	21.8	91	673	13.1	4.4	70	1459	17.7	9.6	95	1168	19.2	7.7	103
	QUINTILE 5	19250	4237	21.8	22.0	92	1354	26.4	7.0	111	1842	22.4	9.6	94	1041	17.1	5.4	72
NEWSPAPERS	QUINTILE 1	12413	3373	17.4	27.2	113	977	19.1	7.9	124	1415	17.2	11.4	112	982	18.1	7.9	105
	QUINTILE 2	24116	6273	32.3	26.0	108	1420	27.7	5.9	93	2662	32.4	11.0	109	2191	36.0	9.1	121
	QUINTILE 3	11261	2623	13.5	23.3	97	823	16.1	7.3	116	974	11.8	8.6	85	826	13.6	7.3	94
	QUINTILE 4	20255	4315	22.2	21.3	89	986	19.2	4.9	77	2039	24.8	10.1	99	1290	21.2	6.4	85
	QUINTILE 5	12940	2850	14.7	22.0	92	917	17.9	7.1	112	1130	13.7	8.7	86	803	13.2	6.2	83
OUTDOOR	QUINTILE 1	14852	3551	18.3	23.9	100	785	15.3	5.3	84	1522	18.5	10.2	101	1244	20.4	8.4	111
	QUINTILE 2	15725	3703	19.1	23.5	98	1110	21.7	7.1	112	1510	18.4	9.6	95	1083	17.8	6.9	92
	QUINTILE 3	16330	3867	19.9	23.7	99	1011	19.7	6.2	98	1700	20.7	10.4	103	1156	19.0	7.1	94
	QUINTILE 4	16744	4030	20.7	24.1	100	1047	20.4	6.3	99	1725	21.0	10.3	102	1258	20.7	7.5	100
	QUINTILE 5	17334	4283	22.0	24.7	103	1169	22.8	6.7	107	1763	21.4	10.2	100	1351	22.2	7.8	104
RADIO-DRIVE TIME	QUINTILE 1	15911	4030	20.7	25.3	106	987	19.3	6.2	98	1871	22.8	11.8	116	1172	19.2	7.4	98
	QUINTILE 2	14837	3538	18.2	23.8	99	1029	20.1	6.9	110	1381	16.8	9.3	92	1128	18.5	7.6	101
	QUINTILE 3	15339	3703	19.1	24.1	101	870	17.0	5.7	90	1542	18.8	10.1	99	1291	21.2	8.4	112
	QUINTILE 4	16723	3825	19.7	22.9	95	939	18.3	5.6	89	1625	19.8	9.7	96	1260	20.7	7.5	100
	QUINTILE 5	18176	4340	22.3	23.9	100	1298	25.3	7.1	113	1801	21.9	9.9	98	1241	20.4	6.8	91
RADIO-MID- DAY	TERCILE 1	21020	5149	26.5	24.5	102	1503	29.3	7.2	113	2182	26.5	10.4	102	1465	24.1	7.0	93
	TERCILE 2	21610	5222	26.9	24.2	101	1198	22.6	5.4	85	2328	28.3	10.8	106	1736	28.5	8.0	107
	TERCILE 3	38355	9063	46.6	23.6	98	2462	48.1	6.4	101	3709	45.1	9.7	95	2891	47.5	7.5	100
RADIO-TOTAL	QUINTILE 1	15988	3995	20.6	25.0	104	1086	21.2	6.8	107	1732	21.1	10.8	107	1178	19.3	7.4	98
	QUINTILE 2	15626	3758	19.3	24.0	100	1050	20.5	6.7	106	1607	19.5	10.3	101	1101	18.1	7.0	94
	QUINTILE 3	16723	4090	21.0	24.5	102	1001	19.5	6.0	95	1750	21.3	10.5	103	1338	22.0	8.0	106
	QUINTILE 4	16342	3822	19.7	23.4	97	1051	20.5	6.4	102	1437	17.5	8.8	87	1334	21.9	8.2	109
	QUINTILE 5	16306	3769	19.4	23.1	96	935	18.3	5.7	91	1694	20.6	10.4	102	1140	18.7	7.0	93
TV-PRIME TIME	QUINTILE 1	15953	3907	20.1	24.5	102	1201	23.4	7.5	119	1589	19.3	10.0	98	1118	18.4	7.0	93
	QUINTILE 2	16137	4237	21.8	26.3	109	1092	21.3	6.8	107	1734	21.1	10.7	106	1411	23.2	8.7	116
	QUINTILE 3	16420	3768	19.4	22.9	96	1079	21.1	6.6	104	1457	17.7	8.9	87	1232	20.2	7.5	100
	QUINTILE 4	16687	3834	19.7	23.0	96	893	17.4	5.4	85	1766	21.5	10.6	104	1175	19.3	7.0	94
	QUINTILE 5	15789	3688	19.0	23.4	97	857	16.7	5.4	86	1675	20.4	10.6	105	1155	19.0	7.3	97
TV-DAYTIME	TERCILE 1	27736	6683	34.4	24.1	100	2229	43.5	8.0	127	2796	34.0	10.1	99	1658	27.2	6.0	79
	TERCILE 2	26489	5739	29.5	21.7	90	1279	25.0	4.8	76	2415	29.4	9.1	90	2045	33.6	7.7	103
	TERCILE 3	26761	7012	36.1	26.2	109	1615	31.5	6.0	95	3009	36.6	11.2	111	2388	39.2	8.9	119
TV-TOTAL	QUINTILE 1	16345	4112	21.2	25.2	105	1370	26.7	8.4	133	1582	19.2	9.7	95	1160	19.0	7.1	94
	QUINTILE 2	16447	3906	20.1	23.7	99	1198	23.4	7.3	115	1734	21.1	10.5	104	975	16.0	5.9	79
	QUINTILE 3	15980	3826	19.7	23.9	100	970	18.9	6.1	96	1575	19.2	9.9	97	1281	21.0	8.0	107
	QUINTILE 4	15887	3861	19.9	24.3	101	741	14.5	4.7	74	1678	20.4	10.6	104	1442	23.7	9.1	121
	QUINTILE 5	16326	3729	19.2	22.8	95	844	16.5	5.2	82	1650	20.1	10.1	100	1234	20.3	7.6	100
MAGAZINES-NEWSPAPERS: DUAL		20721	5773	29.7	27.9	116	1573	30.7	7.6	120	2394	29.1	11.6	114	1807	29.7	8.7	116
MAGAZINE IMPERATIVE		19186	4515	23.2	23.5	98	1191	23.2	6.2	98	1848	22.5	9.6	95	1476	24.2	7.7	102
NEWSPAPER IMPERATIVE		21899	5205	26.8	23.8	99	1319	25.7	6.0	95	2178	26.5	9.9	98	1707	28.0	7.8	104
MAGAZINES-OUTDOOR: DUAL		15451	3991	20.5	25.8	108	1066	20.8	6.9	109	1704	20.7	11.0	109	1221	20.0	7.9	105
MAGAZINE IMPERATIVE		25953	6710	34.5	25.9	108	1782	34.8	6.9	109	2744	33.4	10.6	104	2183	35.8	8.4	112
OUTDOOR IMPERATIVE		24400	5352	27.5	21.9	91	1399	27.3	5.7	91	2207	26.8	9.0	89	1746	28.7	7.2	95
MAGAZINES-RADIO: DUAL		18049	4548	23.4	25.2	105	1270	24.8	7.0	111	1949	23.7	10.8	106	1330	21.8	7.4	98
MAGAZINE IMPERATIVE		23571	6131	31.5	26.0	108	1538	30.0	6.5	103	2449	29.8	10.4	102	2144	35.2	9.1	121
RADIO IMPERATIVE		23278	5383	27.7	23.1	96	1354	26.4	5.8	92	2418	29.4	10.4	102	1611	26.4	6.9	92
MAGAZINES-TELEVISION: DUAL		15459	4462	23.0	28.9	120	1393	27.2	9.0	142	1759	21.4	11.4	112	1311	21.5	8.5	113
MAGAZINE IMPERATIVE		25829	6151	31.7	23.8	99	1332	26.0	5.2	82	2591	31.5	10.0	99	2228	36.6	8.6	115
TELEVISION IMPERATIVE		26039	5446	28.0	20.9	87	1663	32.5	6.4	101	2286	27.8	8.8	86	1498	24.6	5.8	76
NEWSPAPERS-OUTDOOR: DUAL		16605	4145	21.3	25.0	104	1118	21.8	6.7	106	1678	20.4	10.1	100	1349	22.1	8.1	108
NEWSPAPER IMPERATIVE		26834	7153	36.8	26.7	111	1799	35.1	6.7	106	2968	36.1	11.1	109	2386	39.2	8.9	118
OUTDOOR IMPERATIVE		23346	5081	26.1	21.8	91	1360	26.5	5.8	92	2188	26.6	9.4	92	1534	25.2	6.6	87
NEWSPAPERS-RADIO: DUAL		17133	4470	23.0	26.1	109	1231	24.0	7.2	114	1781	21.7	10.4	102	1458	23.9	8.5	113
NEWSPAPER IMPERATIVE		25892	6719	34.6	26.0	108	1622	31.7	6.3	99	2865	34.9	11.1	109	2232	36.6	8.6	115
RADIO IMPERATIVE		23167	5215	26.8	22.5	94	1440	28.1	6.2	98	2303	28.0	9.9	98	1473	24.2	6.4	85
NEWSPAPERS-TELEVISION: DUAL		17159	4456	22.9	26.0	108	1455	28.4	8.5	134	1822	22.2	10.6	105	1179	19.4	6.9	91
NEWSPAPER IMPERATIVE		26214	6818	35.1	26.0	108	1420	27.7	5.4	86	2891	35.2	11.0	109	2507	41.2	9.6	127
TELEVISION IMPERATIVE		23412	5264	27.1	22.5	94	1592	31.1	6.8	107	2140	26.0	9.1	90	1532	25.2	6.5	87
OUTDOOR-RADIO: DUAL		15303	3752	19.3	24.5	102	921	18.0	6.0	95	1655	20.1	10.8	107	1177	19.3	7.7	102
OUTDOOR IMPERATIVE		24901	5865	30.2	23.6	98	1606	31.3	6.4	102	2355	28.6	9.5	93	1905	31.3	7.7	102
RADIO IMPERATIVE		26492	6612	34.0	25.0	104	1769	34.5	6.7	106	2892	35.2	10.9	108	1951	32.0	7.4	98
OUTDOOR-TELEVISION: DUAL																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	19434	100.0	24.0	100	5123	100.0	6.3	100	8220	100.0	10.1	100	6091	100.0	7.5	100
ATLANTIC MONTHLY	415	*120	0.6	28.9	120	*331	0.6	7.5	118	*339	0.5	9.4	93	*550	0.8	12.0	160
BARRON'S	453	*178	0.9	39.3	164	*229	0.6	6.4	101	*43	0.5	9.5	94	*107	1.8	23.6	314
BETTER HOMES & GARDENS	16256	4559	23.5	28.0	117	1170	22.8	7.2	114	1847	22.5	11.4	112	1543	25.3	9.5	126
BON APPETIT	2535	740	3.8	29.2	122	*151	2.9	6.0	94	295	3.6	11.6	115	295	4.8	11.6	155
BUSINESS WEEK	1278	451	2.3	35.3	147	*140	2.7	11.0	173	*153	1.9	12.0	118	*158	2.6	12.4	164
CAR AND DRIVER	378	*113	0.6	29.9	125	*339	0.8	10.3	163	*56	0.7	14.8	146	*19	0.3	5.0	67
CBS MAGAZINE NETWORK (GROSS)	1498	442	2.3	29.5	123	*129	2.5	8.6	136	*182	2.2	12.1	120	*132	2.2	8.8	117
CHANGING TIMES	1505	396	2.0	26.3	110	*99	1.9	6.6	104	*161	2.0	10.7	105	*136	2.2	9.0	120
COLONIAL HOMES	1231	402	2.1	32.7	136	*90	1.8	7.3	116	*155	1.9	12.6	124	*156	2.6	12.7	168
CONDE NAST MAG. PKG. (GROSS)	14146	3828	19.7	27.1	113	1111	21.7	7.9	124	1685	20.5	11.9	117	1033	17.0	7.3	97
CONSUMERS DIGEST	1323	459	2.4	34.7	145	*135	2.6	10.2	161	*181	2.2	13.7	135	*144	2.4	10.9	145
COSMOPOLITAN	7102	1819	9.4	25.6	107	556	10.9	7.8	124	781	9.5	11.0	108	483	7.9	6.8	90
COUNTRY LIVING	2481	545	2.8	22.0	92	*109	2.1	4.4	69	231	2.8	9.3	92	*205	3.4	8.3	110
CUISINE	1472	420	2.2	28.5	119	*68	1.3	4.6	73	*170	2.1	11.5	114	*182	3.0	12.4	164
CYCLE WORLD	425	*146	0.8	34.4	143	*35	0.7	8.2	130	*49	0.6	11.5	114	*63	1.0	14.8	197
DCI:CREATIVE IDEAS FOR LIV	2510	660	3.4	26.3	110	*193	3.8	7.7	122	*280	3.4	11.2	110	*187	3.1	7.5	99
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1715	8.8	25.6	107	480	9.4	7.2	113	724	8.8	10.8	107	511	8.4	7.6	101
DISCOVER	894	258	1.3	28.9	120	*109	2.1	12.2	193	*54	0.7	6.0	60	*96	1.6	10.7	143
EBONY	3507	772	4.0	22.0	92	335	6.5	9.6	151	274	3.3	7.8	77	163	2.7	4.6	62
ESQUIRE	1083	303	1.6	28.0	117	*129	2.5	11.9	188	*107	1.3	9.9	97	*68	1.1	6.3	83
ESSENCE	1830	429	2.2	23.4	98	*231	4.5	12.6	200	*111	1.4	6.1	60	*87	1.4	4.8	63
FAMILY CIRCLE	15930	4334	22.3	27.2	113	1169	22.8	7.3	116	1845	22.4	11.6	114	1320	21.7	8.3	110
THE FAMILY HANDYMAN	1126	312	1.6	27.7	115	*103	2.0	9.1	145	*144	1.8	12.8	126	*66	1.1	5.9	78
FAMILY WEEKLY	11468	2556	13.2	22.3	93	516	10.1	4.5	71	1017	12.4	8.9	87	1023	16.8	8.9	119
FIELD & STREAM	2234	542	2.8	24.3	101	*173	3.4	7.7	122	*214	2.6	9.6	94	*155	2.5	6.9	92
FOOD & WINE	579	*174	0.9	30.1	125	*51	1.0	8.8	139	*69	0.8	11.9	117	*54	0.9	9.3	124
FORBES	728	338	1.7	46.4	193	*75	1.5	10.3	163	*98	1.2	13.5	133	*165	2.7	22.7	301
FORTUNE	906	*321	1.7	35.4	148	*99	1.9	10.9	173	*39	0.5	4.3	42	*183	3.0	20.2	269
GLENN'S QUARTERLY	791	*205	1.1	25.9	108	*60	1.2	7.6	120	*91	1.1	11.5	113	*54	0.9	6.8	91
GLAMOUR	5265	1412	7.3	26.8	112	360	7.0	6.8	108	639	7.8	12.1	120	414	6.8	7.9	105
GOLF DIGEST	636	*198	1.0	31.1	130	*59	1.2	9.3	147	*85	1.0	13.4	132	*54	0.9	8.5	113
GOLF DIGEST/TENNIS (GROSS)	1186	349	1.8	29.4	123	*105	2.0	8.9	140	*150	1.8	12.6	125	*94	1.5	7.9	105
GOLF MAGAZINE	441	*118	0.6	26.8	112	*9	0.2	2.0	32	*64	0.8	14.5	143	*45	0.7	10.2	136
GOLF MAGAZINE/SKI (GROSS)	922	*231	1.2	25.1	104	*25	0.5	2.7	43	*118	1.4	12.8	126	*88	1.4	9.5	127
GOOD HOUSEKEEPING	16487	4118	21.2	25.0	104	992	19.4	6.0	95	1767	21.5	10.7	106	1359	22.3	8.2	110
HARPER'S BAZAAR	2423	776	4.0	32.0	133	*179	3.5	7.4	117	360	4.4	14.9	146	*236	3.9	9.7	130
HEALTH	1994	486	2.5	24.4	102	*135	2.6	6.8	107	*195	2.4	9.8	96	*156	2.6	7.9	105
HEARST MAG CORP. BUY (GROSS)	44101	11322	58.3	25.7	107	3039	59.3	6.9	109	4665	56.8	10.6	104	3618	59.4	8.2	105
HEARST MAN POWER (GROSS)	1993	484	2.5	24.3	101	*153	3.0	7.7	121	*185	2.3	9.3	91	*145	2.4	7.3	97
HEARST WOMAN POWER (GROSS)	31274	7869	40.5	25.2	105	2130	41.6	6.8	108	3262	39.7	10.4	103	2477	40.7	7.9	105
HOUSE BEAUTIFUL	3623	916	4.7	25.3	105	277	5.4	7.6	121	351	4.3	9.7	95	288	4.7	7.9	106
INC.	283	*118	0.6	41.7	174	*56	1.1	19.8	313	*17	0.2	6.0	59	*44	0.7	15.5	207
JET	2928	683	3.5	23.3	97	302	5.9	10.3	163	239	2.9	8.2	80	*142	2.3	4.8	64
LADIES' HOME JOURNAL	11918	3067	15.8	25.7	107	846	16.5	7.1	112	1123	13.7	9.4	93	1098	18.0	9.2	122
LHJ FAMILY GRP COMBO(GROSS)	16764	4169	21.5	24.9	104	1078	21.0	6.4	102	1600	19.5	9.5	94	1491	24.5	8.9	118
LIFE	4254	1281	6.6	30.1	125	459	9.0	10.8	171	500	6.1	11.8	116	322	5.3	7.6	101
L.A. TIMES HOME MAGAZINE	1145	438	2.3	38.3	159	*59	1.2	5.2	81	*163	2.0	14.2	140	*216	3.5	18.9	251
MADMOISELLE	2884	722	3.7	25.0	104	*178	3.5	6.2	98	297	3.6	10.3	101	247	4.1	8.6	114
MC CALL'S	13460	3445	17.7	25.6	107	931	18.2	6.9	109	1351	16.4	10.0	99	1163	19.1	8.6	115
MC CALL'S/MRK MOTHER (GROSS)	14406	3767	19.4	25.8	107	1042	20.3	7.1	113	1465	17.8	10.0	99	1261	20.7	8.6	115
MECHANIX ILLUSTRATED	772	*193	1.0	25.0	104	*54	1.1	7.0	111	*78	0.9	10.1	100	*60	1.0	7.8	103
METROPOLITAN HOME	967	356	1.8	36.8	153	*36	0.7	3.7	59	*199	2.4	20.6	203	*120	2.0	12.4	164
MONEY	1588	588	3.0	37.0	154	*145	2.8	9.1	144	*176	2.1	11.1	109	*267	4.4	16.8	224
MOTHER EARTH NEWS	1002	341	1.8	34.0	142	*78	1.5	7.8	123	*142	1.7	14.2	140	*121	2.0	12.1	163
MS.	825	*186	1.0	22.5	94	*47	0.9	5.7	90	*76	0.9	9.2	91	*64	1.1	7.8	103
NATIONAL ENQUIRER	10336	2538	13.1	24.6	102	874	17.1	8.5	134	985	12.0	9.5	94	680	11.2	6.6	87
NATIONAL GEOGRAPHIC	9597	2681	13.8	27.9	116	434	8.5	4.5	71	1035	12.6	10.8	106	1212	19.9	12.6	166
NATIONAL SUNDAY MAGAZINE PKG	49558	12676	65.2	25.6	107	3111	60.7	6.3	99	5448	66.3	11.0	108	4117	67.6	8.3	110
NATURAL HISTORY	573	*181	0.9	31.6	132	*21	0.4	3.7	58	*46	0.6	8.0	79	*114	1.9	19.9	265
NEW WOMAN	1699	392	2.0	23.1	96	*105	2.0	6.2	98	*176	2.1	10.4	102	*111	1.8	6.5	87
NEW YORK INCLUDING CUE	443	*144	0.7	32.5	135	*26	0.5	5.9	93	*68	0.8	15.3	151	*50	0.8	11.3	150
THE NEW YORKER	1270	386	2.0	30.4	127	*96	1.9	7.6	119	*171	2.1	13.5	133	*119	2.0	9.4	125
NEWSWEEK	6277	1820	9.4	29.0	121	502	9.8	8.0	126	781	9.5	12.4	123	537	8.8	8.6	114
THE N.Y. TIMES DAILY EDITION	1205	462	2.4	38.3	160	*74	1.4	6.1	97	*244	3.0	20.2	199	*144	2.4	12.0	155
THE N.Y. TIMES MAGAZINE	2081	664	3.4	31.9	133	*100	2.0	4.8	76	347	4.2	16.7	164	*217	3.6	10.4	135
OMNI	788	*243	1.3	30.8	129	*82	1.6	10.4	165	*84	1.0	10.7	105	*78	1.3	9.9	132
ON CABLE	1158	*257	1.3	22.2	92	*87	1.7	7.5	119	*110	1.3	9.5	94	*59	1.0	5.1	66
1001 HOME IDEAS	2852	616	3.2	21.6	90	*97	1.9	3.4	54	282	3.4	9.9	97	*238	3.9	8.3	111
ORGANIC GARDENING	1658	391	2.0	23.6	98	*118	2.3	7.1	113	*150	1.8	9.0	89	*123	2.0	7.4	99
OUTDOOR LIFE	896	*235	1.2	26.2	109	*71	1.4	7.9	125	*98	1.2	10.9	108	*66	1.1	7.4	98
PARADE MAGAZINE	24275	6516	33.5	26.8	112	1818	35.5	7.5	118	2851	34.7	11.7	116	1847	30.3	7.6	107

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	19434	100.0	24.0	100	5123	100.0	6.3	100	8220	100.0	10.1	100	6091	100.0	7.5	100
PARENTS	3845	918	4.7	23.9	99	263	5.1	6.8	108	364	4.4	9.5	93	291	4.8	7.6	101
PENTHOUSE	831	*201	1.0	24.2	101	*78	1.5	9.4	148	*75	0.9	9.0	89	*48	0.8	5.8	77
PEOPLE	11645	3069	15.8	26.4	110	783	15.3	6.7	106	1189	14.5	10.2	101	1097	18.0	9.4	125
PLAYBOY	2006	446	2.3	22.2	93	*167	3.3	8.3	132	*99	1.2	4.9	49	*180	3.0	9.0	119
POPULAR HOT RODDING	297	*61	0.3	20.5	86	*29	0.6	9.8	154	*16	0.2	5.4	53	*16	0.3	5.4	72
POPULAR MECHANICS	1018	*199	1.0	19.5	81	*63	1.2	6.2	98	*82	1.0	8.1	79	*54	0.9	5.3	71
POPULAR SCIENCE	878	*252	1.3	28.7	120	*64	1.2	7.3	115	*118	1.4	13.4	132	*70	1.1	8.0	106
PREVENTION	3913	1036	5.3	26.5	110	209	4.1	5.3	84	456	5.5	11.7	115	371	6.1	9.5	126
PSYCHOLOGY TODAY	1710	507	2.6	29.6	124	*147	2.9	8.6	136	*212	2.6	12.4	122	*148	2.4	8.7	115
READER'S DIGEST	22204	5980	30.8	26.9	112	1475	28.8	6.6	105	2553	31.1	11.5	113	1952	32.0	8.8	117
REDBOOK	7684	1931	9.9	25.1	105	582	11.4	7.6	120	714	8.7	9.3	92	634	10.4	8.3	110
ROAD & TRACK	410	*107	0.6	26.1	109	*15	0.3	3.7	58	*50	0.6	12.2	120	*42	0.7	10.2	136
ROLLING STONE	969	305	1.6	31.5	131	*102	2.0	10.5	166	*129	1.6	13.3	131	*74	1.2	7.6	102
RUNNER'S WORLD	298	*81	0.4	27.2	113	*17	0.3	5.7	90	*40	0.5	13.4	132	*24	0.4	8.1	107
SATURDAY EVENING POST	1169	317	1.6	27.1	113	*69	1.3	5.9	93	*107	1.3	9.2	90	*141	2.3	12.1	160
SCIENCE 84	587	*192	1.0	32.7	136	*34	0.7	5.8	92	*72	0.9	12.3	121	*86	1.4	14.7	195
SCIENCE DIGEST	482	*122	0.6	25.3	105	*56	1.1	11.6	184	*28	0.3	5.8	57	*38	0.6	7.9	105
SCIENTIFIC AMERICAN	594	*173	0.9	29.1	121	*43	0.8	7.2	114	*68	0.8	11.4	113	*63	1.0	10.6	141
SELF	2089	571	2.9	27.3	114	*230	4.5	11.0	174	*232	2.8	11.1	109	*109	1.8	5.2	69
SEVENTEEN	2411	749	3.9	31.1	129	*198	3.9	8.2	130	*342	4.2	14.2	140	*209	3.4	8.7	115
SKI	480	*113	0.6	23.5	98	*16	0.3	3.3	53	*54	0.7	11.3	111	*43	0.7	9.0	119
SMITHSONIAN	2760	925	4.8	33.5	140	*143	2.8	5.2	82	337	4.1	12.2	120	445	7.3	16.1	214
SOAP OPERA DIGEST	3013	756	3.9	25.1	105	328	6.4	10.9	172	286	3.5	9.5	94	*143	2.3	4.7	63
SOUTHERN LIVING	4184	1055	5.4	25.2	105	*287	5.6	6.9	108	444	5.4	10.6	105	324	5.3	7.7	103
SPORT	559	*149	0.8	26.7	111	*86	1.7	15.4	243	*8	0.1	1.4	14	*55	0.9	9.8	131
THE SPORTING NEWS	436	*118	0.6	27.1	113	*82	1.6	18.8	297	*113	0.2	3.0	29	*24	0.4	5.5	73
SPORTS AFIELD	493	*164	0.8	33.3	139	*35	0.7	7.1	112	*76	0.9	15.4	152	*53	0.9	10.8	143
SPORTS ILLUSTRATED	2758	731	3.8	26.5	110	*208	4.1	7.5	119	280	3.4	10.2	100	244	4.0	8.8	118
STAR	7456	1865	9.6	25.0	104	604	11.8	8.1	128	841	10.2	11.3	111	420	6.9	5.6	75
SUNDAY	24936	6609	34.0	26.5	110	1693	33.0	6.8	107	2999	36.5	12.0	118	1917	31.5	7.7	102
SUNSET	2124	621	3.2	29.2	122	*85	1.7	4.0	63	*199	2.4	9.4	92	337	5.5	15.9	211
TV GUIDE	21661	5414	27.9	25.0	104	1381	27.0	6.4	101	2253	27.4	10.4	102	1779	29.2	8.2	109
TENNIS	550	*151	0.8	27.5	114	*45	0.9	8.2	129	*65	0.8	11.8	116	*40	0.7	7.3	97
TIME	8880	2632	13.5	29.6	124	700	13.7	7.9	125	1044	12.7	11.8	116	887	14.6	10.0	133
TOWN & COUNTRY	917	323	1.7	35.2	147	*99	1.9	10.8	171	*114	1.4	12.4	122	*110	1.8	12.0	159
TRAVEL & LEISURE	972	308	1.6	31.7	132	*61	1.2	6.3	99	*142	1.7	14.6	144	*105	1.7	10.8	144
TRUE STORY	3356	799	4.1	23.8	99	415	8.1	12.4	195	*180	2.2	5.4	53	*203	3.3	6.0	80
U.S. NEWS & WORLD REPORT	3410	1104	5.7	32.4	135	*212	4.1	6.2	98	564	6.9	16.5	163	329	5.4	9.6	128
USA TODAY	1759	560	2.9	31.8	133	*205	4.0	11.7	184	*154	1.9	8.8	86	*202	3.3	11.5	153
US	1873	455	2.3	24.3	101	*170	3.3	9.1	143	*119	1.4	6.4	63	*165	2.7	8.8	117
VOGUE	3909	1123	5.8	28.7	120	342	6.7	8.7	138	518	6.3	13.3	131	263	4.3	6.7	89
MALL STREET JOURNAL	1886	629	3.2	33.4	139	*155	3.0	8.2	130	*208	2.5	11.0	109	*266	4.4	14.1	188
WEIGHT WATCHERS	2120	516	2.7	24.3	101	*145	2.8	6.8	108	*193	2.3	9.1	90	*179	2.9	8.4	112
WOMAN'S DAY	14172	3733	19.2	26.3	110	1012	19.8	7.1	113	1695	20.6	12.0	118	1027	16.9	7.2	96
WORKING WOMAN	1146	322	1.7	28.1	117	*111	2.2	9.7	153	*114	1.4	9.9	98	*97	1.6	8.5	113
WORKING WOMAN	1322	432	2.2	32.7	136	*149	2.9	11.3	178	*89	1.1	6.7	66	*194	3.2	14.7	195
WORLD TENNIS	*163	*42	0.2	25.8	107	*17	0.3	10.4	165	*22	0.3	13.5	133	*3	0.0	1.8	24
ZIFF-DAVIS MAG NETHK (GROSS)	2532	591	3.0	23.3	97	*233	4.5	9.2	145	226	2.7	8.9	88	*132	2.2	5.2	69
BLAIR INSERTS	43657	11425	58.8	26.2	109	2768	54.0	6.3	100	4998	60.8	11.4	113	3659	60.1	8.4	111
DAILY NEWSPAPERS																	
READ ANY	51633	12735	65.5	24.7	103	3260	63.6	6.3	100	5253	63.9	10.2	100	4223	69.3	8.2	109
READ ONE	43463	10407	53.6	23.9	100	2634	51.4	6.1	96	4267	51.9	9.8	97	3506	57.6	8.1	107
READ TWO OR MORE	8170	2329	12.0	28.5	119	626	12.2	7.7	121	986	12.0	12.1	119	717	11.8	8.8	117
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	13377	68.8	25.4	106	3329	65.0	6.3	100	5764	70.1	10.9	108	4285	70.3	8.1	108
READ ONE	46126	11426	58.8	24.8	103	2777	54.2	6.0	95	4963	60.4	10.8	106	3687	60.5	8.0	106
READ TWO OR MORE	6552	1951	10.0	29.8	124	552	10.8	8.4	133	801	9.7	12.2	120	598	9.8	9.1	121
OUTDOOR																	
100 SHG - 30 DAY AV FREQ	27.55	27.11				25.46				27.49				27.93			
30 DAY REACH	71455	17199	88.5	24.1	100	4423	86.3	6.2	98	7274	88.5	10.2	100	5901	90.3	7.7	102
50 SHG - 30 DAY AV FREQ	14.56	14.24				13.28				14.41				14.82			
30 DAY REACH	67742	16386	84.3	24.2	101	4256	83.1	6.3	99	6940	84.4	10.2	101	5191	85.2	7.7	102
25 SHG - 30 DAY AV FREQ	7.94	7.84				7.30				7.89				8.22			
30 DAY REACH	62117	14820	76.3	23.9	99	3869	75.5	6.2	98	6304	76.7	10.1	100	4647	76.3	7.5	99
CABLE TV: HOME WIRED	32077	7840	40.3	24.4	102	2238	43.7	7.0	110	3115	37.9	9.7	96	2487	40.8	7.8	103
HOME NOT WIRED	48909	11594	59.7	23.7	99	2885	56.3	5.9	93	5105	62.1	10.4	103	3604	59.2	7.4	98
HAVE PAY CABLE	15935	3960	20.4	24.9	104	1164	22.7	7.3	115	1637	19.9	10.3	101	1159	19.0	7.3	97

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	19434	100.0	24.0	100	5123	100.0	6.3	100	8220	100.0	10.1	100	6091	100.0	7.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10709	55.1	24.4	102	2561	50.0	5.8	92	4598	55.9	10.5	103	3550	58.3	8.1	107
10:00 AM - 3:00 PM	30659	7592	39.1	24.8	103	1957	38.2	6.4	101	3276	39.9	10.7	105	2358	38.7	7.7	102
3:00 PM - 7:00 PM	31045	7303	37.6	23.5	98	1776	34.7	5.7	90	3169	38.6	10.2	101	2358	38.7	7.6	101
7:00 PM - MIDNIGHT	15767	3859	19.9	24.5	102	988	19.3	6.3	99	1630	19.8	10.3	102	1240	20.4	7.9	105
MIDNIGHT - 6:00 AM	9120	2431	12.5	26.7	111	717	14.0	7.9	124	969	11.8	10.6	105	746	12.2	8.2	109
6:00 AM - MIDNIGHT	58527	14158	72.9	24.2	101	3618	70.6	6.2	98	5938	72.2	10.1	100	4603	75.6	7.9	105
ENTIRE DAY	59311	14398	74.1	24.3	101	3680	71.8	6.2	98	6049	73.6	10.2	100	4669	76.7	7.9	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3701	19.0	22.9	95	908	17.7	5.6	89	1507	18.3	9.3	92	1287	21.1	8.0	106
ALL NEWS	2256	780	4.0	34.6	144	*151	2.9	6.7	106	385	4.7	17.1	168	*244	4.0	10.8	144
AOR/PROGRESSIVE	3874	890	4.6	23.0	96	*162	3.2	4.2	66	474	5.8	12.2	121	254	4.2	6.6	87
BEAUTIFUL MUSIC	5660	1405	7.2	24.8	103	350	6.8	6.2	98	592	7.2	10.5	103	463	7.6	8.2	109
BLACK	2204	412	2.1	18.7	78	*198	3.9	9.0	142	*113	1.4	5.1	51	*102	1.7	4.6	62
CLASSICAL	1418	390	2.0	27.5	115	*76	1.5	5.4	85	*164	2.0	11.6	114	*149	2.4	10.5	140
CHR/ROCK	9538	2253	11.6	23.6	98	556	10.9	5.8	92	961	11.7	10.1	99	736	12.1	7.7	103
COUNTRY	12648	3172	16.3	25.1	105	770	15.0	6.1	96	1416	17.2	11.2	110	986	16.2	7.8	104
GOLDEN OLDIES	1191	*241	1.2	20.2	84	*76	1.5	6.4	101	*96	1.2	8.1	79	*70	1.1	5.9	78
MOR/NOSTALGIA	4757	1375	7.1	28.9	120	321	6.3	6.7	107	618	7.5	13.0	128	435	7.1	9.1	122
NEWS/TALK	3863	994	5.1	25.7	107	207	4.0	5.4	85	466	5.7	12.1	119	321	5.3	8.3	110
RELIGIOUS	3084	689	3.5	22.3	93	*110	2.1	3.6	56	278	3.4	9.0	89	301	4.9	9.8	130
SOFT ROCK	521	*999	0.5	19.0	79	*14	0.3	2.7	42	*30	0.4	5.8	57	*54	0.9	10.4	138
URBAN CONTEMPORARY	1585	494	2.5	31.2	130	*227	4.4	14.3	226	*207	2.5	13.1	129	*61	1.0	3.8	51
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	639	3.3	19.6	82	*189	3.7	5.8	92	261	3.2	8.0	79	*189	3.1	5.8	77
ABC DIRECTION	2316	641	3.3	27.7	115	*199	3.9	8.6	136	286	3.5	12.3	122	*156	2.6	6.7	90
ABC ENTERTAINMENT	4834	1123	5.8	23.2	97	247	4.8	5.1	81	463	5.6	9.6	94	412	6.8	8.5	113
ABC FM	2202	513	2.6	23.3	97	*148	2.9	6.7	106	*218	2.7	9.9	98	*147	2.4	6.7	89
ABC INFORMATION	5425	1364	7.0	25.1	105	337	6.6	6.2	98	567	6.9	10.5	103	461	7.6	8.5	113
ABC ROCK	1677	369	1.9	22.0	92	*110	2.1	6.6	104	*174	2.1	10.4	102	*85	1.4	5.1	67
CBS	4430	1199	6.2	27.1	113	215	4.2	4.9	77	533	6.5	12.0	119	451	7.4	10.2	135
MUTUAL	4992	1276	6.6	25.6	107	369	7.2	7.4	117	550	6.7	11.0	109	357	5.9	7.2	95
NBC	4479	1200	6.2	25.6	107	*236	4.6	5.0	80	570	6.9	12.2	120	395	6.5	8.4	112
RADIORADIO	1994	373	1.9	18.7	78	*93	1.8	4.7	74	*185	2.3	9.3	91	*94	1.5	4.7	63
RKO ONE	2298	459	2.4	20.0	83	*105	2.0	4.6	72	*192	2.3	8.4	82	*162	2.7	7.0	94
RKO TWO	3311	694	3.6	21.0	87	*159	3.1	4.8	76	313	3.8	9.5	93	*222	3.6	6.7	89
THE SOURCE	2114	495	2.5	23.4	98	*69	1.3	3.3	52	*316	3.8	14.9	147	*110	1.8	5.2	69
NON-WIRED : BLAIR	8654	2073	10.7	24.0	100	479	9.3	5.5	87	1004	12.2	11.6	114	591	9.7	6.8	91
INTERNET	12025	3262	16.8	27.1	113	804	15.7	6.7	106	1473	17.9	12.2	121	985	16.2	8.2	109
KATZ RADIO GROUP	15359	3918	20.2	25.5	106	873	17.0	5.7	90	1844	22.4	12.0	118	1202	19.7	7.8	104
SUPERNET	10628	2586	13.3	24.3	101	628	12.3	5.9	93	1022	12.4	9.6	95	935	15.4	8.8	117
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2057	10.6	23.8	99	604	11.8	7.0	110	855	10.4	9.9	97	599	9.8	6.9	92
WKDAY 9:00 AM - 1:00 PM	12163	2827	14.5	23.2	97	939	18.3	7.7	122	1196	14.5	9.8	97	691	11.3	5.7	76
WKDAY 1:00 PM - 4:30 PM	16150	3838	19.7	23.8	99	1295	25.3	8.0	127	1550	18.9	9.6	95	993	16.3	6.1	82
WKDAY 4:30 PM - 7:30 PM	22463	5523	28.4	24.6	102	1573	30.7	7.0	111	2263	27.5	10.1	99	1686	27.7	7.5	100
WKDAY 7:30 PM - 8:00 PM	31795	7813	40.2	24.6	102	2228	43.5	7.0	111	3210	39.1	10.1	99	2375	39.0	7.5	99
WKDAY 11:00 PM - 11:30 PM	23977	5998	30.9	25.0	104	1663	32.5	6.9	110	2371	28.8	9.9	97	1964	32.2	8.2	109
WKDAY 11:30 PM - 1:00 AM	7703	1945	10.0	25.2	105	668	13.0	8.7	137	700	8.5	9.1	90	577	9.5	7.5	100
M-SAT 8-11 PM-SUN 7-11 PM	33800	8299	42.7	24.6	102	2298	44.9	6.8	107	3430	41.7	10.1	100	2570	42.2	7.6	101
WKDAY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1615	8.3	24.7	103	540	10.5	8.3	131	672	8.2	10.3	101	403	6.6	6.2	82
ANOTHER WORLD	N 4620	1170	6.0	25.3	106	377	7.4	8.2	129	468	5.7	10.1	100	326	5.4	7.1	94
AS THE WORLD TURNS	C 5614	1343	6.9	23.9	100	405	7.9	7.2	114	607	7.4	10.8	107	331	5.4	5.9	78
CAPITOL	C 3396	830	4.3	24.4	102	254	5.0	7.5	118	385	4.7	11.3	112	191	3.1	5.6	75
CBS MORN. NEWS 1	C 1446	235	1.2	16.3	68	*48	0.9	3.3	52	120	1.5	8.3	82	67	1.1	4.6	62
CBS MORN. NEWS 2	C 1207	246	1.3	20.4	85	*58	1.1	4.8	76	105	1.3	8.7	86	83	1.4	6.9	91
DAYS OF OUR LIVES	N 5877	1507	7.8	25.6	107	492	9.6	8.4	132	593	7.2	10.1	99	422	6.9	7.2	95
FACTS OF LIFE - DAYTIME	N 2290	579	3.0	25.3	105	210	4.1	9.2	145	251	3.1	11.0	108	117	1.9	5.1	68
FAMILY FEUD	A 3023	682	3.5	22.6	94	251	4.9	8.3	131	255	3.1	8.4	83	177	2.9	5.9	78
GENERAL HOSPITAL	A 6097	1220	6.3	20.0	83	520	10.2	8.5	135	441	5.4	7.2	71	260	4.3	4.3	57
GOOD MORNING, AMERICA-730	A 3515	803	4.1	22.8	95	221	4.3	6.3	99	313	3.8	8.9	88	269	4.4	7.7	102
GOOD MORNING, AMERICA-830	A 2818	629	3.2	22.3	93	222	4.3	7.9	125	223	2.7	7.9	78	184	3.0	6.5	87
GUIDING LIGHT	C 5339	1311	6.7	24.6	102	431	8.4	8.1	128	581	7.1	10.9	107	300	4.9	5.6	75
ONE LIFE TO LIVE	A 4478	1024	5.3	22.9	95	404	7.9	9.0	143	375	4.6	8.4	83	245	4.0	5.5	73
PRESS YOUR LUCK	C 2244	468	2.4	20.9	87	122	2.4	5.4	86	184	2.2	8.2	81	161	2.6	7.2	95
PRICE IS RIGHT 1	C 4348	977	5														

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	19434	100.0	24.0	100	5123	100.0	6.3	100	8220	100.0	10.1	100	6091	100.0	7.5	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	6565	33.8	25.2	105	1845	36.0	7.1	112	2613	31.8	10.0	99	2107	34.6	8.1	107
NETWORK AFFILIATES - LATE	20261	5134	26.4	25.3	106	1417	27.7	7.0	111	2011	24.5	9.9	98	1705	28.0	8.4	112
INDEPENDENTS - LATE	2076	547	2.8	26.3	110	107	2.1	5.2	81	257	3.1	12.4	122	183	3.0	8.8	117
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	M 10453	2365	12.2	22.6	94	701	13.7	6.7	106	941	11.4	9.0	89	724	11.9	6.9	92
ABC MONDAY NIGHT MOVIE	A 6412	1622	8.3	25.3	105	398	7.8	6.2	98	686	8.3	10.7	105	538	8.8	8.4	112
ABC SUNDAY NIGHT MOVIE	A 12407	2999	15.4	24.2	101	729	14.2	5.9	93	1261	15.3	10.2	100	1010	16.6	8.1	108
ABC WORLD NEWS TONIGHT	A 4176	1417	7.3	22.9	96	423	8.3	6.8	108	551	6.7	8.9	88	443	7.3	7.2	95
AFTERMASH	C 5863	1286	6.6	21.9	91	362	7.1	6.2	98	557	6.8	9.5	94	366	6.0	6.2	83
ALICE	C 5954	2407	12.4	25.1	105	640	12.5	6.7	105	1014	12.3	10.6	104	753	12.4	7.8	104
AMERICAN PARADE	C 4622	1603	8.2	24.2	101	395	7.7	6.0	94	674	8.2	10.2	100	533	8.8	8.0	107
BENSON	A 10886	2601	13.4	23.9	100	681	13.3	6.3	99	1029	12.5	9.5	93	891	14.6	8.2	109
BLUE THUNDER	A 5036	1121	5.8	22.3	93	381	7.4	7.6	120	440	5.4	8.7	86	299	4.9	5.9	79
CAGNEY & LACEY	A 9965	2323	12.0	23.3	97	624	12.2	6.3	99	950	11.6	9.5	94	749	12.3	7.5	100
CBS EVENING NEWS-DEAN	C 3491	891	4.6	25.5	106	275	5.4	7.9	125	348	4.2	10.0	98	269	4.4	7.7	102
CBS EVENING NEWS-RATHER	C 7123	1809	9.3	25.4	106	537	10.5	7.5	119	672	8.2	9.4	93	600	9.9	8.4	112
CBS SAT. NEWS-SCHIEFFER	C 3621	822	4.2	22.7	95	248	4.8	6.8	108	299	3.6	8.3	81	274	4.5	7.6	101
CBS SATURDAY NIGHT MOVIE	C 5436	1241	6.4	22.8	95	323	6.3	5.9	94	901	6.1	9.2	91	418	6.9	7.7	102
CBS WEDNESDAY NIGHT MOVIE	C 6100	1343	6.9	22.0	92	330	6.4	5.4	86	475	5.8	7.8	77	539	8.8	8.8	117
CHEERS	N 8889	1958	10.1	22.0	92	548	10.7	6.2	97	830	10.1	9.3	92	580	9.5	6.5	87
DALLAS	N 22109	5469	28.1	24.7	103	1675	32.7	7.6	120	2093	25.5	9.5	93	1701	27.9	7.7	102
DIFF'RENT STROKES	N 6940	1544	7.9	22.2	93	559	10.9	8.1	127	523	6.4	7.5	74	462	7.6	6.7	89
DOUBLE TROUBLE	N 7223	1788	9.2	24.8	103	503	9.8	7.0	110	667	8.1	9.2	91	617	10.1	8.5	114
DUCK FACTORY	N 5595	1212	6.2	21.7	90	371	7.2	6.6	105	522	6.4	9.3	92	319	5.2	5.7	76
DUKES OF HAZZARD	C 5768	1460	7.5	25.3	105	478	9.3	8.3	131	599	7.3	10.4	102	383	6.3	6.6	88
DYNASTY	A 20053	4910	25.3	24.5	102	1484	29.0	7.4	117	2071	25.2	10.3	102	1355	22.2	6.8	90
FACTS OF LIFE	N 8087	1771	9.1	21.9	91	519	10.1	6.4	101	651	7.9	8.0	79	602	9.9	7.4	99
FALCON CREST	C 20046	5118	26.3	25.5	106	1424	27.8	7.1	112	2047	24.9	10.2	101	1646	27.0	8.2	109
FALL GUY	A 9084	2296	11.8	25.3	105	635	12.4	7.0	111	985	12.0	10.8	107	676	11.1	7.4	99
FAMILY TIES	N 7964	1737	8.9	21.8	91	552	10.8	6.9	110	701	8.5	8.8	87	484	7.9	6.1	81
FANTASY ISLAND	A 7687	1999	10.3	26.0	108	649	12.7	8.4	133	788	9.6	10.3	101	563	9.2	7.3	97
FOULUPS, BLEEP & BLUNDERS	A 8861	2005	10.3	22.6	94	526	10.3	5.9	94	839	10.2	9.5	93	639	10.5	7.2	96
FOUR SEASONS	C 5095	1265	6.5	24.8	103	341	6.7	6.7	106	591	7.2	11.6	114	333	5.5	6.5	87
GIMME A BREAK	N 8838	2009	10.3	22.7	95	704	13.7	8.0	126	826	10.0	9.3	92	479	7.9	5.4	72
HART TO HART	A 8978	2130	11.0	23.7	99	580	11.3	6.5	102	880	10.7	9.8	97	670	11.0	7.5	99
HILL STREET BLUES	N 8590	2084	10.7	24.3	101	557	10.9	6.5	103	909	11.1	10.6	104	618	10.1	7.2	96
HOTEL	A 14085	3606	18.6	25.6	107	1137	22.2	8.1	128	1378	16.8	9.8	96	1090	17.9	7.7	103
JEFFERSONS	C 9360	2365	12.2	25.3	105	658	12.8	7.0	111	1003	12.2	10.7	106	705	11.6	7.5	100
JENNIFER SLEPT HERE	N 5841	1293	6.7	22.1	92	403	7.9	6.9	109	456	5.5	7.8	77	434	7.1	7.4	99
KATE & ALLIE	C 9206	2086	10.7	22.7	94	527	10.3	5.7	90	833	10.1	9.0	89	726	11.9	7.9	105
KNIGHT RIDER	N 7076	1616	8.3	22.8	95	448	8.7	6.3	100	724	8.8	10.2	101	444	7.3	6.3	83
LOVE BOAT	A 12219	3085	15.9	25.2	105	916	17.9	7.5	119	1219	14.8	10.0	98	950	15.6	7.8	103
MAGNUM PI	C 11199	2719	14.0	24.3	101	606	11.8	5.4	86	1204	14.6	10.8	106	909	14.9	8.1	108
MAMA'S FAMILY	N 6057	1466	7.5	24.2	101	416	8.1	6.9	109	590	7.2	9.7	96	460	7.6	7.6	101
MASTER, THE	N 3598	789	4.1	21.9	91	269	5.3	7.5	118	310	3.8	8.6	85	209	3.4	5.8	77
MATT HOUSTON	A 6344	1542	7.9	24.3	101	454	8.9	7.2	113	665	8.1	10.5	103	424	7.0	6.7	89
NBC MONDAY NIGHT MOVIE	N 11994	2740	14.1	22.8	95	736	14.4	6.1	97	1134	13.8	9.5	93	869	14.3	7.2	96
NBC NIGHTLY NEWS	N 5132	1449	7.5	28.2	118	336	6.6	6.5	103	637	7.7	12.4	122	476	7.8	9.3	123
NBC NIGHTLY NEWS-SAT	N 3375	908	4.7	26.9	112	229	4.5	6.8	107	333	4.1	9.9	97	347	5.7	10.3	137
NBC NIGHTLY NEWS-SUN	N 3130	910	4.7	29.1	121	196	3.8	6.3	99	384	4.7	12.3	121	330	5.4	10.5	140
NBC SUNDAY NIGHT MOVIE	N 8284	2138	11.0	25.8	108	720	14.1	8.7	137	890	10.8	10.7	106	529	8.7	6.4	85
NEWMART	C 9240	2144	11.0	23.2	97	569	11.1	6.2	97	846	10.3	9.2	90	729	12.0	7.9	105
ONE DAY AT A TIME	C 7288	1666	8.6	22.9	95	418	8.2	5.7	91	708	8.6	9.7	96	541	8.9	7.4	99
PEOPLE ARE FUNNY	N 4855	1081	5.6	22.3	93	349	6.8	7.2	114	389	4.7	8.0	79	343	5.6	7.1	94
REAL PEOPLE	N 8869	1998	10.3	22.5	94	656	12.8	7.4	117	677	8.2	7.6	75	666	10.9	7.5	100
REMINGTON STEELE	N 7743	1883	9.7	24.3	101	449	8.8	5.8	92	854	10.4	11.0	109	580	9.5	7.5	100
RIPLEY'S BELIEVE IT - NOT	A 5345	1295	6.7	24.2	101	345	6.7	6.5	102	525	6.4	9.8	97	425	7.0	8.0	106
RIPTIDE	N 6988	1584	8.2	22.7	94	362	7.1	5.2	82	733	8.9	10.5	103	489	8.0	7.0	93
SCARECROW & MRS. KING	C 10002	2553	13.1	25.5	106	676	13.2	6.8	107	923	11.2	9.2	91	954	15.7	9.5	127
SIMON & SIMON	C 10638	2575	13.2	24.2	101	637	12.4	6.0	95	1048	12.7	9.9	97	891	14.6	8.4	111
60 MINUTES	C 13293	3212	16.5	24.2	101	919	17.9	6.9	109	1212	14.7	9.1	90	1081	17.7	8.1	108
ST. ELSEWHERE	N 7017	1779	9.2	25.4	106	517	10.1	7.4	116	672	8.2	9.6	94	590	9.7	8.4	112
THREE'S COMPANY	A 10917	2683	13.8	24.6	102	666	13.0	6.1	96	1145	13.9	10.5	103	871	14.3	8.0	106
T.J. HOOKER	A 9204	2450	12.6	26.6	111	593	11.6	6.4	102	1129	13.7	12.3	121	728	12.0	7.9	105
TONIGHT SHOW	N 2372	662	3.4	27.9	116	241	4.7	10.2	161	232	2.8						

	TOTAL U.S. '000	HANDI-WIPES				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%	'000	%	%	%
			DOWN	ACROSS	INDX		DOWN	ACROSS	INDX		DOWN	ACROSS	INDX		DOWN	ACROSS	INDX		DOWN	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	16752	100.0	20.7	100																
18 - 24	9282	1778	10.6	19.2	93																
25 - 34	19072	3463	20.7	18.2	88																
35 - 44	14591	3023	18.0	20.7	100																
45 - 54	11345	2782	16.6	24.5	119																
55 - 64	11635	2947	17.6	25.3	122																
65 OR OLDER	15061	2758	16.5	18.3	89																
18 - 34	28354	5241	31.3	18.5	89																
18 - 49	48339	9615	57.4	19.9	96																
25 - 54	45008	9268	55.3	20.6	100																
35 - 49	19985	4373	26.1	21.9	106																
50 OR OLDER	32647	7137	42.6	21.9	106																
GRADUATED COLLEGE	11155	2788	16.6	25.0	121																
ATTENDED COLLEGE	13682	2969	17.7	21.7	105																
GRADUATED HIGH SCHOOL	33880	7398	44.2	21.8	106																
DID NOT GRADUATE HIGH SCHOOL	22270	3597	21.5	16.2	78																
EMPLOYED	40306	8464	50.5	21.0	102																
EMPLOYED FULL-TIME	32850	6982	41.7	21.3	103																
EMPLOYED PART-TIME	7456	1483	8.9	19.9	96																
NOT EMPLOYED	40680	8288	49.5	20.4	98																
PROFESSIONAL/MANAGER	10392	2512	15.0	24.2	117																
TECH/CLERICAL/SALER	17574	3641	21.7	20.7	100																
PRECISION/CRAFT	985	279	0.5	8.0	39																
OTHER EMPLOYED	11354	2232	13.3	19.7	95																
SINGLE	9863	2333	13.9	23.7	114																
MARRIED	51375	10553	63.0	20.5	99																
DIVORCED/SEPARATED/WIDOWED	19748	3866	23.1	19.6	95																
PARENTS	32590	6072	36.2	18.6	90																
WHITE	70416	15074	90.0	21.4	103																
BLACK	8778	1379	8.2	15.7	76																
OTHER	1791	2300	1.8	16.8	81																
NORTHEAST-CENSUS	17786	3856	23.0	21.7	105																
NORTH CENTRAL	20741	4440	27.7	22.4	108																
SOUTH	27775	4669	27.9	16.8	81																
WEST	14683	3587	21.4	24.4	118																
NORTHEAST-MKTG.	17961	3676	21.9	20.5	99																
EAST CENTRAL	11885	2318	13.8	19.5	94																
WEST CENTRAL	14090	3313	19.8	23.5	114																
SOUTH	24081	4270	25.5	17.7	86																
PACIFIC	12969	3175	19.0	24.5	118																
COUNTY SIZE A	32439	7849	46.9	24.2	117																
COUNTY SIZE B	24915	5071	30.3	20.4	98																
COUNTY SIZE C	12930	2185	13.0	16.9	82																
COUNTY SIZE D	10703	1647	9.8	15.4	74																
METRO CENTRAL CITY	24518	5564	33.2	22.7	110																
METRO SUBURBAN	35919	7937	47.4	22.1	107																
NON METRO	20549	3251	19.4	15.8	76																
TOP 5 ADI'S	18341	4629	27.6	25.2	122																
TOP 10 ADI'S	25378	5941	35.5	23.4	113																
TOP 20 ADI'S	36488	8314	49.6	22.8	110																
HSOLD INC. \$50,000 OR MORE	6612	1938	11.6	29.3	142																
\$40,000 OR MORE	12659	3253	19.4	25.7	124																
\$30,000 OR MORE	24698	6053	36.1	24.5	118																
\$25,000 OR MORE	32077	7830	46.7	24.4	118																
\$20,000 - \$24,999	9144	1616	9.6	17.7	85																
\$15,000 - \$19,999	8728	1728	10.3	19.8	96																
\$10,000 - \$14,999	12562	2630	15.7	20.9	101																
UNDER \$10,000	18475	2949	17.6	16.0	77																
HOUSEHOLD OF 1 PERSON	11987	2459	14.7	20.5	99																
2 PEOPLE	26577	5915	35.3	22.3	108																
3 OR 4 PEOPLE	30617	6195	37.0	20.2	98																
5 OR MORE PEOPLE	11804	2183	13.0	18.5	89																
NO CHILD IN HSHLD	46165	10314	61.6	22.3	108																
CHILD(REN) UNDER 2 YRS	5325	784	4.7	14.7	71																
2 - 5 YEARS	14221	2583	15.4	18.2	88																
6 - 11 YEARS	15117	2940	17.6	19.4	94																
12 - 17 YEARS	16611	3231	19.3	19.5	94																
RESIDENCE OWNED	55884	11836	70.7	21.2	102																
VALUE: \$50,000 OR MORE	31744	7326	43.7	23.1	112																
VALUE: UNDER \$50,000	24140	4510	26.9	18.7	90																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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		TOTAL U.S. '000	HANDI-WIPES				A				B				C				D			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	16752	100.0	20.7	100																
MAGAZINES	QUINTILE 1	15799	4149	24.8	26.3	127																
	QUINTILE 2	17259	3805	22.7	22.0	107																
	QUINTILE 3	13545	2755	16.4	20.3	98																
	QUINTILE 4	15133	2882	17.2	19.0	92																
	QUINTILE 5	19250	3162	18.9	16.4	79																
NEWSPAPERS	QUINTILE 1	12413	3063	18.3	24.7	119																
	QUINTILE 2	24116	5555	33.2	23.0	111																
	QUINTILE 3	11261	2300	13.7	20.4	99																
	QUINTILE 4	20255	3688	22.0	18.2	88																
	QUINTILE 5	12940	2147	12.8	16.6	80																
OUTDOOR	QUINTILE 1	14852	3268	19.5	22.0	106																
	QUINTILE 2	15725	3046	18.2	19.4	94																
	QUINTILE 3	16330	3546	21.2	21.7	105																
	QUINTILE 4	16744	3405	20.3	20.3	98																
	QUINTILE 5	17334	3488	20.8	20.1	97																
RADIO-DRIVE TIME	QUINTILE 1	15911	3529	21.1	22.2	107																
	QUINTILE 2	14837	3032	18.1	20.4	99																
	QUINTILE 3	15339	3317	19.8	21.6	105																
	QUINTILE 4	16723	3248	19.4	19.4	94																
	QUINTILE 5	18176	3626	21.6	19.9	96																
RADIO-MID- DAY	TERCILE 1	21020	4504	26.9	21.4	104																
	TERCILE 2	21610	4479	26.7	20.7	100																
	TERCILE 3	38355	7769	46.4	20.3	98																
RADIO-TOTAL	QUINTILE 1	15988	3467	20.7	21.7	105																
	QUINTILE 2	15626	3321	19.8	21.3	103																
	QUINTILE 3	16723	3488	20.8	20.9	101																
	QUINTILE 4	16342	3362	20.1	20.6	99																
	QUINTILE 5	16306	3113	18.6	19.1	92																
TV-PRIME TIME	QUINTILE 1	15953	3239	19.3	20.3	98																
	QUINTILE 2	16137	3762	22.5	23.3	113																
	QUINTILE 3	16420	3309	19.8	20.2	97																
	QUINTILE 4	16687	3236	19.3	19.4	94																
	QUINTILE 5	15789	3206	19.1	20.3	98																
TV-DAYTIME	TERCILE 1	27736	5623	33.6	20.3	98																
	TERCILE 2	26489	4895	29.2	18.5	89																
	TERCILE 3	26761	6234	37.2	23.3	113																
TV-TOTAL	QUINTILE 1	16345	3484	20.8	21.3	103																
	QUINTILE 2	16447	3398	20.3	20.7	100																
	QUINTILE 3	15980	3288	19.6	20.6	99																
	QUINTILE 4	15887	3301	19.7	20.8	100																
	QUINTILE 5	16326	3281	19.6	20.1	97																
MAGAZINES-NEWSPAPERS: DUAL		20721	5236	31.3	25.3	122																
MAGAZINE IMPERATIVE		19186	4026	24.0	21.0	101																
NEWSPAPER IMPERATIVE		21899	4530	27.0	20.7	100																
MAGAZINES-OUTDOOR: DUAL		15451	3604	21.5	23.3	113																
MAGAZINE IMPERATIVE		25953	6021	35.9	23.2	112																
OUTDOOR IMPERATIVE		24400	4593	27.4	18.8	91																
MAGAZINES-RADIO: DUAL		18049	3973	23.7	22.0	106																
MAGAZINE IMPERATIVE		23571	5616	33.5	23.8	115																
RADIO IMPERATIVE		23278	4525	27.0	19.4	94																
MAGAZINES-TELEVISION: DUAL		15459	3988	23.8	25.8	125																
MAGAZINE IMPERATIVE		25829	5587	33.4	21.6	105																
TELEVISION IMPERATIVE		26039	4493	26.8	17.3	83																
NEWSPAPERS-OUTDOOR: DUAL		16605	3770	22.5	22.7	110																
NEWSPAPER IMPERATIVE		26834	6284	37.5	23.4	113																
OUTDOOR IMPERATIVE		23346	4334	25.9	18.6	90																
NEWSPAPERS-RADIO: DUAL		17133	4018	24.0	23.5	113																
NEWSPAPER IMPERATIVE		25892	5966	35.6	23.0	111																
RADIO IMPERATIVE		23167	4388	26.2	18.9	92																
NEWSPAPERS-TELEVISION: DUAL		17159	4034	24.1	23.5	114																
NEWSPAPER IMPERATIVE		26214	5989	35.8	22.8	110																
TELEVISION IMPERATIVE		23412	4285	25.6	18.3	88																
OUTDOOR-RADIO: DUAL		15303	3348	20.0	21.9	106																
OUTDOOR IMPERATIVE		24901	5164	30.8	20.7	100																
RADIO IMPERATIVE		26492	5593	33.4	21.1	102																
OUTDOOR-TELEVISION: DUAL		14794	3246	19.4	21.9	106																
OUTDOOR IMPERATIVE		25437	5242	31.3	20.6	100																
TELEVISION IMPERATIVE		27877	5790	34.6	20.8	100																
RADIO-TELEVISION: DUAL		15996	3491	20.8	21.8	106																
RADIO IMPERATIVE		25478	5323	31.8	20.9	101																
TELEVISION IMPERATIVE		26573	5329	31.8	20.1	97																

	TOTAL U.S. '000	HANDI-WIPES				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D																
TOTAL FEMALE HOMEOWNERS	80986	16752	100.0	20.7	100																
ATLANTIC MONTHLY	415	*107	0.6	25.8	125																
BARRON'S	453	**155	0.9	34.2	165																
BETTER HOMES & GARDENS	16256	4099	24.5	25.2	122																
BON APPETIT	2535	716	4.3	28.2	137																
BUSINESS WEEK	1278	422	2.5	33.0	160																
CAR AND DRIVER	378	**100	0.6	26.5	128																
CBS MAGAZINE NETWORK (GROSS)	1498	400	2.4	26.7	129																
CHANGING TIMES	1505	370	2.2	24.6	119																
COLONIAL HOMES	1231	355	2.1	28.8	139																
CONDE NAST MAG. PKG. (GROSS)	14146	3454	20.6	24.4	118																
CONSUMERS DIGEST	1323	433	2.6	32.7	158																
COSMOPOLITAN	7102	1611	9.6	22.7	110																
COUNTRY LIVING	2481	515	3.1	20.8	100																
CUISINE	1472	383	2.3	26.0	126																
CYCLE WORLD	425	**132	0.8	31.1	150																
DCI:CREATIVE IDEAS FOR LIV	2510	604	3.6	24.1	116																
DCI:GREAT IDEA/SO.LIV(GROSS)	6694	1562	9.3	23.3	113																
DISCOVER	894	*256	1.5	28.6	138																
EBONY	3507	593	3.5	16.9	82																
ESQUIRE	1083	*261	1.6	24.1	117																
ESSENCE	1830	356	2.1	19.5	94																
FAMILY CIRCLE	15930	3983	23.8	25.0	121																
THE FAMILY HANDYMAN	1126	290	1.7	25.8	125																
FAMILY WEEKLY	11468	2346	14.0	20.5	99																
FIELD & STREAM	2234	481	2.9	21.5	104																
FOOD & WINE	579	*138	0.8	23.8	115																
FORBES	728	331	2.0	45.5	220																
FORTUNE	906	*303	1.8	33.4	162																
GENTLEMEN'S QUARTERLY	791	*192	1.1	24.3	117																
GLAMOUR	5265	1286	7.7	24.4	118																
GOLF DIGEST	636	*188	1.1	29.6	143																
GOLF DIGEST/TENNIS (GROSS)	1186	312	1.9	26.3	127																
GOLF MAGAZINE	441	**112	0.7	25.4	123																
GOLF MAGAZINE/SKI (GROSS)	922	*208	1.2	22.6	109																
GOOD HOUSEKEEPING	16487	3700	22.1	22.4	108																
HARPER'S BAZAAR	2423	660	3.9	27.2	132																
HEALTH	1994	444	2.7	22.3	108																
HEARST MAG CORP. BUY (GROSS)	44101	10136	60.5	23.0	111																
HEARST MAN POWER (GROSS)	1993	446	2.7	22.4	108																
HEARST WOMAN POWER (GROSS)	31274	6995	41.8	22.4	108																
HOUSE BEAUTIFUL	3623	847	5.1	23.4	113																
INC.	283	**115	0.7	40.6	196																
JET	2928	498	3.0	17.0	82																
LADIES' HOME JOURNAL	11918	2766	16.5	23.2	112																
LHJ FAMILY GRP COMBO(GROSS)	16764	3755	22.4	22.4	108																
LIFE	4254	1119	6.7	26.3	127																
L.A. TIMES HOME MAGAZINE	1145	402	2.4	35.1	170																
MADAMEELLE	2884	654	3.9	22.7	110																
MC CALL'S	13460	3113	18.6	23.1	112																
MC CALL'S/MRK MOTHER (GROSS)	14606	3415	20.4	23.4	113																
MECHANIX ILLUSTRATED	772	*168	1.0	21.8	105																
METROPOLITAN HOME	967	344	2.1	35.6	172																
MONEY	1588	550	3.3	34.6	167																
MOTHER EARTH NEWS	1002	316	1.9	31.5	152																
MS.	825	*175	1.0	21.2	103																
NATIONAL ENQUIRER	10336	2174	13.0	21.0	102																
NATIONAL GEOGRAPHIC	9597	2500	14.9	26.0	126																
NATIONAL SUNDAY MAGAZINE PKG	49558	11201	66.9	22.6	109																
NATURAL HISTORY	573	*178	1.1	31.1	150																
NEW WOMAN	1699	367	2.2	21.6	104																
NEW YORK INCLUDING CUE	443	*113	0.7	25.5	123																
THE NEW YORKER	1270	359	2.1	28.3	137																
WOMEN'S WEEK	6277	1619	9.7	25.8	125																
THE N.Y. TIMES DAILY EDITION	1205	443	2.6	36.8	178																
THE N.Y. TIMES MAGAZINE	2081	614	3.7	29.5	143																
OWN	788	*221	1.3	28.0	136																
ON CABLE	1158	*239	1.4	20.6	100																
1001 HOME IDEAS	2852	544	3.2	19.1	92																
ORGANIC GARDENING	1658	329	2.0	19.8	96																
OUTDOOR LIFE	896	*208	1.2	23.2	112																
PARADE MAGAZINE	24275	5632	33.6	23.2	112																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

INDICATION RELATIVELY MISTAKE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 NUMBER OF TAKES TOO SMALL FOR RELIABILITY-SHOWED FOR CONVENIENCE ONLY

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	TOTAL U.S. '000	HANDI-MIPEE				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	16752	100.0	20.7	100																
PARENTS	3845	810	4.8	21.1	102																
PENTHOUSE	831	**141	0.8	17.0	82																
PEOPLE	11645	2709	16.2	23.3	112																
PLAYBOY	2006	367	2.2	18.3	88																
POPULAR HOT RODDING	297	**49	0.3	16.5	80																
POPULAR MECHANICS	1018	*170	1.0	16.7	81																
POPULAR SCIENCE	878	*199	1.2	22.7	110																
PREVENTION	3913	957	5.7	24.5	118																
PSYCHOLOGY TODAY	1710	454	2.7	26.5	128																
READER'S DIGEST	22204	5510	32.9	24.8	120																
REDBOOK	7684	1684	10.1	21.9	106																
ROAD & TRACK	410	**89	0.5	21.7	105																
ROLLING STONE	969	272	1.6	28.1	136																
RUNNER'S WORLD	298	**76	0.5	25.5	123																
SATURDAY EVENING POST	1169	278	1.7	23.8	115																
SCIENCE 84	587	*185	1.1	31.5	152																
SCIENCE DIGEST	482	*115	0.7	23.9	115																
SCIENTIFIC AMERICAN	594	*163	1.0	27.4	133																
SELF	2089	535	3.2	25.6	124																
SEVENTEEN	2411	697	4.2	28.9	140																
SKI	480	**95	0.6	19.8	96																
SMITHSONIAN	2760	846	5.1	30.7	148																
SOAP OPERA DIGEST	3013	655	3.9	21.7	105																
SOUTHERN LIVING	4184	958	5.7	22.9	111																
SPORT	559	**106	0.6	19.0	92																
THE SPORTING NEWS	436	**111	0.7	25.5	123																
SPORTS AFIELD	493	*161	1.0	32.7	158																
SPORTS ILLUSTRATED	2758	682	4.1	24.7	120																
STAR	7456	1610	9.6	21.6	104																
SUNDAY	24936	5705	34.1	22.9	111																
SUNSET	2124	574	3.4	27.0	131																
TV GUIDE	21661	4863	29.0	22.5	109																
TENNIS	550	**124	0.7	22.5	109																
TIME	8880	2333	13.9	26.3	127																
TOWN & COUNTRY	917	311	1.9	33.9	164																
TRAVEL & LEISURE	972	297	1.8	30.6	148																
TRUE STORY	3356	674	4.0	20.1	97																
U.S. NEWS & WORLD REPORT	3410	1025	6.1	30.1	145																
USA TODAY	1759	534	3.2	30.4	147																
US	1873	432	2.6	23.1	112																
VOGUE	3909	979	5.8	25.0	121																
HALL STREET JOURNAL	1886	588	3.5	31.2	151																
WEIGHT WATCHERS	2120	494	2.9	23.3	113																
WOMAN'S DAY	14172	3441	20.5	24.3	117																
WORKING MOTHER	1146	303	1.8	26.4	128																
WORKING WOMAN	1322	375	2.2	28.4	137																
WORLD TENNIS	*163	**38	0.2	23.3	113																
ZIFF-DAVIS MAG NETWK (GROSS)	2532	524	3.1	20.7	100																
BLAIR INSERTS	43657	10043	60.0	23.0	111																
DAILY NEWSPAPERS																					
READ ANY	51633	11292	67.4	21.9	106																
READ ONE	43463	9144	54.6	21.0	102																
READ TWO OR MORE	8170	2148	12.8	26.3	127																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	11827	70.6	22.5	109																
READ ONE	46126	10060	60.1	21.8	105																
READ TWO OR MORE	6552	1767	10.5	27.0	130																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	27.55	27.61																			
30 DAY REACH	71455	15007	89.6	21.0	102																
50 SHWG - 30 DAY AV FREQ	14.56	14.51																			
30 DAY REACH	67742	14293	85.3	21.1	102																
25 SHWG - 30 DAY AV FREQ	7.94	7.97																			
30 DAY REACH	62117	12954	77.3	20.9	101																
CABLE TV: HOME WIRED	32077	7011	41.9	21.9	106																
HOME NOT WIRED	48909	9741	58.1	19.9	96																
HAVE PAY CABLE	15935	3746	22.4	23.5	114																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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	TOTAL U.S. '000	HANDI-MIPES				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX																
TOTAL FEMALE HOMEMAKERS	80986	16752	100.0	20.7	100																
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	43921	9427	56.3	21.5	104																
10:00 AM - 3:00 PM	30659	6608	39.4	21.6	104																
3:00 PM - 7:00 PM	31045	6353	37.9	20.5	99																
7:00 PM - MIDNIGHT	15767	3296	19.7	20.9	101																
MIDNIGHT - 6:00 AM	9120	2115	12.6	23.2	112																
6:00 AM - MIDNIGHT	58527	12317	73.5	21.0	102																
ENTIRE DAY	59311	12510	74.7	21.1	102																
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY	16172	3248	19.4	20.1	97																
ALL NEWS	2256	655	3.9	29.0	140																
AOR/PROGRESSIVE	3874	801	4.8	20.7	100																
BEAUTIFUL MUSIC	5660	1287	7.7	22.7	110																
BLACK	2204	288	1.7	13.1	63																
CLASSICAL	1418	334	2.0	23.6	114																
CHR/ROCK	9538	2068	12.3	21.7	105																
COUNTRY	12648	2791	16.7	22.1	107																
GOLDEN OLDIES	1191	*169	1.0	14.2	69																
MOR/MOSTALGIA	4757	1241	7.4	26.1	126																
NEWS/TALK	3863	856	5.1	22.2	107																
RELIGIOUS	3084	550	3.3	17.8	86																
SOFT ROCK	521	**95	0.6	18.2	88																
URBAN CONTEMPORARY	1585	386	2.3	24.4	118																
WIRED NETWORKS:																					
ABC CONTEMPORARY	3261	530	3.2	16.3	79																
ABC DIRECTION	2316	545	3.3	23.5	114																
ABC ENTERTAINMENT	4834	945	5.6	19.5	95																
ABC FM	2202	429	2.6	19.5	94																
ABC INFORMATION	5425	1203	7.2	22.2	107																
ABC ROCK	1677	338	2.0	20.2	97																
CBS	4430	1063	6.3	24.0	116																
MUTUAL	4992	1070	6.4	21.4	104																
NBC	4679	1038	6.2	22.2	107																
RADIORADIO	1994	318	1.9	15.9	77																
RKO ONE	2298	401	2.4	17.4	84																
RKO TWO	3311	653	3.9	19.7	95																
THE SOURCE	2114	445	2.7	21.1	102																
NON-WIRED: BLAIR	8654	1798	10.7	20.8	100																
INTERNET	12025	2862	17.1	23.8	115																
KATZ RADIO GROUP	15359	3475	20.7	22.6	109																
SUPERNET	10628	2350	14.0	22.1	107																
TELEVISION AVG. HALF HOUR																					
MKDAY 7:00 AM - 9:00 AM	8659	1754	10.5	20.3	98																
MKDAY 9:00 AM - 1:00 PM	12163	2360	14.1	19.4	94																
MKDAY 1:00 PM - 4:30 PM	16150	3224	19.2	20.0	97																
MKDAY 4:30 PM - 7:30 PM	22463	4700	28.1	20.9	101																
MKDAY 7:30 PM - 8:00 PM	31795	6621	39.5	20.8	101																
MKDAY 11:00 PM - 11:30 PM	23977	5274	31.5	22.0	106																
MKDAY 11:30 PM - 1:00 AM	7703	1729	10.3	22.4	109																
M-SAT 8-11 PM+SUN 7-11 PM	33800	7134	42.6	21.1	102																
MKDY DAYTIME NTWK 7AM-4:30PM																					
ALL MY CHILDREN	A 6538	1389	8.3	21.2	103																
ANOTHER WORLD	N 4620	970	5.8	21.0	102																
AS THE WORLD TURNS	C 5614	1073	6.4	19.1	92																
CAPITOL	C 3396	708	4.2	20.8	101																
CBS MORN. NEWS 1	C 1446	201	1.2	13.9	67																
CBS MORN. NEWS 2	C 1207	210	1.3	17.4	84																
DAYS OF OUR LIVES	N 5877	1242	7.4	21.1	102																
FACTS OF LIFE - DAYTIME	N 2290	489	2.9	21.4	103																
FAMILY FEUD	A 3023	580	3.5	19.2	93																
GENERAL HOSPITAL	A 6097	1065	6.4	17.5	84																
GOOD MORNING, AMERICA-730	A 3515	694	4.1	19.7	95																
GOOD MORNING, AMERICA-830	A 2818	583	3.5	20.7	100																
GUIDING LIGHT	C 5339	1034	6.2	19.4	94																
ONE LIFE TO LIVE	A 4478	887	5.3	19.8	96																
PRESS YOUR LUCK	C 2244	390	2.3	17.4	84																
PRICE IS RIGHT 1	C 4348	811	4.8	18.7	90																
PRICE IS RIGHT 2	C 5014	906	5.4	18.1	87																
RYAN'S HOPE	A 3150	654	3.9	20.8	100																
SALE OF THE CENTURY	N 2695	561	3.3	20.8	101																
SEARCH FOR TOMORROW	N 2319	552	3.3	23.8	115																
TODAY SHOW 1	N 2693	560	3.3	20.8	101																
TODAY SHOW 2	N 2498	575	3.4	23.0	111																
\$25,000 PYRAMID	C 2753	444	2.7	16.1	78																
WHEEL OF FORTUNE	N 4388	907	5.4	20.7	100																
YOUNG AND THE RESTLESS	C 5695	1085	6.5	19.1	92																
WEEKEND DAYTIME NTWK PRE 6PM																					
ABC WIDE WORLD-SPORTS SAT	A 1760	392	2.3	22.3	108																
NBA PLAYOFF GAME -1	C 1136	242	1.4	21.3	103																
NBC MAJOR LEAGUE PRE-GAME	N 953	*173	1.0	18.2	88																
SPORTSWORLD - SUN	N 1233	216	1.3	17.5	85																
SUNDAY MORNING	C 1611	346	2.1	21.5	104																

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	TOTAL U.S. '000	HANDI-WIPES				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	16752	100.0	20.7	100																
WKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	26063	5588	33.4	21.4	104																
NETWORK AFFILIATES - LATE	20261	4514	26.9	22.3	108																
INDEPENDENTS - LATE	2076	503	3.0	24.2	117																
TV EVENING NTHK 6 PM - 2 AM																					
A TEAM	N 10453	2064	12.3	19.7	95																
ABC MONDAY NIGHT MOVIE	A 4412	1413	8.4	22.0	107																
ABC SUNDAY NIGHT MOVIE	A 12407	2591	15.5	20.9	101																
ABC WORLD NEWS TONIGHT	A 6176	1193	7.1	19.3	93																
AFTERMASH	C 5863	1173	7.0	20.0	97																
ALICE	C 9594	2085	12.4	21.7	105																
AMERICAN PARADE	C 6622	1310	7.8	19.8	96																
BENSON	A 10886	2180	13.0	20.0	97																
BLUE THUNDER	A 5036	961	5.7	19.1	92																
CAGNEY & LACEY	C 9965	2050	12.2	20.6	99																
CBS EVENING NEWS-DEAN	C 3491	708	4.2	20.3	98																
CBS EVENING NEWS-RATHER	C 7123	1570	9.4	22.0	107																
CBS SAT. NEWS-SCHIEFFER	C 3621	734	4.4	20.3	98																
CBS SATURDAY NIGHT MOVIE	C 5436	1086	6.5	20.0	97																
CBS WEDNESDAY NIGHT MOVIE	C 6100	1165	7.0	19.1	92																
CHEERS	N 8889	1707	10.2	19.2	93																
DALLAS	C 22109	4523	27.0	20.5	99																
DIFF'RENT STROKES	N 6940	1326	7.9	19.1	92																
DOUBLE TROUBLE	N 7223	1595	9.5	22.1	107																
DUCK FACTORY	N 5595	1021	6.1	18.2	88																
DUKES OF HAZZARD	C 5768	1215	7.3	21.1	102																
DYNASTY	A 20053	4050	24.2	20.2	98																
FACTS OF LIFE	N 8087	1578	9.4	19.5	94																
FALCON CREST	C 20046	4225	25.2	21.1	102																
FALL GUY	A 9084	2011	12.0	22.1	107																
FAMILY TIES	N 7964	1454	8.7	18.3	88																
FANTASY ISLAND	A 7687	1654	9.9	21.5	104																
FOULUPS, BLEEPs & BLUNDERS	A 8861	1638	9.8	18.5	89																
FOUR SEASONS	C 5095	1138	6.8	22.3	108																
GIMME A BREAK	N 8838	1634	9.8	18.5	89																
HART TO HART	A 8978	1901	11.3	21.2	102																
HILL STREET BLUES	N 8590	1776	10.6	20.7	100																
HOTEL	A 14085	3114	18.6	22.1	107																
JEFFERSONS	C 9360	2027	12.1	21.7	105																
JENNIFER SLEPT HERE	N 5841	1121	6.7	19.2	93																
KATE & ALLIE	C 9206	1881	11.2	20.4	99																
KNIGHT RIDER	N 7076	1405	8.4	19.9	96																
LOVE BOAT	A 12219	2502	14.9	20.5	99																
MAGNUM PI	C 11199	2247	13.4	20.1	97																
MAMA'S FAMILY	N 6057	1329	7.9	21.9	106																
MASTER, THE	N 3598	658	3.9	18.3	88																
MATT HOUSTON	A 6344	1333	8.0	21.0	102																
NBC MONDAY NIGHT MOVIE	N 11994	2310	13.8	19.3	93																
NBC NIGHTLY NEWS	N 5132	1160	6.9	22.6	109																
NBC NIGHTLY NEWS-SAT	N 3375	754	4.5	22.3	108																
NBC NIGHTLY NEWS-SUN	N 3130	723	4.3	23.1	112																
NBC SUNDAY NIGHT MOVIE	N 8284	1817	10.8	21.9	106																
NEMHART	C 9240	1943	11.6	21.0	102																
ONE DAY AT A TIME	C 7288	1455	8.7	20.0	97																
PEOPLE ARE FUNNY	N 4855	1004	6.0	20.7	100																
REAL PEOPLE	N 8869	1692	10.1	19.1	92																
REMYNTO STEELE	N 7743	1633	9.7	21.1	102																
RIPLEY'S BELIEVE IT - NOT	A 5345	1180	7.0	22.1	107																
RIPTIDE	N 6988	1369	8.2	19.6	95																
SCARECROW & MRS. KING	C 10002	2197	13.1	22.0	106																
SIMON & SIMON	C 10638	2290	13.7	21.5	104																
60 MINUTES	C 13293	2684	16.0	20.2	98																
ST. ELSEWHERE	N 7017	1548	9.2	22.1	107																
THREE'S COMPANY	A 10917	2291	13.7	21.0	101																
T.J. HOOKER	A 9204	1997	11.9	21.7	105																
TONIGHT SHOW	N 2372	560	3.3	23.6	114																
TRAPPER JOHN, M.D.	C 9846	1969	11.8	20.0	97																
TV BLOOPERS & PRAC. JOKES	N 9105	1820	10.9	20.0	97																
20/20	A 9387	1964	11.7	20.9	101																
WEBSTER	A 11067	2274	13.6	20.5	99																
WORLD NEWS - SUN	A 3062	643	3.8	21.0	102																
YELLOW ROSE	N 4978	1056	6.3	21.2	103																
TV VIEWING SPORTS EVENTS																					
BASEBALL	8878	2037	12.2	22.9	111																
BASKETBALL - COLLEGE GAMES	4080	981	5.9	24.0	116																
BASKETBALL - PRO GAMES	3607	861	5.1	23.9	115																
BOWLING	3883	1026	6.1	26.4	128																
BOXING	3928	796	4.8	20.3	98																
FOOTBALL - COLLEGE GAMES	6366	1521	9.1	23.9	116																
FOOTBALL - PRO GAMES	11300	2803	16.7	24.8	120																
GOLF	3378	782	4.7	23.1	112																
POST-SEASON COLL. FOOTBALL	4906	1090	6.5	22.2	107																
POST-SEASON PRO FOOTBALL	6120	1623	9.7	26.5	128																
TENNIS	3033	728	4.3	24.0	116																
WRESTLING - PROFESSIONAL	3344	643	3.8	19.2	93																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
 **NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PLASTIC GARBAGE BAGS & TRASH CAN LINERS

BASE = FEMALE HOMEMAERS (80986)

QUESTIONNAIRE PAGE H-22

		'000	%	UNWEIGHTED					
5A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?									
YES		63373	78.3	7318					
NO		17613	21.7	2117					

		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED
		'000	%	'000	%	'000	%	'000	%	

IF YES

5B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?

PLASTIC GARBAGE BAGS (INDOOR)	49971	61.7	27152	33.5	20730	25.6	2089	2.6	5775
PLASTIC TRASH CAN LINERS (OUTDOOR)	36220	44.7	13401	16.5	18562	22.9	4257	5.3	4187
DO NOT KNOW									

5C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?

BAGGIES	7136	8.8	922	1.1	4966	6.1	1248	1.5	846
BEST PAK	1954	2.4	494	.6	873	1.1	587	.7	211
GLAD BAGS	28053	34.6	9846	12.2	14384	17.8	3823	4.7	3254
HEFTY (MOBIL)	31151	38.5	11161	13.8	16022	19.8	3968	4.9	3505
JEFFY	1651	2.0	405	.5	946	1.2	300	.4	214
KORDITE	4608	5.7	1292	1.6	2089	2.6	1227	1.5	525
RUFFIES	1257	1.6	369	.5	539	.7	349	.4	155
STRONG BOY	946	1.2	279	.3	542	.7	125	.2	116
TUFFY	2391	3.0	562	.7	1251	1.5	578	.7	280
YELLOW BAG	1506	1.9	304	.4	841	1.0	361	.4	169
OTHER BRANDS	19944	24.6	10653	13.2	5959	7.4	3333	4.1	2306
DO NOT KNOW	471	.6							65

GARBAGE BAGS

TRASH CAN LINERS

	'000	%	UNWEIGHTED		'000	%	UNWEIGHTED
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5D. ABOUT HOW MANY INDIVIDUAL GARBAGE BAGS AND TRASH CAN LINERS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 30 DAYS?

15 OR MORE	H	13939	17.2	1482	7262	9.0	749
13 - 14	H	3109	3.8	343	1947	2.4	225
10 - 12	M	7749	9.6	862	4185	5.2	487
7 - 9	M	7131	8.8	864	5532	6.8	629
5 - 6	M	7048	8.7	854	5984	7.4	707
3 - 4	L	6870	8.5	847	5545	6.8	715
1 - 2	L	3399	4.2	437	4135	5.1	487
NONE		14126	17.4	1629	28783	35.5	3319

	TOTAL U.S. '000	USED PLASTIC GARBAGE BAGS				HEAVY USERS 13 OR MORE BAGS				MEDIUM USERS 5-12				LIGHT USERS 1-4			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	49246	100.0	60.8	100	17048	100.0	21.1	100	21929	100.0	27.1	100	10269	100.0	12.7	100
18 - 24	9282	5664	11.5	61.0	100	2121	12.4	22.9	109	2339	10.7	25.2	93	1203	11.7	13.0	102
25 - 34	19072	12698	25.8	66.6	109	4821	28.3	25.3	120	5833	26.6	30.6	113	2044	19.9	10.7	85
35 - 44	14591	8911	18.1	61.1	100	3754	22.0	25.7	122	3388	15.4	23.2	86	1768	17.2	12.1	96
45 - 54	11345	7148	14.5	63.0	104	2772	16.3	24.4	116	3135	14.3	27.6	102	1240	12.1	10.9	86
55 - 64	11635	7100	14.4	61.0	100	1954	11.5	16.8	80	3392	15.5	29.2	108	1754	17.1	15.1	119
65 OR OLDER	15061	7724	15.7	51.3	84	1626	9.5	10.8	51	3840	17.5	25.5	94	2259	22.0	15.0	118
18 - 34	28354	18362	37.3	64.8	106	6942	40.7	24.5	116	8172	37.3	28.8	106	3248	31.6	11.5	90
18 - 49	48339	30597	62.1	63.3	104	11867	69.6	24.5	117	13108	59.8	27.1	100	5622	54.7	11.6	92
25 - 54	45008	28758	58.4	63.9	105	11348	66.6	25.2	120	12357	56.4	27.5	101	5053	49.2	11.2	89
35 - 49	19985	12235	24.8	61.2	101	4925	28.9	24.6	117	4935	22.5	24.7	91	2375	23.1	11.9	94
50 OR OLDER	32647	18649	37.9	57.1	94	5182	30.4	15.9	75	8821	40.2	27.0	100	4647	45.3	14.2	112
GRADUATED COLLEGE	11155	6900	14.0	61.9	102	2403	14.1	21.5	102	3171	14.5	28.4	105	1326	12.9	11.9	94
ATTENDED COLLEGE	13682	8363	17.0	61.1	101	2931	17.2	21.4	102	3650	16.6	26.7	99	1782	17.4	13.0	103
GRADUATED HIGH SCHOOL	33880	21342	43.3	63.0	104	7779	45.6	23.0	109	9423	43.0	27.8	103	4140	40.3	12.2	96
DID NOT GRADUATE HIGH SCHOOL	22270	12641	25.7	56.8	93	3935	23.1	17.7	84	5685	25.9	25.5	94	3021	29.4	13.6	107
EMPLOYED	40306	25667	52.1	63.7	105	9448	55.4	23.4	111	11287	51.5	28.0	103	4932	48.0	12.2	97
EMPLOYED FULL-TIME	32850	21274	43.2	64.8	107	7902	46.4	24.1	114	9299	42.4	28.3	105	4073	39.7	12.4	98
EMPLOYED PART-TIME	7456	4393	8.9	58.9	97	1547	9.1	20.7	99	1988	9.1	26.7	98	858	8.4	11.5	91
NOT EMPLOYED	40680	23579	47.9	58.0	95	7600	44.6	18.7	89	10641	48.5	26.2	97	5338	52.0	13.1	103
PROFESSIONAL/MANAGER	10392	6305	12.8	60.7	100	2329	13.7	22.4	106	2831	12.9	27.2	101	1145	11.2	11.0	87
TECH/CLERICAL/SALES	17574	11349	23.0	64.6	106	4095	24.0	23.3	111	5122	23.4	29.1	108	2132	20.8	12.1	96
PRECISION/CRAFT	985	654	1.3	66.4	109	**281	1.6	28.5	136	**226	1.0	22.9	85	**147	1.4	14.9	118
OTHER EMPLOYED	11354	7359	14.9	64.8	107	2743	16.1	24.2	115	3108	14.2	27.4	101	1509	14.7	13.3	105
SINGLE	8663	5710	11.6	57.9	95	1829	10.7	18.5	88	2427	11.1	24.6	91	1454	14.2	14.7	116
MARRIED	51375	31966	64.9	62.2	102	11944	70.1	23.2	110	14238	64.9	27.7	102	5785	56.3	11.3	89
DIVORCED/SEPARATED/WIDOWED	19748	11570	23.5	58.6	96	3276	19.2	16.6	79	5264	24.0	26.7	98	3030	29.5	15.3	121
PARENTS	32590	20384	41.4	62.5	103	8807	51.7	27.0	128	8120	37.0	24.9	92	3457	33.7	10.6	84
WHITE	70416	42810	86.9	60.8	100	14843	87.1	21.1	100	19159	87.4	27.2	100	8808	85.8	12.5	99
BLACK	8778	5572	11.3	63.5	104	1863	10.9	21.2	101	2361	10.8	26.9	99	1348	13.1	15.4	121
OTHER	1791	864	1.8	48.2	79	**343	2.0	19.2	91	**408	1.9	22.8	84	**113	1.1	6.3	50
NORTHEAST-CENSUS	17786	10380	21.1	58.4	96	3831	22.5	21.5	102	4774	21.8	26.8	99	1775	17.3	10.0	79
NORTH CENTRAL	20741	13321	27.0	64.2	106	4996	29.3	24.1	114	5951	27.1	28.7	106	2374	23.1	11.4	90
SOUTH	27775	18452	37.5	66.4	109	6013	35.3	21.6	103	8140	37.1	29.3	108	4299	41.9	15.5	122
WEST	14683	7095	14.4	48.3	79	2209	13.0	15.0	71	3064	14.0	20.9	77	1822	17.7	12.4	98
NORTHEAST-MKTG.	17961	10533	21.4	58.6	96	3896	22.9	21.7	103	4890	22.3	27.2	101	1747	17.0	9.7	77
EAST CENTRAL	11885	7447	15.1	62.7	103	2444	14.3	20.6	98	3561	16.2	30.0	111	1442	14.0	12.1	96
WEST CENTRAL	14090	9159	18.6	65.0	107	3561	20.9	25.3	120	4022	18.3	28.5	105	1576	15.3	11.2	88
SOUTH	24081	16151	32.8	67.1	110	5279	31.0	21.9	104	6905	31.5	28.7	106	3967	38.6	16.5	130
PACIFIC	12969	5957	12.1	45.9	76	1869	11.0	14.4	68	2551	11.6	19.7	73	1537	15.0	11.9	93
COUNTY SIZE A	32439	18811	38.2	58.0	95	6825	40.0	21.0	100	8172	37.3	25.2	93	3814	37.1	11.8	93
COUNTY SIZE B	24915	15535	31.5	62.4	103	5647	33.1	22.7	108	6918	31.5	25.8	103	2971	28.9	11.9	94
COUNTY SIZE C	12930	8158	16.6	63.1	104	2486	14.6	19.2	91	3742	17.1	28.9	107	1930	18.8	14.9	118
COUNTY SIZE D	10703	6742	13.7	63.0	104	2091	12.3	19.5	93	3097	14.1	28.9	107	1554	15.1	14.5	115
METRO CENTRAL CITY	24518	14037	28.5	57.3	94	5168	30.3	21.1	100	5925	27.0	24.2	89	2945	28.7	12.0	95
METRO SUBURBAN	35919	22106	44.9	61.5	101	7607	44.6	21.2	101	10000	45.6	27.8	103	4499	43.8	12.5	99
NON METRO	20549	13103	26.6	63.8	105	4274	25.1	20.8	99	6004	27.4	29.2	108	2826	27.5	13.8	108
TOP 5 ADI'S	18341	9651	19.6	52.6	87	4020	23.6	21.9	104	3905	17.8	21.3	79	1727	16.8	9.4	74
TOP 10 ADI'S	25378	14308	29.1	56.4	93	5275	30.9	20.8	99	6211	28.3	24.5	90	2822	27.5	11.1	88
TOP 20 ADI'S	36488	21036	42.7	57.7	95	7422	43.5	20.3	97	9117	41.6	25.0	92	4497	43.8	12.3	97
HSGLD INC. \$50,000 OR MORE	6612	4043	8.2	61.1	101	1644	9.6	24.9	118	1687	7.7	25.5	94	712	6.9	10.8	85
\$40,000 OR MORE	12659	7944	16.1	62.8	103	3250	19.1	25.7	122	3189	14.5	25.2	93	1506	14.7	11.9	94
\$30,000 OR MORE	24698	15458	31.4	62.6	103	6156	36.1	24.9	118	6464	29.5	26.2	97	2838	27.6	11.5	91
\$25,000 OR MORE	32077	20205	41.0	63.0	104	8022	47.1	25.0	119	8473	38.6	26.4	98	3710	36.1	11.6	91
\$20,000 - \$24,999	9144	5604	11.4	61.3	101	1935	11.4	21.2	101	2626	12.0	28.7	106	1044	10.2	11.4	90
\$15,000 - \$19,999	8728	5083	10.3	58.2	96	1629	9.6	18.7	89	2467	11.2	28.3	104	988	9.6	11.3	89
\$10,000 - \$14,999	12562	8025	16.3	63.9	105	2699	15.8	21.5	102	3624	16.5	28.8	107	1702	16.6	13.5	107
UNDER \$10,000	18475	10329	21.0	55.9	92	2765	16.2	15.0	71	4738	21.6	25.6	95	2826	27.5	15.3	121
HOUSEHOLD OF 1 PERSON	11987	6209	12.6	51.8	85	1092	6.4	9.1	43	3091	14.1	25.8	95	2026	19.7	16.9	133
2 PEOPLE	26577	16706	33.9	62.9	103	4712	27.6	17.7	84	8042	36.7	30.3	112	3952	38.5	14.9	117
3 OR 4 PEOPLE	30617	19210	39.0	62.7	103	7753	45.5	25.3	120	8130	37.1	26.6	98	3326	32.4	10.9	86
5 OR MORE PEOPLE	11804	7122	14.5	60.3	99	3492	20.5	29.6	141	2665	12.2	22.6	83	965	9.4	8.2	64
NO CHILD IN HSGLD	46165	27327	55.5	59.2	97	7590	44.5	16.4	78	13199	60.2	28.6	106	6538	63.7	14.2	112
CHILD(REN) UNDER 2 YRS	5325	3415	6.9	64.1	105	1466	8.6	27.5	131	1369	6.2	25.7	95	580	5.6	10.9	86
2 - 5 YEARS	14221	9070	18.4	63.8	105	4171	24.5	29.3	139	3466	15.8	24.4	90	1433	14.0	10.1	79
6 - 11 YEARS	15117	9387	19.1	62.1	102	4100	24.0	27.1	129	3702	16.9	24.5	90	1586	15.4	10.5	83
12 - 17 YEARS	16611	10397	21.1	62.6	103	4600	27.0	27.7	132	3956	18.0	23.8	88	1841	17.9	11.1	87
RESIDENCE OWNED	55884	34181	69.4	61.2	101	11400	66.9	20.4	97	15668	71.4	28.0	104	7112	69.3	12.7	100
VALUE: \$50,000 OR MORE	31744	18472	37.5	58.2	96	6394	37.5	20.1	96	8321	37.9	26.2	97	3758	36.6	11.8	93
VALUE: UNDER \$50,000	24140	15708	31.9	65.1	107	5006	29.4	20.7	99	7348	33.5	30.4	112	3355	32.7	13.9	110

			USED PLASTIC GARBAGE BAGS				HEAVY USERS 13 OR MORE BAGS				MEDIUM USERS 5-12				LIGHT USERS 1 - 4				
			TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
				'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS			80986	49246	100.0	60.8	100	17048	100.0	21.1	100	21929	100.0	27.1	100	10269	100.0	12.7	100
MAGAZINES	QUINTILE 1	15799	10564	21.5	66.9	110	3840	22.5	24.3	115	4684	21.4	29.6	109	2040	19.9	12.9	102	
	QUINTILE 2	17259	10834	22.0	62.8	103	4142	24.3	24.0	114	4686	21.4	27.2	100	2006	19.5	11.6	92	
	QUINTILE 3	13545	8056	16.4	59.5	98	2660	15.6	19.6	93	3739	17.1	27.6	102	1657	16.1	12.2	96	
	QUINTILE 4	15133	9150	18.6	60.5	99	3297	19.3	21.8	103	3873	17.7	25.6	95	1979	19.3	13.1	103	
	QUINTILE 5	19250	10642	21.6	55.3	91	3109	18.2	16.2	77	4946	22.6	25.7	95	2587	25.2	13.4	106	
NEWSPAPERS	QUINTILE 1	12413	7496	15.2	60.4	99	2751	16.1	22.2	105	3263	14.9	26.3	97	1481	14.4	11.9	94	
	QUINTILE 2	24116	14814	30.1	61.4	101	5098	29.9	21.1	100	6730	30.7	27.9	103	2987	29.1	12.4	94	
	QUINTILE 3	11261	7002	14.2	62.2	102	2713	15.9	24.1	114	3062	14.0	27.2	100	1227	11.9	10.9	86	
	QUINTILE 4	20255	12338	25.1	60.9	100	4229	24.8	20.9	99	5405	24.6	26.7	99	2703	26.3	13.3	105	
	QUINTILE 5	12940	7597	15.4	58.7	97	2258	13.2	17.4	83	3468	15.8	26.8	99	1871	18.2	14.5	114	
OUTDOOR	QUINTILE 1	14852	9250	18.8	62.3	102	3381	19.8	22.8	108	4183	19.1	28.2	104	1686	16.4	11.4	90	
	QUINTILE 2	15725	9551	19.4	60.7	100	3101	18.2	19.7	94	4324	19.7	27.5	102	2126	20.7	13.5	107	
	QUINTILE 3	16330	9982	20.3	61.1	101	3471	20.4	21.3	101	4580	20.9	28.0	104	1931	18.8	11.8	93	
	QUINTILE 4	16744	10184	20.7	60.8	100	3590	21.1	21.4	102	4468	20.4	26.7	99	2126	20.7	12.7	100	
	QUINTILE 5	17334	10279	20.9	59.3	98	3505	20.6	20.2	96	4373	19.9	25.2	93	2401	23.4	13.9	109	
RADIO-DRIVE TIME	QUINTILE 1	15911	10013	20.3	62.9	103	3347	19.6	21.0	100	4487	20.5	28.2	104	2179	21.2	13.7	108	
	QUINTILE 2	14837	9355	19.0	63.1	104	3472	20.4	23.4	111	4186	19.1	28.2	104	1697	16.5	11.4	90	
	QUINTILE 3	15339	8915	18.1	58.1	96	3004	17.6	19.6	93	4044	18.4	26.4	97	1867	18.2	12.2	96	
	QUINTILE 4	16723	10292	20.9	61.5	101	4041	23.7	24.2	115	4122	18.8	24.6	91	2129	20.7	12.7	100	
	QUINTILE 5	18176	10671	21.7	58.7	97	3183	18.7	17.5	83	5090	23.2	28.0	103	2397	23.3	13.2	104	
RADIO-MID- DAY	TERCILE 1	21020	12937	26.3	61.5	101	4410	25.9	21.0	100	6024	27.5	28.7	106	2503	24.4	11.9	94	
	TERCILE 2	21610	13369	27.1	61.9	102	5014	29.4	23.2	110	5685	25.9	26.3	97	2670	26.0	12.4	97	
	TERCILE 3	38355	22941	46.6	59.8	98	7624	44.7	19.9	94	10220	46.6	26.6	98	5096	49.6	13.3	105	
RADIO-TOTAL	QUINTILE 1	15988	9818	19.9	61.4	101	3139	18.4	19.6	93	4622	21.1	28.9	107	2056	20.0	12.9	101	
	QUINTILE 2	15626	9745	19.8	62.4	103	3683	21.6	23.6	112	4306	19.6	27.6	102	1757	17.1	11.2	89	
	QUINTILE 3	16723	10402	21.1	62.2	102	4132	24.2	24.7	117	4170	19.0	24.9	92	2101	20.5	12.6	99	
	QUINTILE 4	16342	9802	19.9	60.0	99	3219	18.9	19.7	94	4445	20.3	27.2	100	2138	20.8	13.1	103	
	QUINTILE 5	16306	9479	19.2	58.1	96	2876	16.9	17.6	84	4385	20.0	26.9	99	2218	21.6	13.6	107	
TV-PRIME TIME	QUINTILE 1	15953	9874	20.1	61.9	102	3559	20.9	22.3	106	4256	19.4	26.7	99	2059	20.1	12.9	102	
	QUINTILE 2	16137	9922	20.1	61.5	101	3487	20.5	21.6	103	4554	20.8	28.2	104	1882	18.3	11.7	92	
	QUINTILE 3	16420	9956	20.2	60.6	100	3374	19.8	20.5	98	4465	20.4	27.2	100	2118	20.6	12.9	102	
	QUINTILE 4	16687	10376	21.1	62.2	102	3581	21.0	21.5	102	4439	20.2	26.6	98	2356	22.9	14.1	111	
	QUINTILE 5	15789	9118	18.5	57.7	95	3049	17.9	19.3	92	4215	19.2	26.7	99	1855	18.1	11.7	93	
TV-DAYTIME	TERCILE 1	27736	17091	34.7	61.6	101	5910	34.7	21.3	101	7240	33.0	26.1	96	3941	38.4	14.2	112	
	TERCILE 2	26489	16041	32.6	60.6	100	5478	32.1	20.7	98	7527	34.3	28.4	105	3036	29.6	11.5	90	
	TERCILE 3	26761	16114	32.7	60.2	99	5661	33.2	21.2	100	7161	32.7	26.8	99	3293	32.1	12.3	97	
TV-TOTAL	QUINTILE 1	16345	9619	19.5	58.8	97	3181	18.7	19.5	92	4186	19.1	25.6	95	2252	21.9	13.8	109	
	QUINTILE 2	16447	10632	21.6	64.6	106	3911	22.9	23.8	113	4697	21.4	28.6	105	2024	19.7	12.3	97	
	QUINTILE 3	15980	10022	20.4	62.7	103	3571	20.9	22.3	106	4345	19.8	27.2	100	2106	20.5	13.2	104	
	QUINTILE 4	15887	9697	19.7	61.0	100	3306	19.4	20.8	99	4462	20.3	28.1	104	1930	18.8	12.1	96	
	QUINTILE 5	16326	9277	18.8	56.8	93	3081	18.1	18.9	90	4239	19.3	26.0	96	1958	19.1	12.0	95	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	13018	26.4	62.8	103	4635	27.2	22.4	106	5804	26.5	28.0	103	2578	25.1	12.4	98	
	NEWSPAPER IMPERATIVE	19186	12481	25.3	65.1	107	4779	28.0	24.9	118	5366	24.5	28.0	103	2336	22.7	12.2	96	
		21899	12790	26.0	58.4	96	4450	26.1	20.3	97	5772	26.3	26.4	97	2568	25.0	11.7	92	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	10164	20.6	65.8	108	3839	22.5	24.8	118	4532	20.7	29.3	108	1793	17.5	11.6	92	
	OUTDOOR IMPERATIVE	25953	16195	32.9	62.4	103	5732	33.6	22.1	105	7129	32.5	27.5	101	3334	32.5	12.8	101	
		24400	14121	28.7	57.9	95	4509	26.4	18.5	88	6501	29.6	26.6	98	3111	30.3	12.8	101	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	11428	23.2	63.3	104	4130	24.2	22.9	109	4940	22.5	27.4	101	2359	23.0	13.1	103	
	RADIO IMPERATIVE	23571	14986	30.4	63.6	105	5467	32.1	23.2	110	6708	30.6	28.5	105	2812	27.4	11.9	94	
		23278	13970	28.4	60.0	99	4862	28.5	20.9	99	6325	28.8	27.2	100	2783	27.1	12.0	94	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	10053	20.4	65.0	107	3714	21.8	24.0	114	4303	19.6	27.8	103	2036	19.8	13.2	104	
	TELEVISION IMPERATIVE	25829	16139	32.8	62.5	103	5798	34.0	22.4	107	7302	33.3	28.3	104	3039	29.6	11.8	93	
		26039	15146	30.8	58.2	96	4997	29.3	19.2	91	6766	30.9	26.0	96	3383	32.9	13.0	102	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	10165	20.6	61.2	101	3622	21.2	21.8	104	4612	21.0	27.8	103	1931	18.8	11.6	92	
	OUTDOOR IMPERATIVE	26834	16394	33.3	61.1	100	5864	34.4	21.9	104	7234	33.0	27.0	100	3296	32.1	12.3	97	
		23346	14255	28.9	61.1	100	4825	28.3	20.7	98	6427	29.3	27.5	102	3004	29.3	12.9	101	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	10741	21.8	62.7	103	3725	21.9	21.7	103	5000	22.8	29.2	108	2017	19.6	11.8	93	
	RADIO IMPERATIVE	25892	15599	31.7	60.2	99	5561	32.6	21.5	102	6870	31.3	26.5	98	3168	30.9	12.2	96	
		23167	14376	29.2	62.1	102	5135	30.1	22.2	105	6250	28.5	27.0	100	2992	29.1	12.9	102	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	10586	21.5	61.7	101	3571	20.9	20.8	99	4967	22.7	28.9	107	2049	20.0	11.9	94	
	TELEVISION IMPERATIVE	26214	15915	32.3	60.7	100	5731	33.6	21.9	104	7002	31.9	26.7	99	3182	31.0	12.1	96	
		23412	14339	29.1	61.2	101	5043	29.6	21.5	102	6093	27.8	26.0	96	3203	31.2	13.7	108	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	9656	19.6	63.1	104	3378	19.8	22.1										

	TOTAL U.S. '000	USED PLASTIC GARBAGE BAGS				HEAVY USERS 13 OR MORE BAGS				MEDIUM USERS 5-12				LIGHT USERS 1-4			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	49246	100.0	60.8	100	17048	100.0	21.1	100	21929	100.0	27.1	100	10269	100.0	12.7	100
ATLANTIC MONTHLY	415	259	0.5	62.4	103	**113	0.7	27.2	129	**93	0.4	22.4	83	**53	0.5	12.8	101
BARRON'S	453	*232	0.5	51.2	84	**105	0.6	23.2	110	**80	0.4	17.7	65	**48	0.5	10.6	87
BETTER HOMES & GARDENS	16256	10479	21.3	64.5	106	3670	21.5	22.6	107	4808	21.9	29.6	109	2001	19.5	12.3	94
BON APPETIT	2535	1508	3.1	59.5	98	457	2.7	18.0	86	693	3.2	27.3	101	358	3.5	14.1	111
BUSINESS WEEK	1278	754	1.5	59.0	97	*259	1.5	20.3	96	324	1.5	25.4	94	*170	1.7	13.3	105
CAR AND DRIVER	378	*236	0.5	62.4	103	**108	0.6	28.6	136	**101	0.5	26.7	99	**27	0.3	7.1	56
CBS MAGAZINE NETWORK (GROSS)	1498	954	1.9	63.7	105	401	2.4	26.8	127	340	1.6	22.7	84	*212	2.1	14.2	112
CHANGING TIMES	1505	973	2.0	64.7	106	384	2.3	25.5	121	415	1.9	27.6	102	*174	1.7	11.6	91
COLONIAL HOMES	1231	832	1.7	67.6	111	255	1.5	20.7	98	358	1.6	29.1	107	*219	2.1	17.8	140
CONDE NAST MAG. PKG. (GROSS)	14146	9166	18.6	64.8	107	3554	20.8	25.1	119	3781	17.2	26.7	99	1831	17.8	12.9	102
CONSUMERS DIGEST	1323	902	1.8	68.2	112	*365	2.1	27.6	131	390	1.8	29.5	109	*147	1.4	11.1	88
COSMOPOLITAN	7102	4503	9.1	63.4	104	1687	9.9	23.8	113	2018	9.2	28.4	105	798	7.8	11.2	89
COUNTRY LIVING	2481	1793	3.6	72.3	119	689	4.0	27.8	132	811	3.7	32.7	121	294	2.9	11.9	93
CUISINE	1472	866	1.8	58.8	97	331	1.9	22.5	107	424	1.9	28.8	106	*111	1.1	7.5	59
CYCLE WORLD	425	330	0.7	77.6	128	**134	0.8	31.5	150	**119	0.5	28.0	103	**77	0.7	18.1	143
DCI:CREATIVE IDEAS FOR LIV	2510	1787	3.6	71.2	117	527	3.1	21.0	100	942	4.3	37.5	139	318	3.1	12.7	100
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	4759	9.7	71.1	117	1703	10.0	25.4	121	2212	10.1	33.0	122	844	8.2	12.6	99
DISCOVER	894	628	1.3	70.2	116	284	1.7	31.8	151	266	1.2	29.8	110	**78	0.8	8.7	69
EBONY	3507	2422	4.9	69.1	114	927	5.4	26.4	126	1012	4.6	28.9	107	482	4.7	13.7	108
ESQUIRE	1083	646	1.4	61.5	101	*262	1.5	24.2	115	312	1.4	28.8	106	**93	0.9	8.6	68
ESSENCE	1830	1281	2.6	70.0	115	497	2.9	27.2	129	553	2.5	30.2	112	231	2.2	12.6	100
FAMILY CIRCLE	15930	10568	21.5	66.3	109	4058	23.8	25.5	121	4506	20.5	28.3	104	2003	19.5	12.6	99
THE FAMILY HANDYMAN	1126	793	1.6	70.4	116	312	1.8	27.7	132	300	1.4	26.6	98	*181	1.8	16.1	127
FAMILY WEEKLY	11468	7261	14.7	63.3	104	2510	14.7	21.9	104	3056	13.9	26.6	98	1695	16.5	14.8	117
FIELD & STREAM	2234	1401	2.8	62.7	103	513	3.0	23.0	109	650	3.0	29.1	107	*237	2.3	10.6	84
FOOD & WINE	579	320	0.6	55.3	91	*113	0.7	19.5	93	*137	0.6	23.7	87	**70	0.7	12.1	95
FORBES	728	396	0.8	54.4	89	*132	0.8	18.1	86	*134	0.6	18.4	68	*131	1.3	18.0	142
FORTUNE	906	515	1.0	56.8	93	*129	0.8	14.2	68	265	1.2	29.2	108	*120	1.2	13.2	104
GENTLEMEN'S QUARTERLY	791	501	1.0	63.3	104	*206	1.2	26.0	124	206	0.9	26.0	96	**89	0.9	11.3	89
GLAMOUR	5265	3448	7.0	65.5	108	1375	8.1	26.1	124	1395	6.4	26.5	98	678	6.6	12.9	102
GOLF DIGEST	636	338	0.7	53.1	87	*120	0.7	18.9	90	*140	0.6	22.0	81	**79	0.8	12.4	98
GOLF DIGEST/TENNIS (GROSS)	1186	723	1.5	61.0	100	237	1.4	20.0	95	288	1.3	24.3	90	*198	1.9	16.7	132
GOLF MAGAZINE	441	*220	0.4	49.9	82	**96	0.6	21.8	103	**77	0.4	17.5	64	**47	0.5	10.7	84
GOLF MAGAZINE/SKI (GROSS)	922	501	1.0	54.3	89	*224	1.3	24.3	115	*182	0.8	19.7	73	**96	0.9	10.4	82
GOOD HOUSEKEEPING	16487	10587	21.5	64.2	106	3906	22.9	23.7	113	4653	21.2	28.2	104	2028	19.7	12.3	97
HARPER'S BAZAAR	2423	1566	3.2	64.6	106	666	3.9	27.5	131	581	2.6	24.0	89	319	3.1	13.2	104
HEALTH	1994	1350	2.7	67.7	111	581	3.4	29.1	138	478	2.2	24.0	89	291	2.8	14.6	115
HEARST MAG CORP. BUY (GROSS)	44101	28570	58.0	64.8	107	10851	63.6	24.6	117	12249	55.9	27.8	103	5470	53.3	12.4	98
HEARST MAN POWER (GROSS)	1993	1231	2.5	61.8	102	552	3.2	27.7	132	423	1.9	21.2	78	257	2.5	12.9	102
HEARST WOMAN POWER (GROSS)	31274	20238	41.1	64.7	106	7596	44.6	24.3	115	8823	40.2	28.2	104	3819	37.2	12.2	96
HOUSE BEAUTIFUL	3623	2267	4.6	62.6	103	875	5.1	24.2	115	938	4.3	25.9	96	454	4.4	12.5	99
INC.	283	*174	0.4	61.5	101	**98	0.6	34.6	165	**43	0.2	15.2	56	**33	0.3	11.7	92
JET	2928	1911	3.9	65.3	107	711	4.2	24.3	115	826	3.8	28.2	104	374	3.6	12.8	101
LADIES' HOME JOURNAL	11918	7670	15.6	64.4	106	2896	17.0	24.3	115	3355	15.3	28.2	104	1419	13.8	11.9	94
LHJ FAMILY GRP COMBO(GROSS)	16764	10931	22.2	65.2	107	4174	24.5	24.9	118	4630	21.1	27.6	102	2127	20.7	12.7	100
LIFE	4254	2772	5.6	65.2	107	999	5.9	23.5	112	1145	5.2	26.9	99	628	6.1	14.8	116
L.A. TIMES HOME MAGAZINE	1145	438	0.9	38.3	63	*156	0.9	13.6	65	*140	0.6	12.2	45	*142	1.4	12.4	98
MADEMOISELLE	2884	1922	3.9	66.6	110	652	3.8	22.6	107	835	3.8	29.0	107	436	4.2	15.1	119
MC CALL'S	13460	8696	17.7	64.6	106	3151	18.5	23.4	111	4062	18.5	30.2	111	1482	14.4	11.0	87
MC CALL'S/MRK MOTHER (GROSS)	14606	9502	19.3	65.1	107	3440	20.2	23.6	112	4387	20.0	30.0	111	1675	16.3	11.5	90
MECHANIX ILLUSTRATED	772	435	0.9	56.3	93	*151	0.9	19.6	93	*209	1.0	27.1	100	**75	0.7	9.7	77
METROPOLITAN HOME	967	629	1.3	65.0	107	241	1.4	24.9	118	278	1.3	28.7	106	**111	1.1	11.5	91
MONEY	1588	1039	2.1	65.4	108	450	2.6	28.3	135	355	1.6	22.4	83	*233	2.3	14.7	111
MOTHER EARTH NEWS	1002	618	1.3	61.7	101	*249	1.5	24.9	118	253	1.2	25.2	93	*117	1.1	11.7	92
MS.	825	483	1.0	58.5	96	*200	1.2	24.2	115	179	0.8	21.7	80	**104	1.0	12.6	99
NATIONAL ENQUIRER	10336	6636	13.5	64.2	106	2515	14.8	24.3	116	2850	13.0	27.6	102	1272	12.4	12.3	97
NATIONAL GEOGRAPHIC	9597	5936	12.1	61.9	102	1927	11.3	20.1	95	2781	12.7	29.0	107	1228	12.0	12.8	101
NATIONAL SUNDAY MAGAZINE PKG	49558	30297	61.5	61.1	101	10990	64.5	22.2	105	13511	61.6	27.3	101	5795	56.4	11.7	92
NATURAL HISTORY	573	321	0.7	56.0	92	**56	0.3	9.8	46	*189	0.9	33.0	122	**77	0.7	13.4	106
NEW WOMAN	1699	1189	2.4	70.0	115	465	2.7	27.4	130	479	2.2	28.2	104	*244	2.4	14.4	113
NEW YORK INCLUDING CUE	443	266	0.5	60.0	99	*131	0.8	29.6	140	*89	0.4	20.1	74	**46	0.4	10.4	82
THE NEW YORKER	1270	742	1.5	58.4	96	266	1.6	20.9	99	262	1.2	20.6	76	*214	2.1	16.9	133
NEWSWEEK	6277	3877	7.9	61.8	102	1363	8.0	21.7	103	1895	8.6	30.2	111	618	6.0	9.8	78
THE N.Y. TIMES DAILY EDITION	1205	668	1.4	55.4	91	299	1.8	24.8	118	270	1.2	22.4	83	**98	1.0	8.1	64
THE N.Y. TIMES MAGAZINE	2081	1121	2.3	53.9	89	531	3.1	25.5	121	413	1.9	19.8	73	*177	1.7	8.5	67
OMNI	788	479	1.0	60.8	100	*181	1.1	23.0	109	*179	0.8	22.7	84	**120	1.2	15.2	120
ON CABLE	1158	808	1.6	69.8	115	287	1.7	24.8	118	331	1.5	28.6	106	**189	1.8	16.3	129
1001 HOME IDEAS	2852	1911	3.9	67.0	110	697	4.1	24.4	116	797	3.6	27.9	103	417	4.1	14.6	115
ORGANIC GARDENING	1658	1050	2.1	63.3	104	254	1.5	15.3	73	526	2.4	31.7	117	*270	2.6	16.3	128
OUTDOOR LIFE	896	586	1.2	65.4	108	*200	1.2	22.3	106	274	1.2	30.6	113	**112	1.1	12.5	99
PARADE MAGAZINE	24275	14777	30.0	60.9	100	5434	31.9	22.4	106	6874	31.3	28.3	105	2469	24.0	10.2	80

	TOTAL U.S. '000	USED PLASTIC GARBAGE BAGS				HEAVY USERS 13 OR MORE BAGS				MEDIUM USERS 5-12				LIGHT USERS 1-4			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	49246	100.0	60.8	100	17048	100.0	21.1	100	21929	100.0	27.1	100	10269	100.0	12.7	100
PARENTS	3845	2683	5.4	69.8	115	1155	6.8	30.0	143	1024	4.7	26.6	98	504	4.9	13.1	103
PENTHOUSE	831	622	1.3	74.8	123	*216	1.3	26.0	123	*188	0.9	22.6	84	**218	2.1	26.2	207
PEOPLE	11645	7543	15.3	64.8	107	2662	15.6	22.9	109	3399	15.5	29.2	108	1483	14.4	12.7	100
PLAYBOY	2006	1328	2.7	66.2	109	527	3.1	26.3	125	502	2.3	25.0	92	*298	2.9	14.9	117
POPULAR HOT RODDING	297	*213	0.4	71.7	118	**60	0.4	20.2	96	**81	0.4	27.3	101	**72	0.7	24.2	191
POPULAR MECHANICS	1018	590	1.2	58.0	95	*278	1.6	27.3	130	*188	0.9	18.5	68	**124	1.2	12.2	96
POPULAR SCIENCE	878	605	1.2	68.9	113	*201	1.2	22.3	109	*235	1.1	26.8	99	*169	1.6	19.2	152
PREVENTION	3913	2217	4.5	56.7	93	869	5.1	22.2	105	967	4.4	24.7	91	381	3.7	9.7	77
PSYCHOLOGY TODAY	1710	1160	2.4	67.8	112	574	3.4	33.6	159	426	1.9	24.9	92	*160	1.6	9.4	74
READER'S DIGEST	22204	13721	27.9	61.8	102	4582	26.9	20.6	98	6414	29.2	28.9	107	2725	26.5	12.3	97
REDBOOK	7684	5148	10.5	67.0	110	2002	11.7	26.1	124	2152	9.8	28.8	103	993	9.7	12.9	102
ROAD & TRACK	410	*263	0.5	64.1	105	**112	0.7	27.3	130	*106	0.5	25.9	95	**45	0.4	11.0	87
ROLLING STONE	969	737	1.5	76.1	125	275	1.6	28.4	135	333	1.5	34.4	127	*129	1.3	13.3	105
RUNNER'S WORLD	298	*232	0.5	77.9	128	**106	0.6	35.6	169	*53	0.2	17.8	66	**73	0.7	24.5	193
SATURDAY EVENING POST	1169	712	1.4	60.9	100	222	1.3	19.0	90	344	1.6	29.4	109	*147	1.4	12.6	99
SCIENCE 84	587	350	0.7	59.6	98	*197	1.2	33.6	159	*112	0.5	19.1	70	**41	0.4	7.0	55
SCIENCE DIGEST	482	283	0.6	58.7	97	*146	0.9	30.3	144	**82	0.4	17.0	63	**54	0.5	11.2	88
SCIENTIFIC AMERICAN	594	360	0.7	60.6	100	*132	0.8	22.2	106	*129	0.6	21.7	80	**99	1.0	16.7	131
SELF	2089	1338	2.7	64.0	105	521	3.1	24.9	118	600	2.7	28.7	106	*217	2.1	10.4	82
SEVENTEEN	2411	1625	3.3	67.4	111	589	3.5	24.4	116	690	3.0	27.0	100	386	3.8	16.0	126
SKI	480	282	0.6	58.8	97	**128	0.8	26.7	127	*105	0.5	21.9	81	**49	0.5	10.2	81
SMITHSONIAN	2760	1620	3.3	58.7	97	497	2.9	18.0	86	745	3.4	27.0	100	378	3.7	13.7	108
SOAP OPERA DIGEST	3013	2167	4.4	71.9	118	880	5.2	29.2	139	925	4.2	30.7	113	362	3.5	12.0	95
SOUTHERN LIVING	4184	2972	6.0	71.0	117	1177	6.9	28.1	134	1270	5.8	30.4	112	526	5.1	12.6	99
SOUTH	559	421	0.9	75.3	124	*125	0.7	22.4	106	*203	0.9	36.3	134	**93	0.9	16.6	131
THE SPORTING NEWS	436	*345	0.7	79.1	130	**122	0.7	28.0	133	**199	0.9	45.6	169	**24	0.2	5.5	43
SPORTS AFIELD	493	358	0.7	72.6	119	*127	0.7	25.8	122	*152	0.7	30.8	114	**79	0.8	16.0	126
SPORTS ILLUSTRATED	2758	1830	3.7	66.4	109	601	3.5	21.8	104	866	3.9	31.4	116	362	3.5	13.1	104
STAR	7456	4916	10.0	65.9	108	1882	11.0	25.2	120	2028	9.2	27.2	100	1006	9.8	13.5	106
SUNDAY	24936	14968	30.4	60.0	99	5360	31.4	21.5	102	6779	30.9	27.2	100	2829	27.5	11.3	89
SUNSET	2124	1102	2.2	51.9	85	*302	1.8	14.2	68	387	1.8	18.2	67	412	4.0	19.4	153
TV GUIDE	21661	13879	28.2	64.1	105	5076	29.8	23.4	111	6054	27.6	27.9	103	2749	26.8	12.7	100
TENNIS	550	385	0.8	70.0	115	**118	0.7	21.5	102	*148	0.7	26.9	99	**119	1.2	21.6	171
TIME	8880	5586	11.3	62.9	103	2151	12.6	24.2	115	2424	11.1	27.3	101	1012	9.9	11.4	90
TOWN & COUNTRY	917	567	1.2	61.8	102	*168	1.0	18.3	87	291	1.3	31.7	117	**109	1.1	11.9	94
TRAVEL & LEISURE	972	644	1.3	66.3	109	*201	1.2	20.7	98	330	1.5	34.0	125	*113	1.1	11.6	92
TRUE STORY	3350	2326	4.7	69.3	114	929	5.4	27.7	132	889	4.1	26.5	98	509	5.0	15.2	120
U.S. NEWS & WORLD REPORT	3410	2185	4.4	64.1	105	607	3.6	17.8	85	1128	5.1	33.1	122	450	4.4	13.2	104
USA TODAY	1759	1275	2.6	72.5	119	463	2.7	26.3	125	569	2.6	32.3	119	243	2.4	13.8	109
VOGUE	1873	1306	2.7	69.7	115	376	2.2	20.1	95	599	2.7	32.0	118	332	2.2	17.7	140
VOGUE	3909	2458	5.0	62.9	103	1007	5.9	25.8	122	951	4.3	24.3	90	500	4.9	12.8	101
WALL STREET JOURNAL	1886	1091	2.2	57.8	95	352	2.1	18.7	89	508	2.3	26.9	99	230	2.2	12.2	96
WEIGHT WATCHERS	2120	1458	3.0	68.8	113	566	3.3	26.7	127	533	2.4	25.1	93	359	3.5	16.9	134
WOMAN'S DAY	14172	9543	19.4	67.3	111	3926	23.0	27.7	132	3948	18.0	27.9	103	1670	16.3	11.8	93
WORKING MOTHER	1146	806	1.6	70.3	116	289	1.7	25.2	120	324	1.5	28.3	104	*193	1.9	16.8	133
WORKING WOMAN	1322	870	1.8	65.8	108	366	2.1	27.7	132	342	1.6	25.9	96	*162	1.6	12.3	97
WORLD TENNIS	*163	**101	0.2	62.0	102	*23	0.1	14.1	67	**45	0.2	27.6	102	**33	0.3	20.2	160
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1717	3.5	67.8	112	682	4.0	26.9	128	774	3.5	30.6	113	262	2.6	10.3	82
BLAIR INSERTS	43657	26593	54.0	60.9	100	9706	56.9	22.2	106	11924	54.4	27.3	101	4963	48.3	11.4	90
DAILY NEWSPAPERS																	
READ ANY	51633	31565	64.1	61.1	101	11383	66.8	22.0	105	13754	62.7	26.6	98	6428	62.6	12.4	98
READ ONE	43463	26611	54.0	61.2	101	9576	56.2	22.0	105	11619	53.0	26.7	99	5417	52.8	12.5	98
READ TWO OR MORE	8170	4953	10.1	60.6	100	1806	10.6	22.1	105	2136	9.7	26.1	97	1011	9.8	12.4	98
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	32345	65.7	61.4	101	11528	67.6	21.9	104	14575	66.5	27.7	102	6242	60.8	11.8	93
READ ONE	46126	28388	57.6	61.5	101	10208	59.9	22.1	105	12664	57.8	27.5	101	5516	53.7	12.0	94
READ TWO OR MORE	6552	3957	8.0	60.4	99	1321	7.7	20.2	96	1910	8.7	29.2	108	726	7.1	11.1	87
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	28.00				28.27				28.08				27.96			
30 DAY REACH	71455	43650	88.6	61.1	100	15278	89.6	21.4	102	19496	88.9	27.3	101	8876	86.4	12.4	98
50 SHMG - 30 DAY AV FREQ	14.56	14.80			14.98					14.77				14.56			
30 DAY REACH	67742	41363	84.0	61.1	100	14450	84.8	21.3	101	18564	84.7	27.4	101	8349	81.3	12.3	97
25 SHMG - 30 DAY AV FREQ	7.94	8.04			8.25					7.99				7.81			
30 DAY REACH	62117	38002	77.2	61.2	101	13096	76.8	21.1	100	17177	78.3	27.7	102	7729	75.3	12.4	98
CABLE TV: HOME WIRED	32077	20460	41.5	63.8	105	7615	44.7	23.7	113	9141	41.7	28.5	105	3703	36.1	11.5	91
HOME NOT WIRED	48909	28786	58.5	58.9	97	9433	55.3	19.3	92	12787	58.3	26.1	97	6566	63.9	13.4	106
HAVE PAY CABLE	15935	10423	21.2	65.4	108	4183	24.5	26.3	125	4554	20.8	28.6	106	1687	16.4	10.6	83

	TOTAL U.S. '000	USED PLASTIC GARBAGE BAGS				HEAVY USERS 13 OR MORE BAGS				MEDIUM USERS 5-12				LIGHT USERS 1 - 4			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	49246	100.0	60.8	100	17048	100.0	21.1	100	21929	100.0	27.1	100	10269	100.0	12.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	26947	54.7	61.4	101	9634	56.5	21.9	104	11944	54.5	27.2	100	5369	52.3	12.2	96
10:00 AM - 3:00 PM	30659	18991	38.6	61.9	102	6709	39.4	21.9	104	8524	38.9	27.8	103	3757	36.6	12.3	97
3:00 PM - 7:00 PM	31045	19323	39.2	62.2	102	6861	40.2	22.1	105	8462	38.6	27.3	101	4000	39.0	12.9	102
7:00 PM - MIDNIGHT	15767	9776	19.9	62.0	102	3437	20.2	21.8	104	4284	19.5	27.2	100	2056	20.0	13.0	103
MIDNIGHT - 6:00 AM	9120	5688	11.6	62.4	103	1778	10.4	19.5	93	2798	12.8	30.7	113	1112	10.8	12.2	96
6:00 AM - MIDNIGHT	58527	36184	73.5	61.8	102	12956	76.0	22.1	105	15934	72.7	27.2	101	7294	71.0	12.5	98
ENTIRE DAY	59311	36644	74.4	61.8	102	13136	77.1	22.1	105	16163	73.7	27.3	101	7345	71.5	12.4	98
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9931	20.2	61.4	101	3591	21.1	22.2	105	4398	20.1	27.2	100	1942	18.9	12.0	95
ALL NEWS	2256	1193	2.4	52.9	87	472	2.8	20.9	99	530	2.4	23.5	87	*191	1.9	8.5	67
AOR/PROGRESSIVE	3874	2395	4.9	61.8	102	895	5.2	23.1	110	1063	4.8	27.4	101	438	4.3	11.3	89
BEAUTIFUL MUSIC	5660	3465	7.0	61.2	101	1204	7.1	21.3	101	1574	7.2	27.8	103	687	6.7	12.1	96
BLACK	2204	1516	3.1	68.8	113	615	3.6	27.9	133	652	3.0	29.6	109	248	2.4	11.3	89
CLASSICAL	1418	815	1.7	57.5	95	*263	1.5	18.5	88	311	1.4	21.9	81	*242	2.4	17.1	135
CHR/ROCK	9538	5995	12.2	62.9	103	2162	12.7	22.7	108	2626	12.0	27.5	102	1207	11.8	12.7	100
COUNTRY	12648	8382	17.0	66.3	109	2799	16.4	22.1	105	3631	16.6	28.7	106	1952	19.0	15.4	122
GOLDEN OLDIES	1191	694	1.4	58.3	96	*251	1.5	21.1	100	349	1.6	29.3	108	**93	0.9	7.8	62
MOR/NOSTALGIA	4757	2773	5.6	58.3	96	962	5.6	20.2	96	1244	5.7	26.2	97	568	5.5	11.9	94
NEWS/TALK	3863	2005	4.1	51.9	85	874	5.1	22.6	107	768	3.5	19.9	73	362	3.5	9.4	74
RELIGIOUS	3084	1839	3.7	59.6	98	492	2.9	16.0	76	905	4.1	29.3	108	442	4.3	14.3	113
SOFT ROCK	521	270	0.5	51.8	85	**68	0.4	13.1	62	*141	0.6	27.1	100	**61	0.6	11.7	92
URBAN CONTEMPORARY	1585	1034	2.1	65.2	107	424	2.5	26.8	127	423	1.9	26.7	99	*187	1.8	11.8	93
MIXED NETWORKS:																	
ABC CONTEMPORARY	3261	1958	4.0	60.0	99	620	3.6	19.0	90	854	3.9	26.2	97	484	4.7	14.8	117
ABC DIRECTION	2316	1454	3.0	62.8	103	635	3.7	27.4	130	606	2.8	26.2	97	212	2.1	9.2	72
ABC ENTERTAINMENT	4834	2861	5.8	59.2	97	1126	6.6	23.3	111	1123	5.1	23.2	86	612	6.0	12.7	100
ABC FM	2202	1514	3.1	68.8	113	536	3.1	24.3	116	641	2.9	29.1	108	337	3.3	15.3	121
ABC INFORMATION	5425	3071	6.2	56.6	93	1008	5.9	18.6	88	1330	6.1	24.5	91	734	7.1	13.5	107
ABC ROCK	1677	1059	2.2	63.1	104	449	2.6	26.8	127	472	2.2	28.1	104	*137	1.3	8.2	64
CBS	4430	2601	5.3	58.7	97	884	5.2	20.0	95	1211	5.5	27.3	101	506	4.9	11.4	90
MUTUAL	4992	3280	6.7	65.7	108	1175	6.9	23.5	112	1457	6.6	29.2	108	647	6.3	13.0	102
NBC	4679	2857	5.8	61.1	100	934	5.5	20.0	95	1313	6.0	28.1	104	610	5.9	13.0	103
RADIORADIO	1994	1195	2.4	59.9	99	445	2.6	22.3	106	533	2.4	26.7	99	*217	2.1	10.9	86
RKO ONE	2298	1432	2.9	62.3	102	468	2.7	20.4	97	708	3.2	30.8	114	*257	2.5	11.2	88
RKO TWO	3311	2033	4.1	61.4	101	819	4.8	24.7	118	868	4.0	26.2	97	347	3.4	10.5	83
THE SOURCE	2114	1334	2.7	63.1	104	540	3.2	25.5	121	572	2.6	27.1	100	*222	2.2	10.5	83
NON-WIRED: BLAIR	8654	5273	10.7	60.9	100	1921	11.3	22.2	105	2284	10.4	26.4	97	1068	10.4	12.3	97
INTERNET	12025	7410	15.0	61.6	101	2631	15.4	21.9	104	3257	14.9	27.1	100	1522	14.8	12.7	100
KATZ RADIO GROUP	15359	9186	18.7	59.8	98	3530	20.7	23.0	109	3840	17.5	25.0	92	1816	17.7	11.8	99
SUPERNET	10628	6607	13.4	62.2	102	2316	13.6	21.8	104	2869	13.1	27.0	100	1422	13.8	13.4	106
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	5357	10.9	61.9	102	1765	10.4	20.4	97	2331	10.6	26.9	99	1261	12.3	14.6	115
WKDAY 9:00 AM - 1:00 PM	12163	7376	15.0	60.6	100	2572	15.1	21.1	100	3101	14.1	25.5	94	1704	16.6	14.0	110
WKDAY 1:00 PM - 4:30 PM	16150	9929	20.2	61.5	101	3371	19.8	20.9	99	4384	20.0	27.1	100	2174	21.2	13.5	106
WKDAY 4:30 PM - 7:30 PM	22463	13420	27.3	59.7	98	4425	26.0	19.7	94	6053	27.6	26.9	100	2941	28.6	13.1	103
WKDAY 7:30 PM - 8:00 PM	31795	19275	39.1	60.6	100	6561	38.5	20.6	98	8603	39.2	27.1	100	4111	40.0	12.9	102
WKDAY 11:00 PM - 11:30 PM	23977	15053	30.6	62.8	103	5450	32.0	22.7	108	6448	29.4	26.9	99	3155	30.7	13.2	104
WKDAY 11:30 PM - 1:00 AM	7703	4859	9.9	63.1	104	1818	10.7	23.6	112	2024	9.2	26.3	97	1018	9.9	13.2	104
M-SAT 8-11 PM-SUN 7-11 PM	33800	20761	42.2	61.4	101	7298	42.8	21.6	103	9153	41.7	27.1	100	4309	42.0	12.7	101
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4218	8.6	64.5	106	1511	8.9	23.1	110	1882	8.6	28.8	106	825	8.0	12.6	100
ANOTHER WORLD	N 4620	2942	6.0	63.7	105	971	5.7	21.0	100	1316	6.0	28.5	105	655	6.4	14.2	112
AS THE WORLD TURNS	C 5614	3439	7.0	61.3	101	999	5.9	17.8	85	1570	7.2	28.0	103	870	8.5	15.5	122
CAPITOL	C 3396	2049	4.2	60.3	99	639	3.7	18.8	89	954	4.4	28.1	104	457	4.5	13.5	106
CBS MORN. NEWS 1	C 1446	881	1.8	60.9	100	207	1.2	14.3	68	517	2.4	35.8	132	157	1.5	10.9	86
CBS MORN. NEWS 2	C 1207	674	1.4	55.8	92	183	1.1	15.2	72	351	1.6	29.1	107	140	1.4	11.6	91
DAYS OF OUR LIVES	N 5877	3673	7.5	62.5	103	1169	6.9	19.9	94	1718	7.8	29.2	108	786	7.7	13.4	105
FACTS OF LIFE - DAYTIME	N 2290	1515	3.1	66.2	109	516	3.0	22.5	107	549	2.5	24.0	89	450	4.4	19.7	155
FAMILY FEUD	A 3023	1716	3.5	56.8	93	606	3.6	20.0	95	647	3.0	21.4	79	462	4.5	15.3	121
GENERAL HOSPITAL	A 6097	3721	7.6	61.0	100	1439	8.4	23.6	112	1554	7.1	25.5	94	728	7.1	11.9	94
GOOD MORNING, AMERICA-730A	A 3515	2167	4.4	61.7	101	793	4.7	22.6	107	948	4.3	27.0	100	426	4.1	12.1	96
GOOD MORNING, AMERICA-830A	A 2818	1780	3.6	63.2	104	630	3.7	22.4	106	752	3.4	26.7	99	398	3.9	14.1	111
GUIDING LIGHT	C 5339	3257	6.6	61.0	100	968	5.7	18.1	86	1488	6.8	27.9	103	801	7.8	15.0	118
ONE LIFE TO LIVE	A 4478	2761	5.6	61.7	101	1064	6.2	23.8	113	1131	5.2	25.3	93	567	5.5	12.7	100
PRESS YOUR LUCK	C 2244	1378	2.8	61.4	101	526	3.1	23.4	111	586	2.7	26.1	96	267	2.6	11.9	94
PRICE IS RIGHT 1	C 434																

	TOTAL U.S. '000	USED PLASTIC GARBAGE BAGS				HEAVY USERS 13 OR MORE BAGS				MEDIUM USERS 5-12				LIGHT USERS 1 - 4			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	49246	100.0	60.8	100	17048	100.0	21.1	100	21929	100.0	27.1	100	10269	100.0	12.7	100
MCDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	15786	32.1	60.6	100	4879	28.6	18.7	89	7255	33.1	27.8	103	3651	35.6	14.0	110
NETWORK AFFILIATES - LATE	20261	12724	25.8	62.8	103	4515	26.5	22.3	106	5523	25.2	27.3	101	2685	26.1	13.3	105
INDEPENDENTS - LATE	2076	1180	2.4	56.8	93	459	2.7	22.1	105	439	2.0	21.1	78	282	2.7	13.6	107
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	6714	13.6	64.2	106	2475	14.5	23.7	112	2904	13.2	27.8	103	1334	13.0	12.8	101
ABC MONDAY NIGHT MOVIE	A 6412	3839	7.8	59.9	98	1337	7.8	20.9	99	1743	7.9	27.2	100	758	7.4	11.8	93
ABC SUNDAY NIGHT MOVIE	A 12407	7613	15.5	61.4	101	2728	16.0	22.0	104	3170	14.5	25.6	94	1714	16.7	13.8	109
ABC WORLD NEWS TONIGHT	A 6176	3575	7.3	57.9	95	1095	6.4	17.7	84	1718	7.8	27.8	103	762	7.4	12.3	99
AFTERMASH	C 5863	3525	7.2	60.1	99	1099	6.4	18.7	89	1670	7.6	28.5	105	756	7.4	12.9	102
ALICE	C 5594	5835	11.8	60.8	100	2000	11.7	20.8	99	2641	12.0	27.5	102	1194	11.6	12.4	98
AMERICAN PARADE	C 4622	3774	7.7	57.0	94	1080	6.3	16.3	77	1738	7.9	26.2	97	956	9.3	14.4	114
BENSON	A 10886	6738	13.7	61.9	102	2350	13.8	21.6	103	2918	13.3	26.8	99	1471	14.3	13.5	107
BLUE THUNDER	A 5036	3201	6.5	63.6	105	1206	7.1	23.9	114	1395	6.4	27.7	102	600	5.8	11.9	94
CAGNEY & LACEY	C 9965	6242	12.7	62.6	103	2130	12.5	21.4	102	2832	12.9	28.4	105	1281	12.5	12.9	101
CBS EVENING NEWS-DEAN	C 3491	1862	3.8	53.3	88	503	3.0	14.4	68	931	4.2	26.7	98	428	4.2	12.3	97
CBS EVENING NEWS-RATHER	C 7123	4213	8.6	59.1	97	1192	7.0	16.7	79	1960	8.9	27.5	102	1060	10.3	14.9	117
CBS SAT. NEWS-SCHIEFFER	C 3621	1881	3.8	51.9	85	552	3.2	15.2	72	894	4.1	24.7	91	435	4.2	12.0	95
CBS SATURDAY NIGHT MOVIE	C 5436	3421	6.9	62.9	103	1166	6.8	21.4	102	1509	6.9	27.8	103	746	7.3	13.7	108
CBS WEDNESDAY NIGHT MOVIE	C 6100	3597	7.3	59.0	97	1143	6.7	18.7	89	1698	7.7	27.8	103	755	7.4	12.4	98
CHEERS	N 8889	5874	11.9	66.1	109	2199	12.9	24.7	118	2584	11.8	29.1	107	1091	10.6	12.3	97
DALLAS	C 22109	13709	27.8	62.0	102	4853	28.5	22.0	104	6095	27.8	27.6	102	2762	26.9	12.5	99
DIFF'RENT STROKES	N 6940	4149	8.4	59.8	98	1229	7.2	17.7	84	2023	9.2	29.1	108	897	8.7	12.9	102
DOUBLE TROUBLE	N 7223	4723	9.6	65.4	108	1775	10.4	24.6	117	2097	9.6	29.0	107	851	8.3	11.8	93
DUCK FACTORY	N 5595	3764	7.6	67.3	111	1393	8.2	24.9	118	1616	7.4	28.9	107	755	7.4	13.5	106
DUKES OF HAZZARD	N 5768	3605	7.3	62.5	103	1158	6.8	20.1	95	1666	7.6	28.9	107	780	7.6	13.5	107
DYNASTY	A 20053	12170	24.7	60.7	100	4241	24.9	21.1	100	5520	25.2	27.5	102	2409	23.5	12.0	95
FACTS OF LIFE	N 8087	5052	10.3	62.5	103	1929	11.3	23.9	113	2217	10.1	27.4	101	906	8.8	11.2	88
FALCON CREST	C 20046	12602	25.6	62.9	103	4354	25.5	21.7	103	5774	26.3	28.8	106	2474	24.1	12.3	97
FALL GUY	A 9084	5571	11.3	61.3	101	1928	11.3	21.2	101	2470	11.3	27.2	100	1173	11.4	12.9	102
FAMILY TIES	N 7964	5398	11.0	67.8	111	1947	11.4	24.4	116	2324	10.6	29.2	108	1127	11.0	14.2	112
FANTASY ISLAND	A 7687	4391	8.9	57.1	94	1503	8.8	19.6	93	1874	8.5	24.4	90	1014	9.9	13.2	104
FOULUPS, BLEEPS & BLUNDERS	A 8861	5187	10.5	58.5	96	1710	10.0	19.3	92	2397	10.9	27.1	100	1081	10.5	12.2	96
FOUR SEASONS	C 5095	3188	6.5	62.6	103	1000	5.9	19.6	93	1485	6.8	29.1	108	702	6.8	13.8	109
GIMME A BREAK	N 8838	5942	12.1	67.2	111	1986	11.6	22.5	107	2572	11.7	29.1	107	1384	13.5	15.7	123
HART TO HART	A 8978	5393	11.0	60.1	99	1809	10.6	20.1	96	2574	11.7	28.7	106	1009	9.8	11.2	89
HILL STREET BLUES	N 8590	5466	11.1	63.6	105	1933	11.3	22.5	107	2534	11.6	29.5	109	998	9.7	11.6	92
HOTEL	A 14085	8736	17.7	62.0	102	3029	17.8	21.5	102	3946	18.0	28.0	103	1761	17.1	12.5	99
JEFFERSONS	C 9360	5745	11.7	61.4	101	1915	11.2	20.5	97	2560	11.7	27.4	101	1270	12.4	13.6	107
JENNIFER SLEPT HERE	N 5841	3616	7.3	61.9	102	1228	7.2	21.0	100	1579	7.2	27.0	100	809	7.9	13.9	109
KATE & ALLIE	C 9206	5629	11.4	61.1	101	2059	12.1	22.4	106	2439	11.1	26.5	98	1132	11.0	12.3	97
KNIGHT RIDER	N 7076	4281	8.7	60.5	99	1488	8.7	21.0	100	1865	8.5	26.4	97	928	9.0	13.1	103
LOVE BOAT	A 12219	7139	14.5	58.4	96	2288	13.4	18.7	89	3242	14.8	26.5	98	1608	15.7	13.2	104
MAGNUM PI	C 11199	7015	14.2	62.6	103	2340	13.7	20.9	99	3148	14.4	28.1	104	1527	14.9	13.6	108
MAMA'S FAMILY	N 6057	3523	7.2	58.2	96	1012	5.9	16.7	79	1685	7.7	27.8	103	827	8.1	13.7	108
MASTER, THE	N 3598	2285	4.6	63.5	104	801	4.7	22.3	106	1081	4.9	30.0	111	402	3.9	11.2	88
MATT HOUSTON	A 6344	3989	8.1	62.9	103	1409	8.3	22.2	106	1755	8.0	27.7	102	825	8.0	13.0	103
NBC MONDAY NIGHT MOVIE	N 11994	7359	14.9	61.4	101	2663	15.6	22.2	105	3226	14.7	26.9	99	1471	14.3	12.3	97
NBC NIGHTLY NEWS	N 5132	3120	6.3	60.8	100	1015	6.0	19.8	94	1367	6.2	26.6	98	738	7.2	14.4	113
NBC NIGHTLY NEWS-SAT	N 3375	1948	4.0	57.7	95	657	3.9	19.5	92	825	3.8	24.4	90	466	4.5	13.8	109
NBC NIGHTLY NEWS-SUN	N 3130	1808	3.7	57.8	95	517	3.0	16.5	78	766	3.5	24.5	90	525	5.1	16.8	132
NBC SUNDAY NIGHT MOVIE	N 8284	5391	10.9	65.1	107	1804	10.6	21.8	103	2457	11.2	29.7	110	1130	11.0	13.6	108
NEMHART	C 9240	5772	11.7	62.5	103	1913	11.2	20.7	98	2730	12.4	29.5	109	1129	11.0	12.2	96
ONE DAY AT A TIME	C 7288	4610	9.4	63.3	104	1453	8.5	19.9	95	2143	9.8	29.4	109	1014	9.9	13.9	110
PEOPLE ARE FUNNY	N 4855	2925	5.9	60.2	99	761	4.5	15.7	74	1416	6.5	29.2	108	748	7.3	15.4	122
REAL PEOPLE	N 8869	5428	11.0	61.2	101	1733	10.2	19.5	93	2500	11.4	28.2	104	1195	11.6	13.5	106
REMINGTON STEELE	N 7743	4786	9.7	61.8	102	1931	11.3	24.9	118	1876	8.6	24.2	89	980	9.5	12.7	100
RIPLEY'S BELIEVE IT - NOT	A 5345	3439	7.0	64.3	106	1209	7.1	22.6	107	1471	6.7	27.5	102	758	7.4	14.2	112
RIPTIDE	N 6988	4533	9.2	64.9	107	1593	9.3	22.8	108	1966	9.0	28.1	104	973	9.5	13.9	110
SCARECROW & MRS. KING	C 10002	6152	12.5	61.5	101	2032	11.9	20.3	97	2720	12.4	27.2	100	1400	13.6	14.0	110
SIMON & SIMON	C 10638	6629	13.5	62.3	102	2063	12.1	19.4	92	3017	13.8	28.4	105	1548	15.1	14.6	115
60 MINUTES	C 13293	7537	15.3	56.7	93	2209	13.0	16.6	79	3602	16.4	27.1	100	1726	16.8	13.0	102
ST. ELSEWHERE	N 7017	4566	9.3	65.1	107	1852	10.9	26.4	125	1903	8.7	27.1	100	811	7.9	11.6	

	TOTAL U.S. '000	USED TRASH CAN LINERS				HEAVY USERS 13 OR MORE LINERS				MEDIUM USERS 5-12				LIGHT USERS 1 - 4			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	34590	100.0	42.7	100	9208	100.0	11.4	100	15701	100.0	19.4	100	9680	100.0	12.0	100
18 - 24	9282	2708	7.8	29.2	68	825	9.0	8.9	78	1056	6.7	11.4	59	827	8.5	8.9	75
25 - 34	19072	7529	21.8	39.5	92	2239	24.3	11.7	103	3313	21.1	17.4	90	1977	20.4	10.4	87
35 - 44	14591	6609	19.1	45.3	106	2284	24.8	15.7	138	2950	18.8	20.2	104	1376	14.2	9.4	79
45 - 54	11345	5459	15.8	48.1	113	1576	17.1	13.9	122	2591	16.5	22.8	118	1292	13.3	11.4	95
55 - 64	11635	5633	16.3	48.4	113	1135	12.3	9.8	86	2659	16.9	22.9	118	1838	19.0	15.8	132
65 OR OLDER	15061	6652	19.2	44.2	103	1149	12.5	7.6	67	3133	20.0	20.8	107	2369	24.5	15.7	133
18 - 34	28354	10237	29.6	36.1	85	3064	33.3	10.8	95	4369	27.8	15.4	79	2804	29.0	9.9	83
18 - 49	48339	19340	55.9	40.0	94	6118	66.4	12.7	111	8389	53.4	17.4	90	4834	49.9	10.0	84
25 - 54	45008	19597	56.7	43.5	102	6099	66.2	13.6	119	8853	56.4	19.7	101	4645	48.0	10.3	86
35 - 49	19985	9103	26.3	45.5	107	3054	33.2	15.3	134	4020	25.6	20.1	104	2030	21.0	10.2	85
50 OR OLDER	32647	15249	44.1	46.7	109	3090	33.6	9.5	83	7313	46.6	22.4	116	4846	50.1	14.8	124
GRADUATED COLLEGE	11155	5186	15.0	46.5	109	1455	15.8	13.0	115	2248	14.3	20.2	104	1482	15.3	13.3	111
ATTENDED COLLEGE	13682	6130	17.7	44.8	105	1617	17.6	11.8	104	2596	16.5	19.0	98	1918	19.8	10.4	117
GRADUATED HIGH SCHOOL	33880	15074	43.6	44.5	104	4197	45.6	12.4	109	6996	44.6	20.6	107	3882	40.1	11.5	96
DID NOT GRADUATE HIGH SCHOOL	22270	8200	23.7	36.8	86	1940	21.1	8.7	77	3862	24.6	17.3	89	2398	24.8	10.8	90
EMPLOYED	40306	17378	50.2	43.1	101	4914	53.4	12.2	107	7967	50.7	19.8	102	4496	46.4	11.2	93
EMPLOYED FULL-TIME	32850	14001	40.5	42.6	100	4073	44.2	12.4	109	6353	40.5	19.3	100	3576	36.9	10.9	91
EMPLOYED PART-TIME	7456	3376	9.8	45.3	106	842	9.1	11.3	99	1615	10.3	21.7	112	920	9.5	12.3	103
NOT EMPLOYED	40680	17212	49.8	42.3	99	4294	46.6	10.6	93	7734	49.3	19.0	98	5184	53.6	12.7	107
PROFESSIONAL/MANAGER	10392	4910	14.2	47.2	111	1457	15.8	14.0	123	2237	14.2	21.5	111	1216	12.6	11.7	98
TECH/CLERICAL/SALES	17574	7823	22.6	44.5	104	2330	25.3	13.3	117	3631	23.1	20.7	107	1862	19.2	10.6	89
PRECISION/CRAFT	985	4437	1.3	44.4	104	**78	0.8	7.9	70	**269	1.7	27.3	141	**90	0.9	9.1	76
OTHER EMPLOYED	11354	4207	12.2	37.1	87	1050	11.4	9.2	81	1829	11.6	16.1	83	1328	13.7	11.7	98
SINGLE	9863	3463	10.0	35.1	82	954	10.4	9.7	85	1423	9.1	14.4	74	1085	11.2	11.0	92
MARRIED	51375	23058	66.7	44.9	105	6507	70.7	12.7	111	10537	67.1	20.5	106	6015	62.1	11.7	98
DIVORCED/SEPARATED/WIDOWED	19748	8068	23.3	40.9	96	1747	19.0	8.8	78	3741	23.8	18.9	98	2580	26.7	13.1	109
PARENTS	32590	13879	40.1	42.6	100	4886	53.1	15.0	132	5940	37.8	18.2	94	3053	31.5	9.4	78
WHITE	70416	30880	89.3	43.9	103	8225	89.3	11.7	103	14177	90.3	20.1	104	8479	87.6	12.0	101
BLACK	8778	3108	9.0	35.4	83	809	8.8	9.2	81	1300	8.3	14.8	76	999	10.3	11.4	95
OTHER	1791	*601	1.7	33.6	79	**174	1.9	9.7	85	**224	1.4	12.5	65	**202	2.1	11.3	94
NORTHEAST-CENSUS	17786	8735	25.3	49.1	115	2752	29.9	15.5	136	4019	25.6	22.6	117	1963	20.3	11.0	92
NORTH CENTRAL	20741	9393	27.2	45.3	106	2362	25.7	11.4	100	4493	28.6	21.7	112	2539	26.2	12.2	102
SOUTH	27775	10185	29.4	36.7	86	2629	28.6	9.5	83	4722	30.1	17.0	88	2835	29.3	10.2	85
WEST	14683	6277	18.1	42.8	100	1465	15.9	10.0	88	2468	15.7	16.8	87	2343	24.2	16.0	134
NORTHEAST-MKTG.	17961	8755	25.3	48.7	114	2657	28.9	14.8	130	3985	25.4	22.2	114	2113	21.8	11.8	98
EAST CENTRAL	11885	6041	17.5	50.8	119	1523	16.5	12.8	113	3138	20.0	26.4	136	1380	14.3	11.6	97
WEST CENTRAL	14090	6010	17.4	42.7	100	1450	15.7	10.3	91	2839	18.1	20.1	104	1720	17.8	12.2	102
SOUTH	24081	8339	24.1	34.6	81	2326	25.3	9.7	85	3665	23.3	15.2	79	2349	24.3	9.8	82
PACIFIC	12969	5445	15.7	42.0	98	1253	13.6	9.7	85	2075	13.2	16.0	83	2118	21.9	16.3	137
COUNTY SIZE A	32439	14300	41.3	44.1	103	3752	40.7	11.6	102	6522	41.5	20.1	104	4026	41.6	12.4	104
COUNTY SIZE B	24915	11250	32.5	45.2	106	3438	37.3	13.8	121	4919	31.3	19.7	102	2893	29.9	11.6	97
COUNTY SIZE C	12930	5266	15.2	40.7	95	1170	12.7	9.0	80	2549	16.2	19.7	102	1547	16.0	12.0	100
COUNTY SIZE D	10703	3774	10.9	35.3	83	848	9.2	7.9	70	1712	10.9	16.0	83	1214	12.5	11.3	95
METRO CENTRAL CITY	24518	9903	28.6	40.4	95	2822	30.6	11.5	101	4195	26.7	17.1	88	2887	29.8	11.8	99
METRO SUBURBAN	35919	17255	49.9	48.0	112	4695	51.0	13.1	115	7876	50.2	21.9	113	4684	48.4	13.0	109
NON METRO	20549	7431	21.5	36.2	85	1691	18.4	8.2	72	3631	23.1	17.7	91	2109	21.8	10.3	86
TOP 5 ADI'S	18341	7687	22.2	41.9	98	2161	23.5	11.8	104	3517	22.4	19.2	99	2009	20.8	11.0	92
TOP 10 ADI'S	25378	10976	31.7	43.3	101	2914	31.6	11.5	101	5066	32.3	20.0	103	2995	30.9	11.8	99
TOP 20 ADI'S	36488	16178	46.8	44.3	104	4249	46.1	11.6	102	7264	46.3	19.9	103	4665	48.2	12.8	107
HSMD INC. \$50,000 OR MORE	6612	3588	10.4	54.3	127	1119	12.2	16.9	149	1412	9.0	21.4	110	1057	10.9	16.0	134
\$40,000 OR MORE	12659	6485	18.7	51.2	120	2012	21.9	15.9	140	2650	16.9	20.9	108	1824	18.8	14.4	121
\$30,000 OR MORE	24698	12316	35.6	49.9	117	3680	40.0	14.9	131	5477	34.9	22.2	114	3158	32.6	12.8	107
\$25,000 OR MORE	32077	15869	45.9	49.5	116	4820	52.3	15.0	132	7038	44.8	21.9	113	4011	41.4	12.5	105
\$20,000 - \$24,999	9144	3586	10.4	39.2	92	787	8.5	8.6	76	1746	11.1	19.1	98	1053	10.9	11.5	96
\$15,000 - \$19,999	8728	3468	10.0	39.7	93	864	9.4	9.9	87	1615	10.3	18.5	95	990	10.2	11.3	95
\$10,000 - \$14,999	12562	5330	15.4	42.4	99	1403	15.2	11.2	98	2398	15.3	19.1	98	1530	15.8	12.2	102
UNDER \$10,000	18475	6337	18.3	34.3	80	1336	14.5	7.2	64	2905	18.5	15.7	81	2096	21.7	11.3	95
HOUSEHOLD OF 1 PERSON	11987	4343	12.6	36.2	85	714	7.8	6.0	52	2000	12.7	16.7	86	1628	16.8	13.6	114
2 PEOPLE	26577	11319	32.7	42.6	100	2099	22.8	7.9	69	5703	36.3	21.5	111	3516	36.3	13.2	111
3 OR 4 PEOPLE	30617	13816	39.9	45.1	106	4416	48.0	14.4	127	5889	37.5	19.2	99	3512	36.3	11.5	96
5 OR MORE PEOPLE	11804	5113	14.8	43.3	101	1980	21.5	16.8	148	2109	13.4	17.9	92	1023	10.6	8.7	73
NO CHILD IN HSMD	46165	19551	56.5	42.4	99	4012	43.6	8.7	76	9261	59.0	20.1	103	6278	64.9	13.6	114
CHILD(REN) UNDER 2 YRS	5325	2008	5.8	37.7	88	686	7.5	12.9	113	845	5.4	15.9	82	*477	4.9	9.0	75
2 - 5 YEARS	14221	5990	17.3	42.1	99	2022	22.0	14.2	125	2467	15.7	17.3	89	1501	15.5	10.6	88
6 - 11 YEARS	15117	6278	18.1	41.5	97	2203	23.9	14.6	128	2645	16.8	17.5	90	1430	14.8	9.5	79
12 - 17 YEARS	16611	7585	21.9	45.7	107	2796	30.4	16.8	148	3276	20.9	19.7	102	1513	15.6	9.1	76
RESIDENCE OWNED	55884	27053	78.2	48.4	113	6849	74.4	12.3	108	12573	80.1	22.5	116	7631	78.8	13.7	114
VALUE: \$50,000 OR MORE	31744	16310	47.2	51.4	120	4316	46.9	13.6	120	7359	46.9	23.2	120	4636	47.9	14.6	122
VALUE: UNDER \$50,000	24140	10743	31.1	44.5	104	2533	27.5	10.5	92	5215	33.2	21.6	111	2995	30.9	12.4	104

			TOTAL U.S. '000	USED TRASH CAN LINERS				HEAVY USERS 13 OR MORE LINERS				MEDIUM USERS 5-12				LIGHT USERS 1 - 4			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEMAKERS			80986	34590	100.0	42.7	100	9208	100.0	11.4	100	15701	100.0	19.4	100	9680	100.0	12.0	100
MAGAZINES	QUINTILE 1	15799	7912	22.9	50.1	117	2355	25.6	14.9	131	3544	22.6	22.4	116	2012	20.8	12.7	107	
	QUINTILE 2	17259	7797	22.5	45.2	106	2055	22.3	11.9	105	3462	22.0	20.1	103	2280	23.6	13.2	111	
	QUINTILE 3	13545	5796	16.8	42.8	100	1732	18.8	12.8	112	2505	16.0	18.5	95	1560	16.1	11.5	96	
	QUINTILE 4	15133	6164	17.8	40.7	95	1647	17.9	10.9	96	2680	17.1	17.7	91	1837	19.0	12.1	102	
	QUINTILE 5	19250	6921	20.0	36.0	84	1419	15.4	7.4	65	3510	22.4	18.2	94	1991	20.6	10.3	87	
NEWSPAPERS	QUINTILE 1	12413	6105	17.6	49.2	115	1776	19.3	14.3	126	2642	16.8	21.3	110	1687	17.4	13.6	114	
	QUINTILE 2	24116	11500	33.2	47.7	112	3167	34.4	13.1	116	5288	33.7	21.9	113	3046	31.5	12.6	106	
	QUINTILE 3	11261	5038	14.6	44.7	105	1499	16.3	13.3	117	2357	15.0	20.9	108	1183	12.2	10.5	88	
	QUINTILE 4	20255	7793	22.5	38.5	90	1971	21.4	9.7	86	3304	21.0	16.3	84	2518	26.0	12.4	104	
	QUINTILE 5	12940	4154	12.0	32.1	75	796	8.6	6.2	54	2111	13.4	16.3	84	1247	12.9	9.6	81	
OUTDOOR	QUINTILE 1	14852	6444	18.6	43.4	102	1815	19.7	12.2	107	2845	18.1	19.2	99	1784	18.4	12.0	100	
	QUINTILE 2	15725	6510	18.8	41.4	97	1547	16.8	9.8	87	3134	20.0	19.9	103	1829	18.9	11.6	97	
	QUINTILE 3	16330	7203	20.8	44.1	103	2025	22.0	12.4	109	3172	20.2	19.4	100	2005	20.7	12.3	103	
	QUINTILE 4	16744	7210	20.8	43.1	101	2107	22.9	12.6	111	3037	19.3	18.1	94	2066	21.3	12.3	103	
	QUINTILE 5	17334	7223	20.9	41.7	98	1714	18.6	9.9	87	3513	22.4	20.3	105	1996	20.6	11.5	96	
RADIO-DRIVE TIME	QUINTILE 1	15911	7054	20.4	44.3	104	1839	20.0	11.6	102	3237	20.6	20.3	105	1977	20.4	12.4	104	
	QUINTILE 2	14837	6660	19.3	44.9	105	1759	19.1	11.9	104	2950	18.8	19.9	103	1951	20.2	13.1	110	
	QUINTILE 3	15339	6398	18.5	41.7	98	1641	17.8	10.7	94	2937	18.7	19.1	99	1820	18.8	11.9	99	
	QUINTILE 4	16723	7090	20.5	42.4	99	2149	23.3	12.9	113	3108	19.8	18.6	96	1833	18.9	11.0	92	
	QUINTILE 5	18176	7388	21.4	40.6	95	1820	19.8	10.0	88	3470	22.1	19.1	98	2098	21.7	11.5	97	
RADIO-MID- DAY	TERCILE 1	21020	9222	26.7	43.9	103	2402	26.1	11.4	101	4237	27.0	20.2	104	2582	26.7	12.3	103	
	TERCILE 2	21610	9681	28.0	44.8	105	2873	31.2	13.3	117	4372	27.8	20.2	104	2436	25.2	11.3	94	
	TERCILE 3	38355	15687	45.4	40.9	96	3933	42.7	10.3	90	7093	45.2	18.5	95	4661	48.2	12.2	102	
RADIO-TOTAL	QUINTILE 1	15988	6944	20.1	43.4	102	1857	20.2	11.6	102	3167	20.2	19.8	102	1920	19.8	12.0	100	
	QUINTILE 2	15626	6877	19.9	44.0	103	1756	19.1	11.2	99	3097	19.7	19.8	102	2024	20.9	13.0	108	
	QUINTILE 3	16723	7422	21.5	44.4	104	2139	23.2	12.8	112	3297	21.0	19.7	102	1986	20.5	11.9	99	
	QUINTILE 4	16342	6767	19.6	41.4	97	1843	20.0	11.3	99	3042	19.4	18.6	96	1882	19.4	11.5	96	
	QUINTILE 5	16306	6580	19.0	40.4	94	1614	17.5	9.9	87	3099	19.7	19.0	98	1868	19.3	11.5	96	
TV-PRIME TIME	QUINTILE 1	15953	6804	19.7	42.7	100	1749	19.0	11.0	96	3033	19.3	19.0	98	2022	20.9	12.7	106	
	QUINTILE 2	16137	7284	21.1	45.1	106	2223	24.1	13.8	121	3244	20.7	20.1	104	1816	18.8	11.3	94	
	QUINTILE 3	16420	7266	21.0	44.3	104	2241	24.3	13.6	120	3211	20.5	19.6	101	1814	18.7	11.0	92	
	QUINTILE 4	16687	7167	20.7	42.9	101	1638	17.8	9.8	86	3447	22.0	20.7	107	2082	21.5	12.5	104	
	QUINTILE 5	15789	6069	17.5	38.4	90	1357	14.7	8.6	76	2766	17.6	17.5	90	1946	20.1	12.3	103	
TV-DAYTIME	TERCILE 1	27736	11351	32.8	40.9	96	3316	36.0	12.0	105	4863	31.0	17.5	90	3172	32.8	11.4	96	
	TERCILE 2	26489	11552	33.4	43.6	102	3084	33.5	11.6	102	5379	34.3	20.3	105	3089	31.9	11.7	98	
	TERCILE 3	26761	11687	33.8	43.7	102	2809	30.5	10.5	92	5459	34.8	20.4	105	3419	35.3	12.8	107	
TV-TOTAL	QUINTILE 1	16345	6658	19.2	40.7	95	1842	20.0	11.3	99	2911	18.5	17.8	92	1906	19.7	11.7	98	
	QUINTILE 2	16447	7459	21.6	45.4	106	2142	23.3	13.0	115	3399	21.6	20.7	107	1918	19.8	11.7	98	
	QUINTILE 3	15980	7005	20.3	43.8	103	2119	23.0	13.3	117	3076	19.6	19.2	99	1811	18.7	11.3	95	
	QUINTILE 4	15887	6978	20.2	43.9	103	1797	19.5	11.3	99	3171	20.2	20.0	103	2010	20.8	12.7	106	
	QUINTILE 5	16326	6490	18.8	39.8	93	1309	14.2	8.0	71	3146	20.0	19.3	99	2036	21.0	12.5	104	
MAGAZINES-NEWSPAPERS: DUAL			20721	10440	30.2	50.4	118	3067	33.3	14.8	130	4546	29.0	21.9	113	2827	29.2	13.6	114
MAGAZINE IMPERATIVE			19186	8042	23.2	41.9	98	2218	24.1	11.6	102	3690	23.5	19.2	99	2135	22.1	11.1	93
NEWSPAPER IMPERATIVE			21899	9652	27.9	44.1	103	2650	28.8	12.1	106	4461	28.4	20.4	105	2541	26.3	11.6	97
MAGAZINES-OUTDOOR: DUAL			15451	7262	21.0	47.0	110	1852	20.1	12.0	105	3522	22.4	22.8	118	1888	19.5	12.2	102
MAGAZINE IMPERATIVE			25953	11882	34.4	45.8	107	3504	38.1	13.5	119	5042	32.1	19.4	100	3335	34.5	12.9	108
OUTDOOR IMPERATIVE			24400	9355	27.0	38.3	90	2472	26.8	10.1	89	4115	26.2	16.9	87	2768	28.6	11.3	95
MAGAZINES-RADIO: DUAL			18049	8401	24.3	46.5	109	2417	26.2	13.4	118	3683	23.5	20.4	105	2301	23.8	12.7	107
MAGAZINE IMPERATIVE			23571	10851	31.4	46.0	108	3078	33.4	13.1	115	4811	30.6	20.4	105	2963	30.6	12.6	105
RADIO IMPERATIVE			23278	9416	27.2	40.5	95	2331	25.3	10.0	88	4320	27.5	18.6	96	2764	28.6	11.9	99
MAGAZINES-TELEVISION: DUAL			15459	7314	21.1	47.3	111	2304	25.0	14.9	131	3189	20.3	20.6	106	1821	18.8	11.8	99
MAGAZINE IMPERATIVE			25829	11886	34.4	46.0	108	3190	34.6	12.4	109	5363	34.2	20.8	107	3333	34.4	12.9	108
TELEVISION IMPERATIVE			26039	10337	29.9	39.7	93	2711	29.4	10.4	92	4673	29.8	17.9	93	2953	30.5	11.3	95
NEWSPAPERS-OUTDOOR: DUAL			16605	8172	23.6	49.2	115	2361	25.6	14.2	125	3841	24.5	23.1	119	1969	20.3	11.9	99
NEWSPAPER IMPERATIVE			26834	12542	36.3	46.7	109	3554	38.6	13.2	116	5547	35.3	20.7	107	3442	35.6	12.8	107
OUTDOOR IMPERATIVE			23346	8572	24.8	36.7	86	2027	22.0	8.7	76	3844	24.5	16.5	85	2700	27.9	11.6	97
NEWSPAPERS-RADIO: DUAL			17133	8263	23.9	48.2	113	2185	23.7	12.8	112	3749	23.9	21.9	113	2329	24.1	13.6	114
NEWSPAPER IMPERATIVE			25892	12212	35.3	47.2	110	3606	39.2	13.9	122	5534	35.2	21.4	110	3072	31.7	11.9	99
RADIO IMPERATIVE			23167	9080	26.3	39.2	92	2323	25.2	10.0	88	4118	26.2	17.8	92	2639	27.3	11.4	95
NEWSPAPERS-TELEVISION: DUAL			17159	8550	24.7	49.8	117	2496	27.1	14.5	128	3780	24.1	22.0	114	2274	23.5	13.3	111
NEWSPAPER IMPERATIVE			26214	12145	35.1	46.3	108	3255	35.3	12.4	109	5655	36.0	21.6	111	3235	33.4	12.3	103
TELEVISION IMPERATIVE			23412	8592	24.8	36.7	86	2309	25.1	9.9	87	3850	24.5	16.4	85	2433	25.1	10.4	87
OUTDOOR-RADIO: DUAL			15303	6811	19.7	44.5	104	1854	20.1	12.1	107	2873	18.3	18.8	97	2085	21.5	13.6	114
OUTDOOR IMPERATIVE			24901	10355	29.9	41.6	97	2722	29.6	10.9	96	4898	31.2	19.7	101	2735	28.3	11.0	92
RADIO IMPERATIVE			26492	11534	33.3	43.5	102	3150	34.2	11.9	105	5311	33.8	20.0	103	3073	31		

	TOTAL U.S. '000	USED TRASH CAN LINERS				HEAVY USERS 13 OR MORE LINERS				MEDIUM USERS 5-12				LIGHT USERS 1-4			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	34590	100.0	42.7	100	9208	100.0	11.4	100	15701	100.0	19.4	100	9680	100.0	12.0	100
ATLANTIC MONTHLY	415	*263	0.8	63.4	148	**39	0.4	9.4	83	**144	0.9	34.7	179	**80	0.8	19.3	161
BARRON'S	453	*241	0.7	53.2	125	**95	1.0	21.0	184	**88	0.6	19.4	100	**58	0.6	12.8	107
BETTER HOMES & GARDENS	16256	8070	23.3	49.6	116	2252	24.5	13.9	122	3561	22.6	21.8	112	2277	23.5	14.0	117
BOW APPELIT	2535	1180	3.4	46.5	109	295	3.2	11.6	102	559	3.6	22.1	114	326	3.4	12.9	108
BUSINESS WEEK	1278	595	1.7	46.6	109	*183	2.0	14.3	126	*240	1.5	18.8	97	*172	1.8	13.5	111
CAR AND DRIVER	378	*131	0.4	34.7	81	**21	0.2	5.6	49	**71	0.5	18.8	97	**40	0.4	10.6	89
CBS MAGAZINE NETWORK (GROSS)	1498	580	1.7	38.7	91	*147	1.6	9.8	86	252	1.6	16.8	87	*180	1.9	12.0	101
CHANGING TIMES	1505	796	2.3	52.9	124	*203	2.2	13.5	119	440	2.8	29.2	151	*153	1.6	10.2	85
COLONIAL HOMES	1231	647	1.9	52.6	123	*149	1.6	12.1	106	343	2.2	27.9	144	*156	1.6	12.7	106
CONDE NAST MAG. PKG. (GROSS)	14146	5973	17.3	42.2	99	1916	20.8	13.5	119	2454	15.6	17.3	89	1602	16.5	11.3	95
CONSUMERS DIGEST	1323	705	2.0	53.3	125	*227	2.5	17.2	151	309	2.0	23.4	120	*169	1.7	12.8	107
COSMOPOLITAN	7102	3172	9.2	44.7	105	1140	12.4	16.1	141	1306	8.3	18.4	95	726	7.5	10.2	86
COUNTRY LIVING	2481	1070	3.1	43.1	101	358	3.9	14.4	127	542	3.5	21.8	113	*170	1.8	6.9	57
CUSHING	1472	708	2.0	48.1	113	*196	2.1	13.3	117	312	2.0	21.2	109	*200	2.1	13.6	114
CYCLE WORLD	425	*181	0.5	42.6	100	**25	0.3	5.9	52	**69	0.4	16.2	84	**87	0.9	20.5	171
DCI:CREATIVE IDEAS FOR LIV	2510	1196	3.5	47.6	112	416	4.5	16.6	146	428	2.7	17.1	88	353	3.6	14.1	118
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2991	8.6	44.7	95	899	9.8	13.4	118	1249	8.0	18.7	96	843	8.7	12.6	105
DISCOVER	894	370	1.1	41.4	107	**78	0.8	8.7	77	*182	1.2	20.4	105	**110	1.1	12.3	103
EBONY	3507	1263	3.7	36.0	84	406	4.4	11.6	102	500	3.2	14.3	74	357	3.7	10.2	85
ESQUIRE	1083	420	1.2	38.8	91	*140	1.5	12.9	114	*185	1.2	17.1	88	**95	1.0	8.8	73
ESSENCE	1830	749	2.2	40.9	96	253	2.7	13.8	122	270	1.7	14.8	76	226	2.3	12.3	103
FAMILY CIRCLE	15930	7730	22.3	48.5	114	2231	24.2	14.0	123	3560	22.7	22.3	115	1939	20.0	12.2	102
THE FAMILY HANDYMAN	1126	631	1.8	56.0	131	*187	2.0	16.6	146	316	2.0	28.1	145	*128	1.3	11.4	95
FAMILY WEEKLY	11468	5299	15.3	46.2	108	1430	15.5	12.5	110	2273	14.5	19.8	102	1596	16.5	13.9	116
FIELD & STREAM	2234	1129	3.3	50.5	118	*300	3.3	13.4	118	544	3.5	24.4	126	*285	2.9	12.8	107
FOOD & WINE	579	*186	0.5	32.1	75	**37	0.4	6.4	56	**86	0.5	14.9	77	**62	0.6	10.7	90
FORBES	728	411	1.2	56.5	132	*154	1.7	21.2	186	*142	0.9	19.5	101	**115	1.2	15.8	132
FORTUNE	906	467	1.4	51.5	121	*120	1.3	13.2	116	*202	1.3	22.3	115	*145	1.5	16.0	134
GENTLEMEN'S QUARTERLY	791	308	0.9	38.9	91	**90	1.0	11.4	100	*145	0.9	18.3	95	**73	0.8	9.2	77
GLAMOUR	5265	2212	6.4	42.0	98	716	7.8	13.6	120	920	5.9	17.5	90	576	6.0	10.9	92
GOLF DIGEST	636	417	1.2	65.6	154	**86	0.9	13.5	119	*239	1.5	37.6	194	**93	1.0	14.6	122
GOLF DIGEST/TENNIS (GROSS)	1186	645	1.9	54.4	127	*146	1.6	12.3	108	318	2.0	26.8	138	*182	1.9	15.3	128
GOLF MAGAZINE	441	*212	0.6	48.1	113	**54	0.6	12.2	108	**83	0.5	18.8	97	**75	0.8	17.0	142
GOLF MAGAZINE/SKI (GROSS)	922	397	1.1	43.1	101	*80	0.9	8.7	76	*167	1.1	18.1	93	*151	1.6	16.4	137
GOOD HOUSEKEEPING	16487	7897	22.8	47.9	112	2096	22.8	12.7	112	3548	22.6	21.5	111	2253	23.3	13.7	114
HARPER'S BAZAAR	2423	1097	3.2	45.3	106	355	3.9	14.7	129	490	3.1	20.2	104	252	2.6	10.4	87
HEALTH	1994	894	2.6	44.8	105	*232	2.5	11.6	102	435	2.8	21.8	113	*228	2.4	11.4	96
HEARST MAG CORP. BUY (GROSS)	44101	20934	60.5	47.5	111	6107	66.3	13.8	122	9409	59.9	21.3	110	5417	56.0	12.3	103
HEARST MAN POWER (GROSS)	1993	1013	2.9	50.8	119	*288	3.1	14.5	127	424	2.7	21.3	110	301	3.1	15.1	126
HEARST WOMAN POWER (GROSS)	31274	14736	42.6	47.1	110	4286	46.5	13.7	121	6589	42.0	21.1	109	3861	39.9	12.3	103
HOUSE BEAUTIFUL	3623	1800	5.2	49.7	116	551	6.0	15.2	134	756	4.8	20.9	108	494	5.1	13.6	114
INC.	283	**127	0.4	44.9	105	*43	0.5	15.2	134	**41	0.3	14.5	75	**43	0.4	15.2	127
JET	2928	1031	3.0	35.2	82	291	3.2	9.9	87	414	2.6	14.1	73	326	3.4	11.1	93
LADIES' HOME JOURNAL	11918	5864	17.0	49.2	115	1803	19.6	15.1	133	2507	16.0	21.0	109	1554	16.1	13.0	109
LHJ FAMILY GRP COMBO(GROSS)	16764	8188	23.7	48.8	114	2465	26.8	14.7	129	3621	23.1	21.6	111	2102	21.7	12.5	105
LIFE	4254	1897	5.5	44.6	104	664	7.2	15.6	137	686	4.4	16.1	83	547	5.7	12.9	108
L.A. TIMES HOME MAGAZINE	1145	533	1.5	46.6	109	*168	1.8	14.7	129	*207	1.3	18.1	93	*158	1.6	13.8	115
MADEMOISELLE	2884	1234	3.6	42.8	100	366	4.0	12.7	112	561	3.6	19.5	100	307	3.2	10.6	89
MC CALL'S	13460	6415	18.5	47.7	112	1805	19.6	13.4	118	2733	17.4	20.3	105	1877	19.4	13.9	117
MC CALL'S/MRK MOTHER (GROSS)	14606	7028	20.3	48.1	113	1974	21.4	13.5	119	3085	19.6	21.1	109	1968	20.3	13.5	113
MECHANIX ILLUSTRATED	772	432	1.2	56.0	131	*146	1.6	18.9	166	*170	1.1	22.0	114	*117	1.2	15.2	127
METROPOLITAN HOME	967	474	1.4	49.0	115	*162	1.8	16.8	147	*226	1.4	23.4	121	*85	0.9	8.8	74
MONEY	1588	845	2.4	53.2	125	*189	2.1	11.9	105	348	2.2	21.9	113	308	3.2	19.4	166
MOTHER EARTH NEWS	1002	475	1.4	47.4	111	*151	1.6	15.1	133	*174	1.1	17.4	90	*150	1.5	15.0	125
MS.	825	401	1.2	48.6	114	**99	1.1	12.0	106	*166	1.1	20.1	104	**137	1.4	16.6	139
NATIONAL ENQUIRER	10336	4601	13.3	44.5	104	1523	16.5	14.7	130	2048	13.0	19.8	102	1030	10.6	10.0	83
NATIONAL GEOGRAPHIC	9597	4720	13.6	49.2	115	1203	13.1	12.5	110	2111	13.4	22.0	113	1406	14.5	14.7	123
NATIONAL SUNDAY MAGAZINE PKG	49558	23285	67.3	47.0	110	6634	72.0	13.4	118	10269	65.4	20.7	107	6382	65.9	12.9	108
NATURAL HISTORY	573	308	0.9	53.8	126	*70	0.8	12.2	107	*62	0.4	10.8	56	*176	1.8	30.7	257
NEW WOMAN	1699	681	2.0	40.1	94	*222	2.4	13.1	115	324	2.1	19.1	98	*135	1.4	7.9	66
NEW YORK INCLUDING CUE	443	*132	0.4	29.8	70	**41	0.4	9.3	81	**63	0.4	14.2	73	**28	0.3	6.3	53
THE NEW YORKER	1270	582	1.7	45.8	107	*167	1.8	13.1	116	251	1.6	19.8	102	*165	1.7	13.0	109
NEWSWEEK	6277	2998	8.7	47.8	112	803	8.7	12.8	113	1318	8.4	21.0	108	876	9.0	14.0	117
THE N.Y. TIMES DAILY EDITION	1205	523	1.5	43.4	102	*206	2.2	17.1	150	*194	1.2	16.1	83	*123	1.3	10.2	85
THE N.Y. TIMES MAGAZINE	2081	986	2.9	47.4	111	356	3.9	17.1	150	387	2.5	18.6	96	*242	2.5	11.6	97
OMNI	788	379	1.1	48.1	113	*132	1.4	16.8	147	*165	1.1	20.9	108	*82	0.8	10.4	87
ON CABLE	1158	614	1.8	53.0	124	*225	2.4	19.4	171	*192	1.2	16.6	86	*196	2.0	16.9	142
1001 HOME IDEAS	2852	1430	4.1	50.1	117	430	4.7	15.1	133	679	4.3	23.8	123	321	3.3	11.3	94
ORGANIC GARDENING	1658	866	2.5	52.2	122	*160	1.7	9.7	85	395	2.5	23.8	123	*310	3.2	18.7	156
OUTDOOR LIFE	896	449	1.3	50.1	117	*116	1.3	12.9	114	*201	1.3	22.4	116	*131	1.4	14.6	122
PARADE MAGAZINE	24275	11168	32.3	46.0	108	3094	33.6	12.7	112	4964	31.6	20.4	105	3110	32.1	12.8	107

	TOTAL U.S. '000	USED TRASH CAN LINERS				HEAVY USERS 13 OR MORE LINERS				MEDIUM USERS 5-12 LINERS				LIGHT USERS 1-4 LINERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	34590	100.0	42.7	100	9208	100.0	11.4	100	15701	100.0	19.4	100	9680	100.0	12.0	100
PARENTS	3845	1528	4.4	39.7	93	408	4.4	10.6	93	710	4.5	18.5	95	410	4.2	10.7	89
PENTHOUSE	831	358	1.0	43.1	101	**83	0.9	10.0	88	*188	1.2	22.6	117	**86	0.9	10.3	87
PEOPLE	11645	5369	15.5	46.1	108	1681	18.3	14.4	127	2345	14.9	20.1	104	1343	13.9	11.5	96
PLAYBOY	2006	958	2.8	47.8	112	334	3.6	16.7	146	389	2.5	19.4	100	*235	2.4	11.7	98
POPULAR HOT RODDING	297	**107	0.3	36.0	84	**6	0.1	2.0	18	**63	0.4	21.2	109	**39	0.4	13.1	110
POPULAR MECHANICS	1018	558	1.6	54.8	128	**149	1.6	14.6	129	*229	1.5	22.5	116	*180	1.9	17.7	148
POPULAR SCIENCE	878	470	1.4	53.5	125	**122	1.3	13.9	122	*195	1.2	22.2	115	*153	1.6	17.4	146
PREVENTION	3913	2012	5.8	51.4	120	433	4.7	11.1	97	976	6.2	24.9	129	603	6.2	15.4	129
PSYCHOLOGY TODAY	1710	834	2.4	48.8	114	*281	3.1	16.4	145	366	2.3	21.4	110	*187	1.9	10.9	91
READER'S DIGEST	22204	10639	30.8	47.9	112	2681	29.1	12.1	106	4765	30.3	21.5	111	3192	33.0	14.4	120
REDBOOK	7684	3667	10.6	47.7	112	1050	11.4	13.7	120	1735	11.1	22.6	116	883	9.1	11.5	96
ROAD & TRACK	410	*166	0.5	40.5	95	*35	0.4	8.5	75	*101	0.6	24.6	127	*31	0.3	7.6	63
ROLLING STONE	969	480	1.4	49.5	116	*151	1.6	15.6	137	*178	1.1	18.4	95	*151	1.6	15.6	130
RUNNER'S WORLD	298	*110	0.3	36.9	86	*16	0.2	5.4	47	*69	0.4	23.2	119	*24	0.2	8.1	67
SATURDAY EVENING POST	1169	581	1.7	49.7	116	*107	1.2	9.2	81	287	1.8	24.6	127	*188	1.9	16.1	135
SCIENCE 84	587	354	1.0	60.3	141	*110	1.2	18.7	165	*216	1.4	36.8	190	**29	0.3	4.9	41
SCIENCE DIGEST	482	*234	0.7	48.5	114	*71	0.8	14.7	130	*101	0.6	21.0	108	*62	0.6	12.9	108
SCIENTIFIC AMERICAN	594	362	1.0	60.9	143	*107	1.2	18.0	158	*177	1.1	29.8	154	*79	0.8	13.3	111
SELF	2089	785	2.3	37.6	88	310	3.4	14.8	131	267	1.7	12.8	66	*209	2.2	10.0	84
SEVENTEEN	2411	1097	3.2	45.5	107	355	3.9	14.7	130	465	3.0	19.3	99	*277	2.9	11.5	96
SKI	480	*185	0.5	38.5	90	*26	0.3	5.4	48	*83	0.5	17.3	89	*76	0.8	15.8	132
SMITHSONIAN	2760	1350	3.9	48.9	115	292	3.2	10.6	93	564	3.6	20.4	105	494	5.1	17.9	150
SOAP OPERA DIGEST	3013	1312	3.8	43.5	102	480	5.2	15.9	140	505	3.2	16.8	86	327	3.4	10.9	91
SOUTHERN LIVING	4184	1795	5.2	42.9	100	484	5.3	11.6	102	821	5.2	19.6	101	490	5.1	11.7	98
SPORT	559	*202	0.6	36.1	85	*60	0.7	10.7	94	*119	0.8	21.3	110	**23	0.2	4.1	34
THE SPORTING NEWS	436	*211	0.6	48.4	113	*59	0.6	13.5	119	*93	0.6	21.3	110	*59	0.6	13.5	113
SPORTS AFIELD	493	*221	0.6	44.8	105	*68	0.7	13.8	121	*94	0.6	19.1	98	*58	0.6	11.8	98
SPORTS ILLUSTRATED	2758	1415	4.1	51.3	120	445	4.8	16.1	142	642	4.1	23.3	120	328	3.4	11.9	99
STAR	7456	3278	9.5	44.0	103	1150	12.5	15.4	136	1418	9.0	19.0	98	710	7.3	9.5	80
SUNDAY	24936	12061	34.9	48.4	113	3370	36.6	13.5	119	5503	35.0	22.1	114	3189	32.9	12.8	107
SUNSET	2124	1025	3.0	48.3	113	*249	2.7	11.7	103	366	2.3	17.2	89	410	4.2	19.3	161
TV GUIDE	21661	9618	27.8	44.4	104	2809	30.5	13.0	114	4167	26.5	19.2	99	2642	27.3	12.2	102
TENNIS	550	*228	0.7	41.5	97	*60	0.7	10.9	96	*79	0.5	14.4	74	*89	0.9	16.2	135
TIME	8880	4429	12.8	49.9	117	1405	15.3	15.8	139	1810	11.5	20.4	105	1214	12.5	13.7	114
TOWN & COUNTRY	917	492	1.4	53.7	126	*96	1.0	10.5	92	238	1.5	26.0	134	*158	1.6	17.2	144
TRAVEL & LEISURE	972	519	1.5	53.4	125	*144	1.6	14.8	130	*207	1.3	21.3	110	*167	1.7	17.2	144
TRUE STORY	3356	1321	3.8	39.4	92	410	4.5	12.2	107	683	4.4	20.4	105	229	2.4	6.8	57
U.S. NEWS & WORLD REPORT	3410	1709	4.9	50.1	117	422	4.6	12.4	109	754	4.8	22.1	114	533	5.5	15.6	131
USA TODAY	1759	886	2.6	50.4	118	297	3.2	16.9	149	373	2.4	21.2	109	216	2.2	12.3	103
US	1873	835	2.4	44.6	104	*237	2.6	12.7	111	377	2.4	20.1	104	*221	2.3	11.8	99
VOGUE	3909	1742	5.0	44.6	104	525	5.7	13.4	118	707	4.5	18.1	93	511	5.3	13.1	109
HALL STREET JOURNAL	1886	987	2.9	52.3	123	*257	2.8	13.6	120	369	2.4	19.6	101	361	3.7	19.1	160
HEIGHT WATCHERS	2120	1086	3.1	51.2	120	345	3.7	16.3	143	469	3.0	22.1	114	*272	2.8	12.8	107
WOMAN'S DAY	14172	6734	19.5	47.5	111	1802	19.6	12.7	112	3122	19.9	22.0	114	1811	18.7	12.8	107
WORKING MOTHER	1146	613	1.8	53.5	125	*169	1.8	14.7	130	352	2.2	30.7	158	*91	0.9	7.9	66
WORKING WOMAN	1322	728	2.1	55.1	129	234	2.5	17.7	156	327	2.1	24.7	128	*167	1.7	12.6	106
WORLD TENNIS	*163	**57	0.2	35.0	82	*13	0.1	8.0	70	*23	0.1	14.1	73	*21	0.2	12.9	108
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1237	3.6	48.9	114	354	3.8	14.0	123	485	3.1	19.2	99	399	4.1	15.8	132
BLAIR INSERTS	43657	20665	59.7	47.3	111	5950	64.6	13.6	120	9137	58.2	20.9	108	5579	57.6	12.8	107
DAILY NEWSPAPERS																	
READ ANY	51633	23635	68.3	45.8	107	6604	71.7	12.8	112	10610	67.6	20.5	106	6421	66.3	12.4	104
READ ONE	43463	19848	57.4	45.7	107	5552	60.3	12.8	112	8894	56.6	20.5	106	5402	55.8	12.4	104
READ TWO OR MORE	8170	3787	10.9	46.4	109	1052	11.4	12.9	113	1716	10.9	21.0	108	1019	10.5	12.5	104
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	24551	71.0	46.6	109	6888	74.8	13.1	115	10990	70.0	20.9	108	6674	68.9	12.7	106
READ ONE	46126	21141	61.1	45.8	107	5854	63.6	12.7	112	9580	61.0	20.8	107	5707	59.0	12.4	104
READ TWO OR MORE	6552	3410	9.9	52.0	122	1034	11.2	15.8	139	1409	9.0	21.5	111	966	10.0	14.7	123
OUTDOOR																	
100 SHNG - 30 DAY AV FREQ	27.55	28.11				27.34				28.65				27.98			
30 DAY REACH	71455	30403	87.9	42.5	100	8248	89.6	11.5	102	13768	87.7	19.3	99	8387	86.6	11.7	98
50 SHNG - 30 DAY AV FREQ	14.56	14.79				14.46				15.05				14.69			
30 DAY REACH	67742	28928	83.6	42.7	100	7798	84.7	11.5	101	13125	83.6	19.4	100	8005	82.7	11.8	99
25 SHNG - 30 DAY AV FREQ	7.94	8.01				7.74				8.31				7.81			
30 DAY REACH	62117	26699	77.2	43.0	101	7285	79.1	11.7	103	11898	75.8	19.2	99	7516	77.6	12.1	101
CABLE TV: HOME WIRED	32077	15438	44.6	48.1	113	4931	53.6	15.4	135	6619	42.2	20.6	106	3888	40.2	12.1	101
HOME NOT WIRED	48909	19152	55.4	39.2	92	4278	46.5	8.7	77	9082	57.8	18.6	96	5792	59.8	11.8	99
HAVE PAY CABLE	15935	7961	23.0	50.0	117	2785	30.2	17.5	154	3436	21.9	21.6	111	1741	18.0	10.9	91

	TOTAL U.S. '000	USED TRASH CAN LINERS				HEAVY USERS 13 OR MORE LINERS				MEDIUM USERS 5-12				LIGHT USERS 1 - 4				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS	80986	34590	100.0	42.7	100	9208	100.0	11.4	100	15701	100.0	19.4	100	9680	100.0	12.0	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	19207	55.5	43.7	102	5124	55.6	11.7	103	8874	56.5	20.2	104	5209	53.8	11.9	99	
10:00 AM - 3:00 PM	30659	13568	39.2	44.3	104	3669	39.8	12.0	105	6264	39.9	20.4	105	3634	37.5	11.9	99	
3:00 PM - 7:00 PM	31045	13820	40.0	44.5	104	3846	41.8	12.4	109	6160	39.2	19.8	102	3814	39.4	12.3	103	
7:00 PM - MIDNIGHT	15767	6662	19.3	42.3	99	1721	18.7	10.9	96	2987	19.0	18.9	98	1954	20.2	12.4	104	
MIDNIGHT - 6:00 AM	9120	4049	11.7	44.4	104	1078	11.7	11.8	104	1776	11.3	19.5	100	1195	12.3	13.1	110	
6:00 AM - MIDNIGHT	58527	25662	74.2	43.8	103	6998	76.0	12.0	105	11651	74.2	19.9	103	7014	72.5	12.0	100	
ENTIRE DAY	59311	25918	74.9	43.7	102	7064	76.7	11.9	105	11768	75.0	19.8	102	7086	73.2	11.9	100	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	7496	21.7	46.4	109	2060	22.4	12.7	112	3408	21.7	21.1	109	2029	21.0	12.5	105	
ALL NEWS	2256	1011	2.9	44.8	105	*259	2.8	11.5	101	419	2.7	18.6	96	334	3.5	14.8	124	
AOR/PROGRESSIVE	3874	1699	4.9	43.9	103	471	5.1	12.2	107	833	5.3	21.5	111	395	4.1	10.2	85	
BEAUTIFUL MUSIC	5660	2741	7.9	48.4	113	768	8.3	13.6	119	1273	8.1	22.5	116	701	7.2	12.4	104	
BLACK	2204	1022	3.0	46.4	109	379	4.1	17.2	151	324	2.1	14.7	76	319	3.3	14.5	121	
CLASSICAL	1418	638	1.8	45.0	105	**121	1.3	8.5	75	289	1.8	20.4	105	*227	2.3	16.0	134	
CHR/ROCK	9538	3879	11.2	40.7	95	1258	13.7	13.2	116	1760	11.2	18.5	95	861	8.9	9.0	76	
COUNTRY	12648	5204	15.0	41.1	96	1509	16.4	11.9	105	2222	14.2	17.6	91	1473	15.2	11.6	97	
GOLDEN OLDIES	1191	318	0.9	26.7	63	**84	0.9	7.1	62	*202	1.3	17.0	87	*332	0.3	2.7	22	
MOR/NOSTALGIA	4757	2176	6.3	45.7	107	563	6.1	11.8	104	903	5.8	19.0	98	711	7.3	14.9	125	
NEWS/TALK	3863	1831	5.3	47.4	111	381	4.1	9.9	87	926	5.9	24.0	124	523	5.4	13.5	113	
RELIGIOUS	3084	1294	3.7	42.0	98	*210	2.3	6.8	60	595	3.8	19.3	100	489	5.1	15.9	133	
SOFT ROCK	521	*227	0.7	43.6	102	**88	1.0	16.9	149	**99	0.6	19.0	98	**40	0.4	7.7	64	
URBAN CONTEMPORARY	1585	537	1.6	33.9	79	*165	1.8	10.4	92	*234	1.5	14.8	76	*138	1.4	8.7	73	
HIRE NETWORKS:																		
ABC CONTEMPORARY	3261	1344	3.9	41.2	96	397	4.3	12.2	107	641	4.1	19.7	101	307	3.2	9.4	79	
ABC DIRECTION	2316	1098	3.2	47.4	111	345	3.7	14.9	131	446	2.8	19.3	99	308	3.2	13.3	111	
ABC ENTERTAINMENT	4834	2048	5.9	42.4	99	611	6.6	12.6	111	978	6.2	20.2	104	458	4.7	9.5	79	
ABC FM	2202	713	2.1	32.4	76	*234	2.5	10.6	93	302	1.9	13.7	71	*177	1.8	8.0	67	
ABC INFORMATION	5425	2483	7.2	45.8	107	504	5.5	9.3	82	1179	7.5	21.7	112	800	8.3	14.7	123	
ABC ROCK	1677	746	2.2	44.5	104	*278	3.0	16.6	146	290	1.8	17.3	89	*178	1.8	10.6	89	
CBS	4430	2065	6.0	46.6	109	459	5.0	10.4	91	869	5.5	19.6	101	737	7.6	16.6	139	
MUTUAL	4992	2401	6.9	48.1	113	678	7.4	13.6	119	986	6.3	19.8	102	737	7.6	14.8	124	
NBC	4679	2201	6.4	47.0	110	500	5.4	10.7	94	1059	6.7	22.6	117	642	6.6	13.7	115	
RADIORADIO	1994	916	2.6	45.9	108	300	3.3	15.0	132	432	2.8	21.7	112	*184	1.9	9.2	77	
RKO ONE	2298	885	2.6	38.5	90	218	2.4	9.5	83	436	2.8	19.0	98	*232	2.4	10.1	84	
RKO TWO	3311	1345	3.9	40.6	95	380	4.1	11.5	101	650	4.1	19.6	101	315	3.3	9.5	80	
THE SOURCE	2114	908	2.6	43.0	101	*239	2.6	11.3	99	495	3.2	23.4	121	*173	1.8	8.2	68	
NON-WIRED : BLAIR	8654	3515	10.2	40.6	95	1134	12.3	13.1	115	1442	9.2	16.7	86	939	9.7	10.9	91	
INTERNET	12025	5201	15.0	43.3	101	1475	16.0	12.3	108	2392	15.2	19.9	103	1334	13.8	11.1	93	
KATZ RADIO GROUP	15359	6800	19.7	44.3	104	1865	20.3	12.1	107	3191	20.3	20.8	107	1745	18.0	11.4	95	
SUPERNET	10628	4853	14.0	45.7	107	1330	14.4	12.5	110	1998	12.7	18.8	97	1525	15.8	14.3	120	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	3646	10.5	42.1	99	990	10.8	11.4	101	1636	10.4	18.9	97	1019	10.5	11.8	98	
WKDAY 9:00 AM - 1:00 PM	12163	4983	14.4	41.0	96	1400	15.2	11.5	101	2191	14.0	18.0	93	1393	14.4	11.5	96	
WKDAY 1:00 PM - 4:30 PM	16150	6581	19.0	40.7	95	1930	21.0	12.0	105	2910	18.5	18.0	93	1740	18.0	10.8	90	
WKDAY 4:30 PM - 7:30 PM	22463	9639	27.9	42.9	100	2622	28.5	11.7	103	4295	27.4	19.1	99	2722	28.1	12.1	101	
WKDAY 7:30 PM - 8:00 PM	31795	13672	39.5	43.0	101	3564	38.7	11.2	99	6213	39.6	19.5	101	3895	40.2	12.3	102	
WKDAY 11:00 PM - 11:30 PM	23977	10547	30.5	44.0	103	3052	33.1	12.7	112	4792	30.5	20.0	103	2704	27.9	11.3	94	
WKDAY 11:30 PM - 1:00 AM	7703	3387	9.8	44.0	103	1086	11.8	14.1	124	1514	9.6	19.7	101	788	8.1	10.2	86	
M-SAT 8-11 PM-SUN 7-11 PM	33800	14743	42.6	43.6	102	4089	44.4	12.1	106	6615	42.1	19.6	101	4039	41.7	11.9	100	
WKDAY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	2720	7.9	41.6	97	961	10.4	14.7	129	1044	6.6	16.0	82	714	7.4	10.9	91
ANOTHER WORLD	A	4620	1881	5.4	40.7	95	515	5.6	11.1	98	902	5.7	19.5	101	463	4.8	10.0	84
AS THE WORLD TURNS	C	5614	2075	6.0	37.0	87	560	6.1	10.0	88	969	6.2	17.3	89	547	5.7	9.7	82
CAPITOL	C	3396	1215	3.5	35.8	84	383	4.2	11.3	99	505	3.2	14.9	77	327	3.4	9.6	81
CBS MORN. NEWS 1	C	1446	563	1.6	38.9	91	110	1.2	7.6	67	299	1.9	20.7	107	154	1.6	10.7	89
CBS MORN. NEWS 2	C	1207	481	1.4	39.9	93	121	1.3	10.0	88	216	1.4	17.9	92	144	1.5	11.9	100
DAYS OF OUR LIVES	N	5877	2544	7.4	43.3	101	724	7.9	12.3	108	1179	7.5	20.1	103	642	6.6	10.9	91
FACTS OF LIFE - DAYTIME	N	2290	885	2.6	38.6	90	191	2.1	8.3	73	413	2.6	18.0	93	280	2.9	12.2	102
FAMILY FEUD	A	3023	1109	3.2	36.7	86	325	3.5	10.8	95	412	2.6	13.6	70	373	3.9	12.3	103
GENERAL HOSPITAL	A	6097	2487	7.2	40.8	96	803	8.7	13.2	116	1076	6.9	17.6	91	607	6.3	10.0	83
GOOD MORNING, AMERICA-730	A	3515	1475	4.3	42.0	98	429	4.7	12.2	107	640	4.1	18.2	94	405	4.2	11.5	96
GOOD MORNING, AMERICA-830	A	2818	1342	3.9	47.6	111	430	4.7	15.3	134	557	3.5	19.8	102	355	3.7	12.6	105
GUIDING LIGHT	C	5339	2070	6.0	38.8	91	596	6.5	11.2	98	885	5.6	16.6	85	589	6.1		

		TOTAL U.S. '000	USED TRASH CAN LINERS				HEAVY USERS 13 OR MORE LINERS				MEDIUM USERS 5-12				LIGHT USERS 1 - 4			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	34590	100.0	42.7	100	9208	100.0	11.4	100	15701	100.0	19.4	100	9680	100.0	12.0	100
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	11302	32.7	43.4	102	2825	30.7	10.8	95	5254	33.5	20.2	104	3223	33.3	12.4	103
NETWORK AFFILIATES - LATE		20261	8859	25.6	43.7	102	2479	26.9	12.2	108	4096	26.1	20.2	104	2284	23.6	11.3	94
INDEPENDENTS - LATE		2076	851	2.5	41.0	96	226	2.5	10.9	96	363	2.3	17.5	90	263	2.7	12.7	106
TV EVENING NTHK 6 PM - 2 AM																		
A TEAM		N 10453	4371	12.6	41.8	98	1297	14.1	12.4	109	1975	12.6	18.9	97	1099	11.4	10.5	88
ABC MONDAY NIGHT MOVIE		A 4412	2701	7.8	42.1	99	712	7.7	11.1	98	1317	8.4	20.5	106	671	6.9	10.5	88
ABC SUNDAY NIGHT MOVIE		A 12407	5338	15.4	43.0	101	1463	15.9	11.8	104	2376	15.1	19.2	99	1500	15.5	12.1	101
ABC WORLD NEWS TONIGHT		A 1176	2913	8.4	47.2	110	821	8.9	13.3	117	1338	8.5	21.7	112	754	7.8	12.2	101
AFTERMASH		C 5863	2788	8.1	47.6	111	786	8.5	13.4	118	1233	7.9	21.0	108	769	7.9	13.1	110
ALICE		C 9594	4247	12.3	44.3	104	1209	13.1	12.6	111	1781	11.3	18.6	96	1257	13.0	13.1	110
AMERICAN PARADE		C 4622	2971	8.6	44.9	105	712	7.7	10.8	95	1280	8.2	19.3	100	978	10.1	14.8	124
BENSON		A 10886	4757	13.8	43.7	102	1359	14.8	12.5	110	2092	13.3	19.2	99	1306	13.5	12.0	100
BLUE THUNDER		A 5036	2178	6.3	43.2	101	588	6.4	11.7	103	915	5.8	18.2	94	675	7.0	13.4	112
CAGNEY & LACEY		C 9965	4520	13.1	45.4	106	1303	14.2	13.1	115	2037	13.0	20.4	105	1180	12.2	11.8	99
CBS EVENING NEWS-DEAN		C 3491	1676	4.8	48.0	112	431	4.7	12.3	109	699	4.5	20.0	103	546	5.6	15.6	131
CBS EVENING NEWS-RATHER		C 7123	3186	9.2	44.7	105	695	7.5	9.8	86	1495	9.5	21.0	108	997	10.3	14.0	117
CBS SAT. NEWS-SCHIEFFER		C 3621	1683	4.9	46.5	109	387	4.2	10.7	94	738	4.7	20.4	105	559	5.8	15.4	129
CBS SATURDAY NIGHT MOVIE		C 5436	2290	6.6	42.1	99	562	6.1	10.3	91	1129	7.2	20.8	107	599	6.2	11.0	92
CBS WEDNESDAY NIGHT MOVIE		C 6100	2493	7.2	40.9	96	582	6.3	9.5	84	1114	7.1	18.3	94	796	8.2	13.0	109
CHEERS		N 8889	4068	11.8	45.8	107	1325	14.4	14.9	131	1805	11.5	20.3	105	938	9.7	10.6	88
DALLAS		C 22109	9281	26.8	42.0	98	2631	28.6	11.9	105	4159	26.5	18.8	97	2491	25.7	11.3	94
DIFF'RENT STROKES		N 6940	2859	8.3	41.2	96	719	7.8	10.4	91	1330	8.5	19.2	99	809	8.4	11.7	98
DOUBLE TROUBLE		N 7223	2896	8.4	40.1	94	784	8.5	10.9	95	1465	9.3	20.3	105	647	6.7	9.0	75
DUCK FACTORY		N 5595	2454	7.1	43.9	103	791	8.6	14.1	124	1073	6.8	19.2	99	590	6.1	10.5	88
DUKES OF HAZZARD		C 5768	2266	6.6	39.3	92	625	6.8	10.8	95	1002	6.4	17.4	90	639	6.6	11.1	93
DYNASTY		A 20053	8862	25.6	44.2	103	2657	28.9	13.2	117	3894	24.8	19.4	100	2311	23.9	11.5	96
FACTS OF LIFE		N 8087	3353	9.7	41.5	97	944	10.3	11.7	103	1573	10.0	19.5	100	836	8.6	10.3	86
FALCON CREST		C 20046	8540	24.7	42.6	100	2447	26.6	12.2	107	3819	24.3	19.1	98	2275	23.5	11.3	95
FALL GUY		A 9084	3782	10.9	41.6	97	1152	12.5	12.7	112	1693	10.8	18.6	96	936	9.7	10.3	86
FAMILY TIES		N 7964	3410	9.9	42.8	100	859	9.3	10.8	95	1786	11.4	22.4	116	765	7.9	9.6	80
FANTASY ISLAND		A 7687	3520	10.2	45.8	107	986	10.7	12.8	113	1596	10.2	20.8	107	938	9.7	12.2	102
FOULUPS, BLEEPS & BLUNDERS		A 8861	3963	11.5	44.7	105	869	9.4	9.8	86	1814	11.6	20.5	106	1279	13.2	14.4	121
FOUR SEASONS		C 5095	2354	6.8	46.2	108	748	8.1	14.7	129	1025	6.5	20.1	104	581	6.0	11.4	95
GIMME A BREAK		N 8838	3835	11.1	43.4	102	870	9.4	9.8	87	2099	13.4	23.7	123	866	8.9	9.8	82
HART TO HART		A 8978	3710	10.7	41.3	97	974	10.6	10.8	95	1692	10.8	18.8	97	1043	10.8	11.6	97
HILL STREET BLUES		N 8590	3985	11.5	46.4	109	1162	12.6	13.5	119	1912	12.2	22.3	115	912	9.4	10.6	89
HOTEL		A 14085	6289	18.2	44.7	105	1842	20.0	13.1	115	2988	19.0	21.2	109	1459	15.1	10.4	87
JEFFERSONS		C 9360	4021	11.6	43.0	101	1208	13.1	12.9	114	1620	10.3	17.3	89	1193	12.3	12.7	107
JENNIFER SLEPT HERE		N 5841	2434	7.0	41.7	98	591	6.4	10.1	89	1060	6.8	18.1	94	784	8.1	13.4	112
KATE & ALLIE		C 9206	3955	11.4	43.0	101	1003	10.9	10.9	96	1784	11.4	19.4	100	1169	12.1	12.7	106
KNIGHT RIDER		N 7076	2914	8.4	41.2	96	851	9.2	12.0	106	1289	8.2	18.2	94	774	8.0	10.9	92
LOVE BOAT		A 12219	5419	15.7	44.3	104	1468	15.9	12.0	106	2460	15.7	20.1	104	1490	15.4	12.2	102
MAGNUM PI		C 11199	4680	13.5	41.8	98	1339	14.5	12.0	105	2039	13.0	18.2	94	1301	13.4	11.6	97
MAMA'S FAMILY		N 6057	2675	7.7	44.2	103	671	7.3	11.1	97	1168	7.4	19.3	99	835	8.6	13.8	115
MASTER, THE		N 3598	1597	4.6	44.4	104	494	5.4	13.7	121	689	4.4	19.1	99	414	4.3	11.5	96
MATT HOUSTON		A 6344	2840	8.2	44.8	105	679	7.4	10.7	94	1327	8.5	20.9	108	834	8.6	13.1	110
NBC MONDAY NIGHT MOVIE		N 11994	5040	14.6	42.0	98	1338	14.5	11.2	98	2512	16.0	20.9	108	1191	12.3	9.9	83
NBC NIGHTLY NEWS		N 5132	2337	6.8	45.5	107	605	6.6	11.8	104	942	6.0	18.4	95	791	8.2	15.4	129
NBC NIGHTLY NEWS-SAT		N 3375	1429	4.1	42.3	99	359	3.9	10.6	94	600	3.8	17.8	92	471	4.9	14.0	117
NBC NIGHTLY NEWS-SUN		N 3130	1459	4.2	46.6	109	*273	3.0	8.7	77	699	4.5	22.3	115	487	5.0	15.6	130
NBC SUNDAY NIGHT MOVIE		N 8284	3514	10.2	42.4	99	891	9.7	10.8	95	1768	11.3	21.3	110	856	8.8	10.3	86
NEWHART		C 9240	3905	11.3	42.3	99	1014	11.0	11.0	97	1740	11.1	18.8	97	1151	11.9	12.5	104
ONE DAY AT A TIME		C 7288	2915	8.4	40.0	94	758	8.2	10.4	91	1287	8.2	17.7	91	869	9.0	11.9	100
PEOPLE ARE FUNNY		N 4855	2065	6.0	42.5	100	536	5.8	11.0	97	973	6.2	20.0	103	556	5.7	11.5	96
REAL PEOPLE		N 8869	3900	11.3	44.0	103	959	10.4	10.8	95	1930	12.3	21.8	112	1011	10.4	11.4	95
REMINGTON STEELE		N 7743	3346	9.7	43.2	101	979	10.6	12.6	111	1536	9.8	19.8	102	832	8.6	10.7	90
RIPLEY'S BELIEVE IT - NOT		A 5345	2289	6.6	42.8	100	702	7.6	13.1	116	956	6.1	17.9	92	631	6.5	11.8	99
RIPTIDE		N 6988	2899	8.4	41.5	97	854	9.3	12.2	107	1253	8.0	17.9	92	792	8.2	11.3	95
SCARECROW & MRS. KING		C 10002	4318	12.5	43.2	101	1071	11.6	10.7	94	2083	13.3	20.8	107	1163	12.0	11.6	97
SIMON & SIMON		C 10638	4416	12.8	41.5	97	1262	13.7	11.9	104	1851	11.8	17.4	90	1303	13.5	12.2	102
60 MINUTES		C 13293	6236	18.0	46.9	110	1499	16.3	11.3	99	2916	18.6	21.9	113	1821	18.8	13.7	115
ST. ELSEWHERE		N 7017	2880	8.3	41.0	96	798	8.7	11.4	100	1363	8.7	19.4	100				

PLASTIC GARBAGE BAGS & TRASH CAN LINERS: TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE PLASTIC GARBAGE BAGS OR TRASH CAN LINERS				PLASTIC GARBAGE BAGS (INDOOR)				PLASTIC TRASH CAN LINERS (OUTDOOR)							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	63373	100.0	78.3	100	49971	100.0	61.7	100	36220	100.0	44.7	100				
18 - 24	9282	6757	10.7	72.8	93	5799	11.6	62.5	101	2936	8.1	31.6	71				
25 - 34	19072	15595	24.6	81.8	104	12949	25.9	67.9	110	7899	21.8	41.4	93				
35 - 44	14591	11596	18.3	79.5	102	9101	18.2	62.4	101	6828	18.9	46.8	105				
45 - 54	11345	9463	14.9	83.4	107	7173	14.4	63.2	102	5735	15.8	50.6	113				
55 - 64	11635	9127	14.4	78.4	100	7139	14.3	61.4	99	5870	16.2	50.5	113				
65 OR OLDER	15061	10836	17.1	71.9	92	7809	15.6	51.8	84	6951	19.2	46.2	103				
18 - 34	28354	22352	35.3	78.8	101	18748	37.5	66.1	107	10835	29.9	38.2	85				
18 - 49	48339	38385	60.6	79.4	101	31193	62.4	64.5	105	20300	56.0	42.0	94				
25 - 54	45008	36653	57.8	81.4	104	29223	58.5	64.9	105	20462	56.5	45.5	102				
35 - 49	19985	16033	25.3	80.2	103	12445	24.9	62.3	101	9464	26.1	47.4	106				
50 OR OLDER	32647	24988	39.4	76.5	98	18778	37.6	57.5	93	15921	44.0	48.8	109				
GRADUATED COLLEGE	11155	8901	14.0	79.8	102	7081	14.2	63.5	103	5331	14.7	47.8	107				
ATTENDED COLLEGE	13682	10995	17.3	80.4	103	8583	17.2	62.7	102	6469	17.9	47.3	106				
GRADUATED HIGH SCHOOL	33880	27355	43.2	80.7	103	21478	43.0	63.4	103	15844	43.7	46.8	105				
DID NOT GRADUATE HIGH SCHOOL	22270	16122	25.4	72.4	93	12830	25.7	57.6	93	8576	23.7	38.5	86				
EMPLOYED	40306	32533	51.3	80.7	103	26169	52.4	64.9	105	18189	50.2	45.1	101				
EMPLOYED FULL-TIME	32850	26601	42.0	81.0	103	21584	43.2	65.7	106	14711	40.6	44.8	100				
EMPLOYED PART-TIME	7456	5932	9.4	79.6	102	4585	9.2	61.5	100	3478	9.6	46.6	104				
NOT EMPLOYED	40680	30840	48.7	75.8	97	23802	47.6	58.5	95	18031	49.8	44.3	99				
PROFESSIONAL/MANAGER	10392	8363	13.2	80.5	103	6456	12.9	62.1	101	5099	14.1	49.1	110				
TECH/CLERICAL/SALLES	17574	14272	22.5	81.2	104	11591	23.2	66.0	107	8153	22.5	46.4	104				
PRECISION/CRAFT	985	802	1.3	81.4	104	657	1.3	66.7	108	499	1.4	50.7	113				
OTHER EMPLOYED	11354	9097	14.4	80.1	102	7465	14.9	65.7	107	4438	12.3	39.1	87				
SINGLE	9863	7141	11.3	72.4	93	5831	11.7	59.1	96	3688	10.2	37.4	84				
MARRIED	51375	41384	65.3	80.6	103	32448	64.9	63.2	102	24079	66.5	46.9	105				
DIVORCED/SEPARATED/WIDOWED	19748	14848	23.4	75.9	96	11692	23.4	59.2	96	8453	23.3	42.8	96				
PARENTS	32590	26059	41.1	80.0	102	20772	41.6	63.7	103	14434	39.9	44.3	99				
WHITE	70416	55592	87.7	78.9	101	43446	86.9	61.7	100	32300	89.2	45.9	103				
BLACK	8778	6666	10.5	75.9	97	5608	11.2	63.9	104	3275	9.0	37.3	83				
OTHER	1791	1115	1.8	62.3	80	917	1.8	51.2	83	644	1.8	36.1	81				
NORTHEAST-CENSUS	17786	14185	22.4	79.8	102	10524	21.1	59.2	96	9003	24.9	50.6	113				
NORTH CENTRAL	20741	17327	27.3	83.5	107	13505	27.0	65.1	106	9780	27.0	47.2	105				
SOUTH	27775	21924	34.6	78.9	101	18625	37.3	67.1	109	10998	30.4	39.6	89				
WEST	14683	9937	15.7	67.7	86	7317	14.6	49.8	81	6440	17.8	43.9	98				
NORTHEAST-MKTG.	17961	14203	22.4	79.1	101	10686	21.4	59.5	96	8972	24.8	50.0	112				
EAST CENTRAL	11885	10242	16.2	86.2	110	7478	15.0	62.9	102	6301	17.4	53.0	119				
WEST CENTRAL	14090	11564	18.2	82.1	105	9341	18.7	66.3	107	6245	17.2	44.3	99				
SOUTH	24081	18883	29.8	78.4	100	16306	32.6	67.7	110	9113	25.2	37.8	85				
PACIFIC	12969	8481	13.4	65.4	84	6161	12.3	47.5	77	5589	15.4	43.1	96				
COUNTY SIZE A	32439	24715	39.0	76.2	97	19150	38.3	59.0	96	15014	41.5	46.3	103				
COUNTY SIZE B	24915	20181	31.8	81.0	104	15727	31.5	63.1	102	11705	32.3	47.0	105				
COUNTY SIZE C	12930	10316	16.3	79.8	102	8276	16.6	64.0	104	5526	15.3	42.7	96				
COUNTY SIZE D	10703	8160	12.9	76.2	97	6819	13.6	63.7	103	3975	11.0	37.1	83				
METRO CENTRAL CITY	24518	18246	28.8	74.4	95	14181	28.4	57.8	94	10366	28.6	42.3	95				
METRO SUBURBAN	35919	29133	46.0	81.1	104	22558	45.1	62.8	102	17954	49.6	50.0	112				
NON METRO	20549	15994	25.2	77.8	99	13233	26.5	64.4	104	7900	21.8	38.4	86				
TOP 5 ADI'S	18341	12923	20.4	70.5	90	9836	19.7	53.6	87	7825	21.6	42.7	95				
TOP 10 ADI'S	25378	18926	29.9	74.6	95	14544	29.1	57.3	93	11593	32.0	45.7	102				
TOP 20 ADI'S	36488	27851	43.9	76.3	98	21453	42.9	58.8	95	16984	46.9	46.5	104				
HSGLD INC. \$50,000 OR MORE	6612	5459	8.6	82.6	106	4142	8.3	62.6	102	3685	10.2	55.7	125				
\$40,000 OR MORE	12659	10460	16.5	82.6	106	8112	16.2	64.1	104	6683	18.5	52.8	118				
\$30,000 OR MORE	24698	20163	31.8	81.6	104	15738	31.5	63.7	103	12749	35.2	51.6	115				
\$25,000 OR MORE	32077	26280	41.5	81.9	105	20505	41.0	63.9	104	16471	45.5	51.3	115				
\$20,000 - \$24,999	9144	7225	11.4	79.0	101	5726	11.5	62.6	101	3831	10.6	41.9	94				
\$15,000 - \$19,999	8728	6734	10.6	77.2	99	5147	10.3	59.0	96	3760	10.4	43.1	96				
\$10,000 - \$14,999	12562	10093	15.9	80.3	103	8099	16.2	64.5	104	5493	15.2	43.7	98				
UNDER \$10,000	18475	13041	20.6	70.6	90	10494	21.0	56.8	92	6665	18.4	36.1	81				
HOUSEHOLD OF 1 PERSON	11987	8206	12.9	68.5	87	6305	12.6	52.6	85	4595	12.7	38.3	86				
2 PEOPLE	26577	21202	33.5	79.8	102	16908	33.8	63.6	103	11874	32.8	44.7	100				
3 OR 4 PEOPLE	30617	24727	39.0	80.8	103	19542	39.1	63.8	103	14439	39.9	47.2	105				
5 OR MORE PEOPLE	11804	9238	14.6	78.3	100	7217	14.4	61.1	99	5312	14.7	45.0	101				
NO CHILD IN HSGLD	46165	35375	55.8	76.6	98	27639	55.3	59.9	97	20563	56.8	44.5	100				
CHILD(REN) UNDER 2 YRS	5325	4037	6.4	75.8	97	3452	6.9	64.8	105	2099	5.8	39.4	88				
2 - 5 YEARS	14221	11384	18.0	80.1	102	9290	18.6	65.3	106	6254	17.3	44.0	98				
6 - 11 YEARS	15117	11931	18.8	78.9	101	9536	19.1	63.1	102	6587	18.2	43.6	97				
12 - 17 YEARS	16611	13573	21.4	81.7	104	10561	21.1	63.6	103	7920	21.9	47.7	107				
RESIDENCE OWNED	55884	45447	71.7	81.3	104	34585	69.2	61.9	100	28216	77.9	50.5	113				
VALUE: \$50,000 OR MORE	31744	25401	40.1	80.0	102	18769	37.6	59.1	96	16941	46.8	53.4	119				
VALUE: UNDER \$50,000	24140	20045	31.6	83.0	106	15816	31.7	65.5	106	11276	31.1	46.7	104				

PLASTIC GARBAGE BAGS & TRASH CAN LINERS: TYPES
(FEMALE HOMEMAKERS)

		USE PLASTIC GARBAGE BAGS ON TRASH CAN LINERS				PLASTIC GARBAGE BAGS (INDOOR)				PLASTIC TRASH CAN LINERS (OUTDOOR)								
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	63373	100.0	78.3	100	49971	100.0	61.7	100	36220	100.0	44.7	100				
MAGAZINES	QUINTILE 1	15799	13397	21.1	84.8	108	10665	21.3	67.5	109	8117	22.4	51.4	115				
	QUINTILE 2	17259	14053	22.2	81.4	104	11055	22.1	64.1	104	8238	22.7	47.7	107				
	QUINTILE 3	13545	10650	16.8	78.6	100	8203	16.4	60.6	98	6035	16.7	44.6	100				
	QUINTILE 4	15133	11590	18.3	76.6	98	9328	18.7	61.6	100	6474	17.9	42.8	96				
	QUINTILE 5	19250	13683	21.6	71.1	91	10720	21.5	55.7	90	7357	20.3	38.2	85				
NEWSPAPERS	QUINTILE 1	12413	9985	15.8	80.4	103	7571	15.2	61.0	99	6362	17.6	51.3	115				
	QUINTILE 2	24116	19468	30.7	80.7	103	15085	30.2	62.6	101	11975	33.1	49.7	111				
	QUINTILE 3	11261	8924	14.1	79.2	101	7056	14.1	62.7	102	5236	14.5	46.5	104				
	QUINTILE 4	20255	15785	24.9	77.9	100	12553	25.1	62.0	100	8270	22.8	40.8	91				
	QUINTILE 5	12940	9212	14.5	71.2	91	7706	15.4	59.6	97	4378	12.1	33.8	76				
OUTDOOR	QUINTILE 1	14852	11709	18.5	78.8	101	9498	19.0	64.0	104	6807	18.8	45.8	102				
	QUINTILE 2	15725	12373	19.5	78.7	101	9731	19.5	61.9	100	6816	18.8	43.3	97				
	QUINTILE 3	16330	12862	20.3	78.8	101	10131	20.3	62.0	101	7566	20.9	46.3	104				
	QUINTILE 4	16744	13012	20.5	77.7	99	10263	20.5	61.3	99	7486	20.7	44.7	100				
	QUINTILE 5	17334	13416	21.2	77.4	99	10348	20.7	59.7	97	7545	20.8	43.5	97				
RADIO-DRIVE TIME	QUINTILE 1	15911	12779	20.2	80.3	103	10122	20.3	63.6	103	7257	20.0	45.6	102				
	QUINTILE 2	14837	11930	18.8	80.4	103	9503	19.0	64.0	104	6973	19.3	47.0	105				
	QUINTILE 3	15339	11724	18.5	76.4	98	9114	18.2	59.4	96	6794	18.8	44.3	99				
	QUINTILE 4	16723	13021	20.5	77.9	100	10391	20.8	62.1	101	7329	20.2	43.8	98				
	QUINTILE 5	18176	13918	22.0	76.6	98	10840	21.7	59.6	97	7868	21.7	43.3	97				
RADIO-MID- DAY	TERCILE 1	21020	16448	26.0	78.2	100	13063	26.1	62.1	101	9589	26.5	45.6	102				
	TERCILE 2	21610	17325	27.3	80.2	102	13598	27.2	62.9	102	10032	27.7	46.4	104				
	TERCILE 3	38355	29599	46.7	77.2	99	23310	46.6	60.8	98	16599	45.8	43.3	97				
RADIO-TOTAL	QUINTILE 1	15988	12577	19.8	78.7	101	9936	19.9	62.1	101	7158	19.8	44.8	100				
	QUINTILE 2	15626	12506	19.7	80.0	102	9849	19.7	63.0	102	7239	20.0	46.3	104				
	QUINTILE 3	16723	13287	21.0	79.5	102	10560	21.1	63.1	102	7776	21.5	46.5	104				
	QUINTILE 4	16342	12697	20.0	77.7	99	10026	20.1	61.4	99	7048	19.5	43.1	96				
	QUINTILE 5	16306	12305	19.4	75.5	96	9601	19.2	58.9	95	7000	19.3	42.9	96				
TV-PRIME TIME	QUINTILE 1	15953	12536	19.8	78.6	100	9946	19.9	62.3	101	7083	19.6	44.4	99				
	QUINTILE 2	16137	12874	20.3	79.8	102	10060	20.1	62.3	101	7601	21.0	47.1	105				
	QUINTILE 3	16420	12932	20.4	78.8	101	10150	20.3	61.8	100	7671	21.2	46.7	104				
	QUINTILE 4	16687	13240	20.9	79.3	101	10464	20.9	62.7	102	7537	20.8	45.2	101				
	QUINTILE 5	15789	11791	18.6	74.7	95	9352	18.7	59.2	96	6328	17.5	40.1	90				
TV-DAYTIME	TERCILE 1	27736	21668	34.2	78.1	100	17317	34.7	62.4	101	11786	32.5	42.5	95				
	TERCILE 2	26489	20809	32.8	78.6	100	16288	32.6	61.5	100	12189	33.7	46.0	103				
	TERCILE 3	26761	20896	33.0	78.1	100	16366	32.8	61.2	99	12245	33.8	45.8	102				
TV-TOTAL	QUINTILE 1	16345	12338	19.5	75.5	96	9714	19.4	59.4	96	6916	19.1	42.3	95				
	QUINTILE 2	16447	13494	21.3	82.0	105	10695	21.4	65.0	105	7796	21.5	47.4	106				
	QUINTILE 3	15980	12816	20.2	80.2	102	10195	20.4	63.8	103	7326	20.2	45.8	103				
	QUINTILE 4	15887	12525	19.8	78.8	101	9870	19.8	62.1	101	7357	20.3	46.3	104				
	QUINTILE 5	16326	12200	19.3	74.7	95	9498	19.0	58.2	94	6825	18.8	41.8	93				
MAGAZINES-NEWSPAPERS: DUAL		20721	17170	27.1	82.9	106	13255	26.5	64.0	104	10895	30.1	52.6	118				
MAGAZINE IMPERATIVE		19186	15694	24.8	81.8	105	12690	25.4	66.1	107	8403	23.2	43.8	98				
NEWSPAPER IMPERATIVE		21899	16878	26.6	77.1	98	12932	25.9	59.1	96	10076	27.8	46.0	103				
MAGAZINES-OUTDOOR: DUAL		15451	12892	20.3	83.4	107	10331	20.7	66.9	108	7499	20.7	48.5	109				
MAGAZINE IMPERATIVE		25953	21047	33.2	81.1	104	16378	32.8	63.1	102	12444	34.4	47.9	107				
OUTDOOR IMPERATIVE		24400	18156	28.6	74.4	95	14448	28.9	59.2	96	9933	27.4	40.7	91				
MAGAZINES-RADIO: DUAL		18049	14730	23.2	81.6	104	11514	23.0	63.8	103	8729	24.1	48.4	108				
MAGAZINE IMPERATIVE		23571	19403	30.6	82.3	105	15320	30.7	65.0	105	11341	31.3	48.1	108				
RADIO IMPERATIVE		23278	17815	28.1	76.5	98	14159	28.3	60.8	99	9927	27.4	42.6	95				
MAGAZINES-TELEVISION: DUAL		15459	12774	20.2	82.6	106	10153	20.3	65.7	106	7587	20.9	49.1	110				
MAGAZINE IMPERATIVE		25829	21118	33.3	81.8	104	16486	33.0	63.8	103	12434	34.3	48.1	108				
TELEVISION IMPERATIVE		26039	19603	30.9	75.3	96	15293	30.6	58.7	95	10860	30.0	41.7	93				
NEWSPAPERS-OUTDOOR: DUAL		16605	13493	21.3	81.3	104	10366	20.7	62.4	101	8449	23.3	50.9	114				
NEWSPAPER IMPERATIVE		26834	21355	33.7	79.6	102	16553	33.1	61.7	100	13095	36.2	48.8	109				
OUTDOOR IMPERATIVE		23346	17704	27.9	75.8	97	14531	29.1	62.2	101	9159	25.3	39.2	88				
NEWSPAPERS-RADIO: DUAL		17133	13913	22.0	81.2	104	10832	21.7	63.2	102	8547	23.6	49.9	112				
NEWSPAPER IMPERATIVE		25892	20700	32.7	79.9	102	15899	31.8	61.4	100	12745	35.2	49.2	110				
RADIO IMPERATIVE		23167	18066	28.5	78.0	100	14540	29.1	62.8	102	9603	26.5	41.5	93				
NEWSPAPERS-TELEVISION: DUAL		17159	13948	22.0	81.3	104	10642	21.3	62.0	101	8872	24.5	51.7	116				
NEWSPAPER IMPERATIVE		26214	20884	33.0	79.7	102	16259	32.5	62.0	101	12708	35.1	48.5	108				
TELEVISION IMPERATIVE		23412	17829	28.1	76.2	97	14504	29.0	62.0	100	9001	24.9	38.4	86				
OUTDOOR-RADIO: DUAL		15303	12265	19.4	80.1	102	9831	19.7	64.2	104	7039	19.4	46.0	103				
OUTDOOR IMPERATIVE		24901	19320	30.5	77.6	99	15367	30.8	61.7	100	10962	30.3	44.0	98				
RADIO IMPERATIVE		26492	20755	32.8	78.3	100	16267	32.6	61.4	100	12015	33.2	45.4	101				
OUTDOOR-TELEVISION: DUAL		14794	11838	18.7	80.0	102	9443	18.9	63.8	103	6709	18.5	45.3	101				
OUTDOOR IMPERATIVE		25437	19937	31.5	78.4	100	15852	31.7	62.3	101	11404	31.5	44.8	100				
TELEVISION IMPERATIVE		27877	21952	34.6	78.7	101	17187	34.4	61.7	100	12585	34.7	45.1	101				
RADIO-TELEVISION: DUAL		15996	12842	20.3	80.3	103	10379	20.3	64.9	105	7472	20.6	46.7	104				
RADIO IMPERATIVE		25478	19997	31.6	78.5	100	15670	31.4	61.5	100	11381	31.4	44.7	100				
TELEVISION IMPERATIVE		26573	20853	32.9	78.5	100	16262	32.5	61.2	99	11772	32.5	44.3	99				

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PLASTIC GARBAGE BAGS & TRASH CAN LINERS: TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE PLASTIC GARBAGE BAGS OR TRASH CAN LINERS				PLASTIC GARBAGE BAGS (INDOOR)				PLASTIC TRASH CAN LINERS (OUTDOOR)				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	63373	100.0	78.3	100	49971	100.0	61.7	100	36220	100.0	44.7	100				
ATLANTIC MONTHLY	415	369	0.6	88.9	114	262	0.5	63.1	102	273	0.8	65.8	147				
BARRON'S	453	371	0.6	81.9	105	*232	0.5	51.2	83	*250	0.7	55.2	123				
BETTER HOMES & GARDENS	16256	13594	21.5	83.6	107	10659	21.3	65.6	106	8365	23.1	51.5	115				
BOM APPETIT	2535	1964	3.1	77.5	99	1547	3.1	61.0	99	1199	3.3	47.3	106				
BUSINESS WEEK	1278	1014	1.6	79.3	101	795	1.6	62.2	101	629	1.7	49.2	110				
CAR AND DRIVER	378	286	0.5	75.7	97	*236	0.5	62.4	101	*131	0.4	34.7	77				
CBS MAGAZINE NETWORK (GROSS)	1498	1137	1.8	75.9	97	969	1.9	64.7	105	594	1.6	39.7	89				
CHANGING TIMES	1505	1261	2.0	83.8	107	973	1.9	64.7	105	807	2.2	53.6	120				
COLONIAL HOMES	1231	1091	1.7	88.6	113	835	1.7	67.8	110	664	1.8	53.9	121				
CONDE NAST MAG. PKG. (GROSS)	14146	11554	18.2	81.7	104	9335	18.7	66.0	107	6256	17.3	44.2	99				
CONSUMERS DIGEST	1323	1124	1.8	85.0	109	907	1.8	68.6	111	711	2.0	53.7	120				
COSMOPOLITAN	7102	5749	9.1	80.9	103	4586	9.2	64.6	105	3276	9.0	46.1	103				
COUNTRY LIVING	2481	2204	3.5	88.8	114	1815	3.6	73.2	119	1157	3.2	46.6	104				
CUISINE	1472	1177	1.9	80.0	102	896	1.8	60.9	99	711	2.0	48.3	108				
CYCLE WORLD	425	355	0.6	83.5	107	330	0.7	77.6	126	*181	0.5	42.6	95				
DCI:CREATIVE IDEAS FOR LIV	2510	2146	3.4	85.5	109	1796	3.6	71.6	116	1272	3.5	50.7	113				
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5583	8.8	83.4	107	4795	9.6	71.6	116	3234	8.9	48.3	108				
DISCOVER	894	742	1.2	83.0	106	673	1.3	75.3	122	373	1.0	41.7	93				
EBONY	3507	2830	4.5	80.7	103	2438	4.9	69.5	113	1368	3.8	39.0	87				
ESQUIRE	1083	867	1.4	80.1	102	674	1.3	62.2	101	433	1.2	40.0	89				
ESSENCE	1830	1544	2.4	84.4	108	1283	2.6	70.1	114	799	2.2	43.7	98				
FAMILY CIRCLE	15930	13402	21.1	84.1	108	10702	21.4	67.2	109	8025	22.2	50.4	113				
THE FAMILY HANDYMAN	1126	952	1.5	84.5	108	802	1.6	71.2	115	649	1.8	57.6	129				
FAMILY WEEKLY	11448	9325	14.7	81.3	104	7338	14.7	64.0	104	5498	15.2	47.9	107				
FIELD & STREAM	2234	1785	2.8	79.9	102	1424	2.8	63.7	103	1138	3.1	50.9	114				
FOOD & WINE	579	398	0.6	68.7	88	324	0.6	56.0	91	210	0.6	36.3	81				
FORBES	728	633	1.0	87.0	111	429	0.9	58.9	96	429	1.2	58.9	132				
FORTUNE	906	785	1.2	86.6	111	534	1.1	58.9	96	481	1.3	53.1	119				
GENTLEMAN'S QUARTERLY	791	654	1.0	82.7	106	501	1.0	63.3	103	320	0.9	40.5	90				
GLAMOUR	5265	4374	6.9	83.1	106	3524	7.1	66.9	108	2346	6.5	44.6	100				
GOLF DIGEST	636	606	1.0	95.3	122	339	0.7	53.3	86	428	1.2	67.3	150				
GOLF DIGEST/TENNIS (GROSS)	1186	1058	1.7	89.2	114	745	1.5	62.8	102	657	1.8	55.4	124				
GOLF MAGAZINE	441	357	0.6	81.0	103	*221	0.4	50.1	81	*227	0.6	51.5	115				
GOLF MAGAZINE/SKI (GROSS)	922	708	1.1	76.8	98	503	1.0	54.6	88	427	1.2	46.3	104				
GOOD HOUSEKEEPING	16487	13582	21.4	82.4	105	10671	21.4	64.7	105	8222	22.7	49.9	112				
HARPER'S BAZAAR	2423	2058	3.2	84.9	109	1576	3.2	65.0	105	1131	3.1	46.7	104				
HEALTH	1994	1720	2.7	86.3	110	1364	2.7	68.4	111	897	2.5	45.0	101				
HEARST MAG CORP. BUY (GROSS)	44101	36816	58.1	83.5	107	28956	57.9	65.7	106	21691	59.9	49.2	110				
HEARST MAN POWER (GROSS)	1993	1662	2.6	83.4	107	1289	2.6	64.7	105	1034	2.9	51.9	116				
HEARST WOMAN POWER (GROSS)	31274	25929	40.9	82.9	106	20492	41.0	65.5	105	15248	42.1	48.8	109				
HOUSE BEAUTIFUL	3623	2976	4.7	82.1	105	2303	4.6	63.6	103	1880	5.2	51.9	116				
INC.	283	*227	0.4	80.2	103	*174	0.3	61.5	100	*127	0.4	44.9	100				
JET	2928	2275	3.6	77.7	99	1924	3.9	65.7	106	1101	3.0	37.6	84				
LADIES' HOME JOURNAL	11918	9955	15.7	83.5	107	7756	15.5	65.1	105	6137	16.9	51.5	115				
LHJ FAMILY GRP CONBO(GROSS)	16764	14146	22.3	84.4	108	11045	22.1	65.9	107	8484	23.4	50.5	113				
LIFE	4254	3423	5.4	80.5	103	2814	5.6	66.1	107	1963	5.4	46.1	103				
L.A. TIMES HOME MAGAZINE	1145	726	1.1	63.4	81	474	0.9	41.4	67	554	1.5	48.4	108				
MADMOISELLE	2884	2419	3.8	83.9	107	1942	3.9	67.3	109	1281	3.5	44.4	99				
MC CALL'S	13460	11031	17.4	82.0	105	8834	17.7	65.6	106	6708	18.5	49.8	111				
MC CALL'S/MRK MOTHER (GROSS)	14606	12024	19.0	82.3	105	9657	19.3	66.1	107	7327	20.2	50.2	112				
MECHANIX ILLUSTRATED	772	610	1.0	79.0	101	436	0.9	56.5	92	432	1.2	56.0	125				
METROPOLITAN HOME	967	819	1.3	84.7	108	632	1.3	65.4	106	484	1.3	50.1	112				
MONEY	1588	1346	2.1	84.8	108	1047	2.1	65.9	107	854	2.4	53.8	120				
MOTHER EARTH NEWS	1002	821	1.3	81.9	105	622	1.2	62.1	101	509	1.4	50.8	114				
MS.	825	661	1.0	80.1	102	499	1.0	60.5	98	408	1.1	49.5	111				
NATIONAL ENQUIRER	10336	8504	13.4	82.3	105	6694	13.4	64.8	105	4729	13.1	45.8	102				
NATIONAL GEOGRAPHIC	9597	7699	12.1	80.2	103	6071	12.1	63.3	103	4855	13.4	50.6	113				
NATIONAL SUNDAY MAGAZINE PKG	49558	39792	62.8	80.3	103	30781	61.6	62.1	101	24261	67.0	49.0	109				
NATURAL HISTORY	573	441	0.7	77.0	98	321	0.6	56.0	91	312	0.9	54.5	122				
NEW WOMAN	1699	1455	2.3	85.6	109	1211	2.4	71.3	116	716	2.0	42.1	94				
NEW YORK INCLUDING CUE	443	317	0.5	71.6	91	266	0.5	60.0	97	*139	0.4	31.4	70				
THE NEW YORKER	1270	1063	1.7	83.7	107	754	1.5	59.4	96	590	1.6	46.5	104				
NEWSWEEK	6277	5050	8.0	80.5	103	3941	7.9	62.8	102	3063	8.5	48.8	109				
THE N.Y. TIMES DAILY EDITION	1205	885	1.4	73.4	94	668	1.3	55.4	90	538	1.5	44.6	100				
THE N.Y. TIMES MAGAZINE	2081	1565	2.5	75.2	96	1129	2.3	54.3	88	1001	2.8	48.1	108				
OMNI	788	675	1.1	85.7	109	528	1.1	67.0	109	391	1.1	49.6	111				
ON CABLE	1158	1007	1.6	87.0	111	830	1.7	71.7	116	637	1.8	55.0	123				
1001 HOME IDEAS	2852	2471	3.9	86.6	111	1925	3.9	67.5	109	1449	4.0	50.8	114				
ORGANIC GARDENING	1658	1379	2.2	83.2	106	1056	2.1	63.7	103	908	2.5	54.8	122				
OUTDOOR LIFE	896	728	1.1	81.3	104	599	1.2	66.9	108	461	1.3	51.5	115				
PARADE MAGAZINE	24275	19417	30.6	80.0	102	14923	29.9	61.5	100	11657	32.2	48.0	107				

PLASTIC GARBAGE BAGS & TRASH CAN LINERS: TYPES
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	USE PLASTIC GARBAGE BAGS OR TRASH CAN LINERS				PLASTIC GARBAGE BAGS (INDOOR)				PLASTIC TRASH CAN LINERS (OUTDOOR)				A	B	C	D
		A	B	C	D	A	B	C	D	A	B	C	D				
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	63373	100.0	78.3	100	49971	100.0	61.7	100	36220	100.0	44.7	100				
PARENTS	3845	3282	5.2	85.4	109	2755	5.5	71.7	116	1573	4.3	40.9	91				
PENTHOUSE	831	700	1.1	84.2	108	622	1.2	74.8	121	365	1.0	43.9	98				
PEOPLE	11645	9572	15.1	82.2	105	7695	15.4	66.1	107	5587	15.4	48.0	107				
PLAYBOY	2006	1706	2.7	85.0	109	1348	2.7	67.2	109	989	2.7	49.3	110				
POPULAR HOT RODDING	297	*231	0.4	77.8	99	*213	0.4	71.7	116	*118	0.3	39.7	89				
POPULAR MECHANICS	1018	828	1.3	81.3	104	593	1.2	58.3	94	565	1.6	55.5	124				
POPULAR SCIENCE	878	787	1.2	89.6	115	622	1.2	70.8	115	495	1.4	56.4	126				
PREVENTION	3913	3152	5.0	80.6	103	2250	4.5	57.5	93	2091	5.8	53.4	119				
PSYCHOLOGY TODAY	1710	1516	2.4	88.7	113	1174	2.3	68.7	111	848	2.3	49.6	111				
READER'S DIGEST	22204	18161	28.7	81.8	105	13939	27.9	62.8	102	11117	30.7	50.1	112				
REDBOOK	7684	6598	10.4	85.9	110	5235	10.5	68.1	110	3750	10.4	48.8	109				
ROAD & TRACK	410	333	0.5	81.2	104	273	0.5	66.6	108	*168	0.5	41.0	92				
ROLLING STONE	969	874	1.4	90.2	115	743	1.5	76.7	124	507	1.4	52.3	117				
RUNNER'S WORLD	298	273	0.4	91.6	117	*237	0.5	79.5	129	*115	0.3	38.6	86				
SATURDAY EVENING POST	1169	958	1.5	82.0	105	717	1.4	61.3	99	608	1.7	52.0	116				
SCIENCE 84	587	502	0.8	85.5	109	394	0.8	67.1	109	358	1.0	61.0	136				
SCIENCE DIGEST	482	402	0.6	83.4	107	316	0.6	65.6	106	243	0.7	50.4	113				
SCIENTIFIC AMERICAN	594	536	0.8	90.2	115	396	0.8	66.7	108	367	1.0	61.8	138				
SELF	2089	1626	2.6	77.8	99	1382	2.8	66.2	107	836	2.3	40.0	89				
SEVENTEEN	2411	2051	3.2	85.1	109	1625	3.3	67.4	109	1148	3.2	47.6	106				
SKI	480	351	0.6	73.1	93	282	0.6	58.8	95	*200	0.6	41.7	93				
SMITHSONIAN	2760	2167	3.4	78.5	100	1694	3.4	61.4	99	1394	3.8	50.5	113				
SOAP OPERA DIGEST	3013	2521	4.0	83.7	107	2173	4.3	72.1	117	1349	3.7	44.8	100				
SOUTHERN LIVING	4184	3438	5.4	82.2	105	2999	6.0	71.7	116	1963	5.4	46.9	105				
SPORT	559	457	0.7	81.8	104	424	0.8	75.8	123	*211	0.6	37.7	84				
THE SPORTING NEWS	436	369	0.6	84.6	108	*345	0.7	79.1	128	*217	0.6	49.8	111				
SPORTS AFIELD	493	432	0.7	87.6	112	380	0.8	77.1	125	*226	0.6	45.8	102				
SPORTS ILLUSTRATED	2758	2317	3.7	84.0	107	1849	3.7	67.0	109	1446	4.0	52.4	117				
STAR	7456	6187	9.8	83.0	106	4958	9.9	66.5	108	3387	9.4	45.4	102				
SUNDAY	24936	20015	31.6	80.3	103	15290	30.6	61.3	99	12674	35.0	50.8	114				
SUNSET	2124	1521	2.4	71.6	92	1152	2.3	54.2	88	1058	2.9	49.8	111				
TV GUIDE	21661	17605	27.8	81.3	104	14051	28.1	64.9	105	10033	27.7	46.3	104				
TENNIS	550	452	0.7	82.2	105	406	0.8	73.8	120	*228	0.6	41.5	93				
TIME	8880	7298	11.5	82.2	105	5692	11.4	64.1	104	4547	12.6	51.2	114				
TOWN & COUNTRY	917	782	1.2	85.3	109	570	1.1	62.2	101	499	1.4	54.4	122				
TRAVEL & LEISURE	972	829	1.3	85.3	109	644	1.3	66.3	107	522	1.4	53.7	120				
TRUE STORY	3356	2830	4.5	84.3	108	2346	4.7	69.9	113	1387	3.8	41.3	92				
U.S. NEWS & WORLD REPORT	3410	2858	4.5	83.8	107	2205	4.4	64.7	105	1757	4.9	51.5	115				
USA TODAY	1759	1545	2.4	87.8	112	1295	2.6	73.6	119	924	2.6	52.5	117				
US	1873	1573	2.5	84.0	107	1316	2.6	70.3	114	869	2.4	46.4	104				
VOGUE	3909	3135	4.9	80.2	102	2488	5.0	63.6	103	1792	4.9	45.8	103				
WALL STREET JOURNAL	1886	1516	2.4	80.4	103	1094	2.2	58.0	94	1023	2.8	54.2	121				
WEIGHT WATCHERS	2120	1802	2.8	85.0	109	1464	2.9	69.1	112	1094	3.0	51.6	115				
WOMAN'S DAY	14172	11881	18.7	83.8	107	9590	19.2	67.7	110	7012	19.4	49.5	111				
WORKING MOTHER	1146	993	1.6	86.6	111	823	1.6	71.8	116	619	1.7	54.0	121				
WORKING WOMAN	1322	1134	1.8	85.8	110	915	1.8	69.2	112	748	2.1	56.6	127				
WORLD TENNIS	*163	*119	0.2	73.0	93	*101	0.2	62.0	100	*57	0.2	35.0	78				
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2058	3.2	81.3	104	1731	3.5	68.4	111	1264	3.5	49.9	112				
BLAIR INSERTS	43657	34992	55.2	80.2	102	27057	54.1	62.0	100	21498	59.4	49.2	110				
DAILY NEWSPAPERS																	
READ ANY	51633	41151	64.9	79.7	102	31974	64.0	61.9	100	24624	68.0	47.7	107				
READ ONE	43463	34567	54.5	79.5	102	26946	53.9	62.0	100	20629	57.0	47.5	106				
READ TWO OR MORE	8170	6584	10.4	80.6	103	5029	10.1	61.6	100	3995	11.0	48.9	109				
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	42339	66.8	80.4	103	32853	65.7	62.4	101	25673	70.9	48.7	109				
READ ONE	46126	37052	58.5	80.3	103	28853	57.7	62.6	101	22086	61.0	47.9	107				
READ TWO OR MORE	6552	5287	8.3	80.7	103	4000	8.0	61.1	99	3587	9.9	54.7	122				
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.94				28.31				28.15							
30 DAY REACH	71455	55981	88.3	78.3	100	44339	88.7	62.1	101	31881	88.0	44.6	100				
50 SHWG - 30 DAY AV FREQ	14.56	14.75				14.96				14.80							
30 DAY REACH	67742	53127	83.8	78.4	100	42019	84.1	62.0	101	30366	83.8	44.8	100				
25 SHWG - 30 DAY AV FREQ	7.94	8.03				8.12				8.03							
30 DAY REACH	62117	48767	77.0	78.5	100	38654	77.4	62.2	101	27996	77.3	45.1	101				
CABLE TV: HOME WIRED	32077	26579	41.9	82.9	106	20708	41.4	64.6	105	16069	44.4	50.1	112				
HOME NOT WIRED	48909	36793	58.1	75.2	96	29263	58.6	59.8	97	20151	55.6	41.2	92				
HAVE PAY CABLE	15935	13486	21.3	84.6	108	10604	21.2	66.5	108	8287	22.9	52.0	116				

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	USE PLASTIC GARBAGE BAGS OR TRASH CAN LINERS				PLASTIC GARBAGE BAGS (INDOOR)				PLASTIC TRASH CAN LINERS (OUTDOOR)							
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	63373	100.0	78.3	100	49971	100.0	61.7	100	36220	100.0	44.7	100				
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	34775	54.9	79.2	101	27363	54.8	62.3	101	19975	55.1	45.5	102				
10:00 AM - 3:00 PM	30659	24324	38.4	79.3	101	19259	38.5	62.8	102	14044	38.8	45.8	102				
3:00 PM - 7:00 PM	31045	24814	39.2	79.9	102	19660	39.3	63.3	103	14346	39.6	46.2	103				
7:00 PM - MIDNIGHT	15767	12547	19.8	79.6	102	9912	19.8	62.9	102	6944	19.2	44.0	98				
MIDNIGHT - 6:00 AM	9120	7280	11.5	79.8	102	5822	11.7	63.8	103	4293	11.9	47.1	105				
6:00 AM - MIDNIGHT	58527	46458	73.3	79.4	101	36768	73.6	62.8	102	26654	73.6	45.5	102				
ENTIRE DAY	59311	47043	74.2	79.3	101	37236	74.5	62.8	102	26974	74.5	45.5	102				
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS:																	
ADULT CONTEMPORARY	16172	13122	20.7	81.1	104	10107	20.2	62.5	101	7745	21.4	47.9	107				
ALL NEWS	2256	1686	2.7	74.7	96	1219	2.4	54.0	88	1035	2.9	45.9	103				
AOR/PROGRESSIVE	3874	3053	4.8	78.8	101	2411	4.8	62.2	101	1759	4.9	45.4	102				
BEAUTIFUL MUSIC	5660	4587	7.2	81.0	104	3535	7.1	62.5	101	2793	7.7	49.3	110				
BLACK	2204	1826	2.9	82.8	106	1516	3.0	68.8	111	1057	2.9	48.0	107				
CLASSICAL	1418	1065	1.7	75.1	96	815	1.6	57.5	93	644	1.8	45.4	102				
CHR/ROCK	9538	7474	11.8	78.4	100	6089	12.2	63.8	103	4071	11.2	42.7	95				
COUNTRY	12648	10245	16.2	81.0	104	8492	17.0	67.1	109	5494	15.2	43.4	97				
GOLDEN OLDIES	1191	789	1.2	66.2	85	694	1.4	58.3	94	334	0.9	28.0	63				
MOR/NOSTALGIA	4757	3830	6.0	80.5	103	2854	5.7	60.0	97	2239	6.2	47.1	105				
NEWS/TALK	3863	2959	4.7	76.6	98	2092	4.2	54.2	88	1862	5.1	48.2	108				
RELIGIOUS	3084	2347	3.7	76.1	97	1850	3.7	60.0	97	1352	3.7	43.8	98				
SOFT ROCK	521	349	0.6	67.0	86	274	0.5	52.6	85	*232	0.6	44.5	100				
URBAN CONTEMPORARY	1585	1205	1.9	76.0	97	1034	2.1	65.2	106	558	1.5	35.2	79				
MINI-NETWORKS:																	
ABC CONTEMPORARY	3261	2602	4.1	79.8	102	1962	3.9	60.2	98	1375	3.8	42.2	94				
ABC DIRECTION	2316	1887	3.0	81.5	104	1479	3.0	63.9	103	1119	3.1	48.3	108				
ABC ENTERTAINMENT	4834	3818	6.0	79.0	101	2907	5.8	60.1	97	2151	5.9	44.5	99				
ABC FM	2202	1746	2.8	79.3	101	1524	3.0	69.2	112	771	2.1	35.0	78				
ABC INFORMATION	5425	4208	6.6	77.6	99	3154	6.3	58.1	94	2592	7.2	47.8	107				
ABC ROCK	1677	1333	2.1	79.5	102	1062	2.1	63.3	103	775	2.1	46.2	103				
CBS	4430	3560	5.6	80.4	103	2631	5.3	59.4	96	2105	5.8	47.5	106				
MUTUAL	4992	4234	6.7	84.8	108	3331	6.7	66.7	108	2455	6.8	49.2	110				
NBC	4679	3725	5.9	79.6	102	2963	5.9	63.3	103	2247	6.2	48.0	107				
RADIORADIO	1994	1585	2.5	79.5	102	1210	2.4	60.7	98	951	2.6	47.7	107				
RKO ONE	2298	1796	2.8	78.2	100	1442	2.9	62.8	102	965	2.7	42.0	94				
RKO TWO	3311	2608	4.1	78.8	101	2042	4.1	61.7	100	1429	3.9	43.2	97				
THE SOURCE	2114	1669	2.6	78.9	101	1347	2.7	63.7	103	939	2.6	44.4	99				
NON-HIRED: BLAIR	8654	6691	10.6	77.3	99	5386	10.8	62.2	101	3653	10.1	42.2	94				
INTERNET	12025	9575	15.1	79.6	102	7492	15.0	62.3	101	5384	14.9	44.8	100				
KATZ RADIO GROUP	15359	12031	19.0	78.3	100	9393	18.8	61.2	99	7008	19.3	45.6	102				
SUPERNET	10628	8594	13.6	80.9	103	6672	13.4	62.8	102	5088	14.0	47.9	107				
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	6694	10.6	77.3	99	5404	10.8	62.4	101	3819	10.5	44.1	99				
MKDAY 9:00 AM - 1:00 PM	12163	9451	14.9	77.7	99	7458	14.9	61.3	99	5181	14.3	42.6	95				
MKDAY 1:00 PM - 4:30 PM	16150	12587	19.9	77.9	100	10050	20.1	62.2	101	6869	19.0	42.5	95				
MKDAY 4:30 PM - 7:30 PM	22463	17396	27.5	77.4	99	13574	27.2	60.4	98	10037	27.7	44.7	100				
MKDAY 7:30 PM - 8:00 PM	31795	24745	39.0	77.8	99	19476	39.0	61.3	99	14259	39.4	44.8	100				
MKDAY 11:00 PM - 11:30 PM	23977	19231	30.3	80.2	102	15202	30.4	63.4	103	11026	30.4	46.0	103				
MKDAY 11:30 PM - 1:00 AM	7703	6228	9.8	80.9	103	4911	9.8	63.8	103	3570	9.9	46.3	104				
M-SAT 8-11 PM-SUN 7-11 PM	33800	26675	42.1	78.9	101	21010	42.0	62.2	101	15424	42.6	45.6	102				
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A	6538	5201	8.2	79.6	102	4292	8.6	65.6	106	2853	7.9	43.6	98			
ANOTHER WORLD	N	4620	3625	5.7	78.5	100	2954	5.9	63.9	104	1997	5.5	43.2	97			
AS THE WORLD TURNS	C	5614	4315	6.8	76.9	98	3489	7.0	62.1	101	2140	5.9	38.1	85			
CAPITOL	C	3396	2568	4.1	75.6	97	2094	4.2	61.7	100	1279	3.5	37.7	84			
CBS MORN. NEWS 1	C	1446	1061	1.7	73.4	94	890	1.8	61.5	100	580	1.6	40.1	90			
CBS MORN. NEWS 2	C	1207	869	1.4	72.0	92	684	1.4	56.7	92	505	1.4	41.8	94			
DAYS OF OUR LIVES	N	5877	4655	7.3	79.2	101	3712	7.4	63.2	102	2671	7.4	45.4	102			
FACTS OF LIFE - DAYTIME	N	2290	1855	2.9	81.0	104	1523	3.0	66.5	108	913	2.5	39.9	89			
FAMILY FEUD	A	3023	2229	3.5	73.7	94	1730	3.5	57.2	93	1193	3.3	39.5	88			
GENERAL HOSPITAL	A	6097	4732	7.5	77.6	99	3768	7.5	61.8	100	2603	7.2	42.7	95			
GOOD MORNING, AMERICA-730	A	3515	2689	4.2	76.5	98	2193	4.4	62.4	101	1596	4.4	45.4	102			
GOOD MORNING, AMERICA-830	A	2818	2270	3.6	80.6	103	1819	3.6	64.5	105	1416	3.9	50.2	112			
GUIDING LIGHT	C	5339	4078	6.4	76.4	98	3304	6.6	61.9	100	2172	6.0	40.7	91			
ONE LIFE TO LIVE	A	4478	3486	5.5	77.8	99	2809	5.6	62.7	102	1885	5.2	42.1	94			
PRESS YOUR LUCK	C	2244	1820	2.9	81.1	104	1398	2.8	62.3	101	968	2.7	43.1	96			
PRICE IS RIGHT 1	C	4348	3379	5.3	77.7	99	2677	5.4	61.6	100	1796	5.0	41.3	92			
PRICE IS RIGHT 2	C	5014	3889	6.1	77.6	99	3017	6.0	60.2	98	2134	5.9	42.6	95			
RYAN'S HOPE	A	3150	2530	4.0	80.3	103	2037	4.1	64.7	105	1426	3.9	45.3	101			
SALE OF THE CENTURY	N	2695	2080	3.3	77.2	99	1628	3.3	60.4	98	1145	3.2	42.5	95			
SEARCH FOR TOMORROW	N	2319	1766	2.8	76.2	97	1431	2.9	61.7	100	891	2.5	38.4	86			
TODAY SHOW 1	N	2693	2114	3.3	78.5	100	1657	3.3	61.5	100	1258	3.5	46.7	104			
TODAY SHOW 2	N	2498	1944	3.1	77.8	99	1476	3.0	59.1	96	1141	3.2	45.7	102			
\$25,000 PYRAMID	C	2753	2144	3.4	77.9	100	1616	3.2	58.7	95	1217	3.4	44.2	99			
WHEEL OF FORTUNE	N	4388	3346	5.3	76.3	97	2672	5.3	60.9	99	1753	4.8	39.9	89			
YOUNG AND THE RESTLESS	C	5695	4440	7.0	78.0	100	3637	7.3	63.9	104	2148	5.9	37.7	84			
WEEKEND DAYTIME NTHK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A	1760	1412	2.2	80.2	103	1116	2.2	63.4	103	809	2.2	46.0	103			
NBA PLAYOFF GAME -1	C	1136	856	1.4	75.4	96	675	1.4	59.4	96	480	1.3	42.3	94			
NBC MAJOR LEAGUE PRE-GAME N	N	953	695	1.1	72.9	93	535	1.1	56.1	91	376	1.0	39.5	88			
SPORTSWORLD - SUN	N	1233	1028	1.6	83.4	107	733	1.5	59.4	96	615	1.7	49.9	112			
SUNDAY MORNING	C	1611	1210	1.9	75.1	96	953	1.9	59.2	96	736	2.0	45.7	102			

PLASTIC GARBAGE BAGS & TRASH CAN LINERS: TYPES
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	USE PLASTIC GARBAGE BAGS OR TRASH CAN LINERS				PLASTIC GARBAGE BAGS (INDOOR)				PLASTIC TRASH CAN LINERS (OUTDOOR)							
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS		80986	63373	100.0	78.3	100	49971	100.0	61.7	100	36220	100.0	44.7	100				
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		26063	20443	32.3	78.4	100	15967	32.0	61.3	99	11854	32.7	45.5	102				
NETWORK AFFILIATES - LATE		20261	16232	25.6	80.1	102	12848	25.7	63.4	103	9273	25.6	45.8	102				
INDEPENDENTS - LATE		2076	1525	2.4	73.5	94	1218	2.4	58.7	95	872	2.4	42.0	94				
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM		N 10453	8447	13.3	80.8	103	6788	13.6	64.9	105	4631	12.8	44.3	99				
ABC MONDAY NIGHT MOVIE		A 6412	4966	7.8	77.4	99	3899	7.8	60.8	99	2867	7.9	44.7	100				
ABC SUNDAY NIGHT MOVIE		A 12407	9676	15.3	78.0	100	7681	15.4	61.9	100	5639	15.6	45.5	102				
ABC WORLD NEWS TONIGHT		A 6176	4952	7.8	80.2	102	3608	7.2	58.4	95	3060	8.4	49.5	111				
AFTERMASH		C 5863	4563	7.2	77.8	99	3586	7.2	61.2	99	2917	8.1	49.8	111				
ALICE		C 9594	7512	11.9	78.3	100	5897	11.8	61.5	100	4482	12.4	46.7	104				
AMERICAN PARADE		C 6622	5040	8.0	76.1	97	3835	7.7	57.9	94	3085	8.5	46.6	104				
BENSON		A 10886	8539	13.5	78.4	100	6777	13.6	62.3	101	4994	13.8	45.9	103				
BLUE THUNDER		A 5036	4073	6.4	80.9	103	3223	6.4	64.0	104	2275	6.3	45.2	101				
CAGNEY & LACEY		C 9965	8048	12.7	80.8	103	6321	12.6	63.4	103	4730	13.1	47.5	106				
CBS EVENING NEWS-DEAN		C 3491	2639	4.2	75.6	97	1886	3.8	54.0	88	1750	4.8	50.1	112				
CBS EVENING NEWS-RATHER		C 7123	5519	8.7	77.5	99	4297	8.6	60.3	98	3311	9.1	46.5	104				
CBS SAT. NEWS-SCHIEFFER		C 3621	2692	4.2	74.3	95	1930	3.9	53.3	86	1723	4.8	47.6	106				
CBS SATURDAY NIGHT MOVIE		C 5436	4353	6.9	80.1	102	3455	6.9	63.6	103	2396	6.6	44.1	99				
CBS WEDNESDAY NIGHT MOVIE		C 6100	4612	7.3	75.6	97	3628	7.3	59.5	96	2600	7.2	42.6	95				
CHEERS		N 8889	7380	11.6	83.0	106	5935	11.9	66.8	108	4225	11.7	47.5	106				
DALLAS		C 22109	17343	27.4	78.4	100	13929	27.9	63.0	102	9752	26.9	44.1	99				
DIFF'RENT STROKES		N 6940	5328	8.4	76.8	98	4209	8.4	60.6	98	3011	8.3	43.4	97				
DOUBLE TROUBLE		N 7223	5867	9.3	81.2	104	4784	9.6	66.2	107	3114	8.6	43.1	96				
DUCK FACTORY		N 5595	4630	7.3	82.8	106	3809	7.6	68.1	110	2589	7.1	46.3	103				
DUKES OF HAZZARD		C 5768	4613	7.3	80.0	102	3650	7.3	63.3	103	2462	6.8	42.7	95				
DYNASTY		A 20053	15807	24.9	78.8	101	12352	24.7	61.6	100	9199	25.4	45.9	103				
FACTS OF LIFE		N 8087	6371	10.1	78.8	101	5119	10.2	63.3	103	3546	9.8	43.8	98				
FALCON CREST		C 20046	15958	25.2	79.6	102	12760	25.5	63.7	103	8973	24.8	44.8	100				
FALL GUY		A 9084	7114	11.2	78.3	100	5677	11.4	62.5	101	3959	10.9	43.6	97				
FAMILY TIES		N 7964	6486	10.2	81.4	104	5414	10.8	68.0	110	3611	10.0	45.3	101				
FANTASY ISLAND		A 7687	5960	9.4	77.5	99	4463	8.9	58.1	94	3692	10.2	48.0	107				
FOULUPS,BLEEPS & BLUNDERS		A 8861	6891	10.9	77.8	99	5220	10.4	58.9	95	4108	11.3	46.4	104				
FOUR SEASONS		C 5095	3968	6.3	77.9	100	3243	6.5	63.7	103	2487	6.9	48.8	109				
GIMME A BREAK		N 8838	7222	11.4	81.7	104	5984	12.0	67.7	110	4086	11.3	46.2	103				
HART TO HART		A 8978	6962	11.0	77.5	99	5458	10.9	60.8	99	3826	10.6	42.6	95				
HILL STREET BLUES		N 8590	7023	11.1	81.8	104	5526	11.1	64.3	104	4147	11.4	48.3	108				
HOTEL		A 14085	11314	17.9	80.3	103	8851	17.7	62.8	102	6546	18.1	46.5	104				
JEFFERSONS		C 9360	7278	11.5	77.8	99	5813	11.6	62.1	101	4278	11.8	45.7	102				
JENNIFER SLEPT HERE		N 5841	4625	7.3	79.2	101	3640	7.3	62.3	101	2566	7.1	43.9	98				
KATE & ALLIE		C 9206	7218	11.4	78.4	100	5732	11.5	62.3	101	4158	11.5	45.2	101				
KNIGHT RIDER		N 7076	5511	8.7	77.9	100	4321	8.6	61.1	99	3132	8.6	44.3	99				
LOVE BOAT		A 12219	9352	14.8	76.5	98	7246	14.5	59.3	96	5667	15.6	46.4	104				
MAGNUM PI		C 11199	8869	14.0	79.2	101	7111	14.2	63.5	103	4853	13.4	43.3	97				
MAMA'S FAMILY		N 6057	4599	7.3	75.9	97	3548	7.1	58.6	95	2751	7.6	45.4	102				
MASTER, THE		N 3598	2835	4.5	78.8	101	2311	4.6	64.2	104	1638	4.5	45.5	102				
MATT HOUSTON		A 6344	5107	8.1	80.5	103	4054	8.1	63.9	104	2962	8.2	46.7	104				
NBC MONDAY NIGHT MOVIE		N 11994	9501	15.0	79.2	101	7430	14.9	61.9	100	5280	14.6	44.0	98				
NBC NIGHTLY NEWS		N 5132	4047	6.4	78.9	101	3131	6.3	61.0	99	2431	6.7	47.4	106				
NBC NIGHTLY NEWS-SAT		N 3375	2609	4.1	77.3	99	1965	3.9	58.2	94	1482	4.1	43.9	98				
NBC NIGHTLY NEWS-SUN		N 3130	2491	3.9	79.6	102	1853	3.7	59.2	96	1526	4.2	48.8	109				
NBC SUNDAY NIGHT MOVIE		N 8284	6699	10.6	80.9	103	5436	10.9	65.6	106	3721	10.3	44.9	100				
NEWMART		C 9240	7282	11.5	78.8	101	5830	11.7	63.1	102	4146	11.4	44.9	100				
ONE DAY AT A TIME		C 7288	5675	9.0	77.9	100	4670	9.3	64.1	104	3153	8.7	43.3	97				
PEOPLE ARE FUNNY		N 4855	3789	6.0	78.0	100	2952	5.9	60.8	99	2132	5.9	43.9	98				
REAL PEOPLE		N 8869	7054	11.1	79.5	102	5468	10.9	61.7	100	4078	11.3	46.0	103				
REMINGTON STEELE		N 7743	6113	9.6	78.9	101	4865	9.7	62.8	102	3483	9.6	45.0	101				
RIPLEY'S BELIEVE IT - NOT		A 5345	4361	6.9	81.6	104	3496	7.0	65.4	106	2435	6.7	45.6	102				
RIPTIDE		N 6988	5631	8.9	80.6	103	4568	9.1	65.4	106	3073	8.5	44.0	98				
SCARECROW & MRS. KING		C 10002	7819	12.3	78.2	100	6208	12.4	62.1	101	4550	12.6	45.5	102				
SIMON & SIMON		C 10638	8449	13.3	79.4	101	6719	13.4	63.2	102	4639	12.8	43.6	98				
60 MINUTES		C 13293	10270	16.2	77.3	99	7664	15.3	57.7	93	6501	17.9	48.9	109				
ST. ELSEWHERE		N 7017	5787	9.1	82.5	105	4614	9.2	65.8	107	3009	8.3	42.9	96				
THREE'S COMPANY		A 10917	8581	13.5	78.6	100	6709	13.4	61.5	100	5115	14.1	46.9	105				
T.J. HOOKER		A 9204	7212	11.4	78.4	100	5624	11.3	61.1	99	4301	11.9	46.7	104				
TONIGHT SHOW		N 2372	1947	3.1	82.1	105	1461	2.9	61.6	100	1202	3.3	50.7	113				
TRAPPER JOHN, M.D.		C 9846	7724	12.2	78.4	100	6229	12.5	63.3	103	4357	12.0	44.3	99				
TV BLOOPERS & PRAC. JOKES		N 9105	7217	11.4	79.3	101	5585	11.2	61.3	99	4070	11.2	44.7	100				
20/20		A 9387	7502															

	TOTAL U.S. '000	BAGGIES				GLAD BAGS				HEFTY (MOBIL)				KORDITE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	7136	100.0	8.8	100	28053	100.0	34.6	100	31151	100.0	38.5	100	4608	100.0	5.7	100
18 - 24	9282	659	9.2	7.1	81	2613	9.3	28.2	81	3062	9.8	33.0	86	*501	10.9	5.4	95
25 - 34	19072	1480	20.7	7.8	88	6643	23.7	34.8	101	8071	25.9	42.3	110	1342	29.1	7.0	124
35 - 44	14591	1212	17.0	8.3	94	5224	18.6	35.8	103	5536	17.8	37.9	99	848	18.4	5.8	102
45 - 54	11345	1232	17.3	10.9	123	4208	15.0	37.1	107	4715	15.1	41.6	108	743	16.1	6.5	115
55 - 64	11635	1199	16.8	10.3	117	4392	15.7	37.7	109	4368	14.0	37.5	98	533	11.6	4.6	81
65 OR OLDER	15061	1354	19.0	9.0	102	4974	17.7	33.0	95	5399	17.3	35.8	93	641	13.9	4.3	75
18 - 34	28354	2139	30.0	7.5	86	9256	33.0	32.6	94	11133	35.7	39.3	102	1843	40.0	6.5	114
18 - 49	48339	3948	55.3	8.2	93	16324	58.2	33.8	97	18957	60.9	39.2	102	3045	66.1	6.3	111
25 - 54	45008	3924	55.0	8.7	99	16075	57.3	35.7	103	18321	58.8	40.7	106	2933	63.7	6.5	115
35 - 49	19985	1809	25.4	9.1	103	7068	25.2	35.4	102	7824	25.1	39.1	102	1202	26.1	6.0	106
50 OR OLDER	32647	3188	44.7	9.8	111	11729	41.8	35.9	104	12194	39.1	37.4	97	1564	33.9	4.8	84
GRADUATED COLLEGE	11155	935	13.1	8.4	95	4012	14.3	36.0	104	4554	14.6	40.8	106	746	16.2	6.7	118
ATTENDED COLLEGE	13682	1237	17.3	9.0	103	4908	17.5	35.9	104	5628	18.1	41.1	107	883	19.2	6.5	113
GRADUATED HIGH SCHOOL	33880	3044	42.7	9.0	102	12253	43.7	36.2	104	13521	43.4	39.9	104	1831	39.7	5.4	95
DID NOT GRADUATE HIGH SCHOOL	22270	1921	26.9	8.6	98	6880	24.5	30.9	89	7449	23.9	33.4	87	1150	25.0	5.2	91
EMPLOYED	40306	3458	48.5	8.6	97	13964	49.8	34.6	100	15822	50.8	39.3	102	2196	47.7	5.4	96
EMPLOYED FULL-TIME	32850	2846	39.9	8.7	98	11281	40.2	34.3	99	12980	41.7	39.5	103	1800	39.1	5.5	96
EMPLOYED PART-TIME	7456	612	8.6	8.2	93	2683	9.6	36.0	104	2842	9.1	38.1	99	*396	8.6	5.3	93
NOT EMPLOYED	40680	3679	51.6	9.0	103	14090	50.2	34.6	100	15330	49.2	37.7	98	2412	52.3	5.9	104
PROFESSIONAL/MANAGER	10392	732	10.3	7.0	80	3679	13.1	35.4	102	4154	13.3	40.0	104	*534	11.6	5.1	90
TECH/CLERICAL/SALES	17574	1566	21.9	8.9	101	6341	22.6	36.1	104	7187	23.1	40.9	106	977	21.2	5.6	98
PRECISION/CRAFT	985	**91	1.3	9.2	105	*311	1.1	31.6	91	*380	1.2	38.6	100	**41	0.9	4.2	73
OTHER EMPLOYED	11354	1070	15.0	9.4	107	3633	13.0	32.0	92	4102	13.2	36.1	94	644	14.0	5.7	100
SINGLE	9863	817	11.4	8.3	94	3112	11.1	31.6	91	3235	10.4	32.8	85	581	12.6	5.9	104
MARRIED	51375	4599	64.4	9.0	102	18363	65.5	35.7	103	20609	66.2	40.1	104	3069	66.6	6.0	105
DIVORCED/SEPARATED/WIDOWED	19748	1720	24.1	8.7	99	6578	23.4	33.3	96	7307	23.5	37.0	96	959	20.8	4.9	85
PARENTS	32590	2512	35.2	7.7	87	11552	41.2	35.4	102	13205	42.4	40.5	105	2064	44.8	6.3	111
WHITE	70416	6111	85.6	8.7	98	24614	87.7	35.0	101	27675	88.8	39.3	102	3918	85.0	5.6	98
BLACK	8778	828	11.6	9.4	107	2888	10.3	32.9	95	2849	9.1	32.5	84	604	13.1	6.9	121
OTHER	1791	**197	2.8	11.0	125	*551	2.0	30.8	89	*628	2.0	35.1	91	**87	1.9	4.9	85
NORTHEAST-CENSUS	17786	1804	25.3	10.1	115	7026	25.0	39.5	114	7561	24.3	42.5	111	750	16.3	4.2	74
NORTH CENTRAL	20741	2116	29.7	10.2	116	7484	26.7	36.1	104	9622	30.9	46.4	121	1019	22.1	4.9	86
SOUTH	27775	1842	25.8	6.6	75	8929	31.8	32.1	93	9049	29.0	32.6	85	2173	47.2	7.8	138
WEST	14683	1375	19.3	9.4	106	4616	16.5	31.4	91	4919	15.8	33.5	87	666	14.5	4.5	80
NORTHEAST-MKTG.	17961	1713	24.0	9.5	108	6606	23.5	36.8	106	7254	23.3	40.4	105	886	19.2	4.9	87
EAST CENTRAL	11885	1080	15.1	9.1	103	4764	17.0	40.1	116	5198	16.7	43.7	114	581	12.6	4.9	86
WEST CENTRAL	14090	1520	21.3	10.8	122	4922	17.5	34.9	101	6459	20.7	45.8	119	734	15.9	5.2	92
SOUTH	24081	1651	23.1	6.9	78	7799	27.8	32.4	93	7975	25.6	33.1	86	1835	39.8	7.6	134
PACIFIC	12969	1171	16.4	9.0	102	3962	14.1	30.5	88	4265	13.7	32.9	85	*572	12.4	4.4	78
COUNTY SIZE A	32439	3082	43.2	9.5	108	11100	39.6	34.2	99	12102	38.8	37.3	97	1734	37.6	5.3	94
COUNTY SIZE B	24915	2035	28.5	8.2	93	9262	33.0	37.2	107	10010	32.1	40.2	104	1260	27.3	5.1	89
COUNTY SIZE C	12930	1116	15.6	8.6	98	4423	15.8	34.2	99	5051	16.2	39.1	102	1015	22.0	7.8	138
COUNTY SIZE D	10703	904	12.7	8.4	96	3268	11.6	30.5	88	3987	12.8	37.3	97	599	13.0	5.6	98
METRO CENTRAL CITY	24518	1881	26.4	7.7	87	8501	30.3	34.7	100	8885	28.5	36.2	94	1319	28.6	5.4	95
METRO SUBURBAN	35919	3519	49.3	9.8	111	13068	46.6	36.4	105	14689	47.2	40.9	106	1973	42.8	5.5	97
NON METRO	20549	1736	24.3	8.4	96	6485	23.1	31.6	91	7578	24.3	36.9	96	1316	28.6	6.4	113
TOP 5 ADI'S	18341	1737	24.3	9.5	107	6007	21.4	32.8	95	6811	21.9	37.1	97	633	13.7	3.5	61
TOP 10 ADI'S	25378	2448	34.3	9.6	109	8286	29.5	32.7	94	9280	29.8	36.6	95	1253	27.2	4.9	87
TOP 20 ADI'S	36488	3561	49.9	9.8	111	12222	43.6	33.5	97	13866	44.5	38.0	99	1914	41.5	5.2	92
HSHLD INC. \$50,000 OR MORE	6612	656	9.2	9.9	113	2663	9.5	40.3	116	3039	9.8	46.0	119	*288	6.3	4.4	77
\$40,000 OR MORE	12659	1200	16.8	9.5	108	4959	17.7	39.2	113	5653	18.1	44.7	116	697	15.1	5.5	97
\$30,000 OR MORE	24698	2388	33.5	9.7	110	9434	33.6	38.2	110	10649	34.2	43.1	112	1479	32.1	6.0	105
\$25,000 OR MORE	32077	3100	43.4	9.7	110	12018	42.8	37.5	108	13874	44.5	43.3	112	1940	42.1	6.0	105
\$20,000 - \$24,999	9144	838	11.7	9.2	104	3214	11.5	35.1	101	3305	10.6	36.1	94	*499	10.8	5.5	96
\$15,000 - \$19,999	8728	725	10.2	8.3	94	2800	10.0	32.1	93	3043	9.8	34.9	91	581	12.6	6.7	117
\$10,000 - \$14,999	12562	1047	14.7	8.3	95	4664	16.6	37.1	107	4696	15.1	37.4	97	690	15.0	5.5	97
UNDER \$10,000	18475	1425	20.0	7.7	88	5357	19.1	29.0	84	6233	20.0	33.7	88	899	19.5	4.9	86
HOUSEHOLD OF 1 PERSON	11987	949	13.3	7.9	90	3816	13.6	31.8	92	3807	12.2	31.8	83	629	13.7	5.2	92
2 PEOPLE	26577	2431	34.1	9.1	104	9021	32.2	33.9	98	9919	31.8	37.3	97	1484	32.2	5.6	98
3 OR 4 PEOPLE	30617	2754	38.6	9.0	102	11074	39.5	36.2	104	12222	39.2	39.9	104	1757	38.1	5.7	101
5 OR MORE PEOPLE	11804	1002	14.0	8.5	96	4142	14.8	35.1	101	5204	16.7	44.1	115	*738	16.0	6.3	110
NO CHILD IN HSHLD	46165	4417	61.9	9.6	109	15679	55.9	34.0	98	17011	54.6	36.8	96	2419	52.5	5.2	92
CHILD(REN) UNDER 2 YRS	5325	*359	5.0	6.7	77	1693	6.0	31.8	92	1968	6.3	37.0	96	**264	5.7	5.0	87
2 - 5 YEARS	14221	911	12.8	6.4	73	5114	18.2	36.0	104	5842	18.8	41.1	107	1091	23.7	7.7	135
6 - 11 YEARS	15117	1138	15.9	7.5	85	5259	18.7	34.8	100	6193	19.9	41.0	107	998	21.7	6.6	116
12 - 17 YEARS	16611	1586	22.2	9.5	108	5897	21.0	35.5	102	6822	21.9	41.1	107	972	21.1	5.9	103
RESIDENCE OWNED	55884	5114	71.7	9.2	104	20847	74.3	37.3	108	22570	72.5	40.4	105	3443	74.7	6.2	108
VALUE: \$50,000 OR MORE	31744	3137	44.0	9.9	112	11682	41.6	36.8	106	13111	42.1	41.3	107	1961	42.6	6.2	109
VALUE: UNDER \$50,000	24140	1977	27.7	8.2	93	9165	32.7	38.0	110	9460	30.4	39.2	102	1483	32.2	6.1	108

PLASTIC GARBAGE BAGS & TRASH CAN LINERS: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	BAGGIES				GLAD BAGS				HEFTY (MOBIL)				KORDITE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS		80986	7136	100.0	8.8	100	28053	100.0	34.6	100	31151	100.0	38.5	100	4608	100.0	5.7	100
MAGAZINES	QUINTILE 1	15799	1798	25.2	11.4	129	5904	21.0	37.4	108	7402	23.8	46.9	122	1021	22.2	6.5	114
	QUINTILE 2	17259	1834	25.7	10.6	121	6284	22.4	36.4	105	7105	22.8	41.2	107	1170	25.4	6.8	119
	QUINTILE 3	18545	1015	14.2	7.5	85	4832	17.2	35.7	103	4960	15.9	36.6	95	743	16.1	5.5	96
	QUINTILE 4	15133	1166	16.3	7.7	87	5018	17.9	33.2	96	5386	17.3	35.6	93	809	17.6	5.3	94
	QUINTILE 5	19250	1325	18.6	6.9	78	6014	21.4	31.2	90	6299	20.2	32.7	85	866	18.8	4.5	79
NEWSPAPERS	QUINTILE 1	12413	1414	19.8	11.4	129	4787	17.1	38.6	111	5433	17.4	43.8	114	594	12.9	4.8	84
	QUINTILE 2	24116	2289	32.1	9.5	108	8761	31.2	36.3	105	9712	31.2	40.3	105	1573	34.1	6.5	115
	QUINTILE 3	11261	937	13.1	8.3	94	4117	14.7	36.6	106	4544	14.6	40.4	105	701	15.2	6.2	109
	QUINTILE 4	20255	1675	23.5	8.3	94	6520	23.2	32.2	93	7589	24.4	37.5	97	1126	24.4	5.6	98
	QUINTILE 5	12940	822	11.5	6.4	72	3870	13.8	29.9	86	3874	12.4	29.9	78	616	13.4	4.8	84
OUTDOOR	QUINTILE 1	14852	1229	17.2	8.3	94	5175	18.4	34.8	101	5999	19.3	40.4	105	731	15.9	4.9	87
	QUINTILE 2	15725	1272	17.8	8.1	92	5426	19.3	34.5	100	6262	20.1	39.8	104	995	21.6	6.3	111
	QUINTILE 3	16330	1489	20.9	9.1	103	5635	20.1	34.5	100	6454	20.7	39.5	103	938	20.4	5.7	101
	QUINTILE 4	16744	1651	23.1	9.9	112	6014	21.4	35.9	104	6372	20.5	38.1	99	1030	22.4	6.2	108
	QUINTILE 5	17334	1495	21.0	8.6	98	5803	20.7	33.5	97	6064	19.5	35.0	91	915	19.9	5.3	93
RADIO-DRIVE TIME	QUINTILE 1	15911	1430	20.0	9.0	102	5552	19.8	34.9	101	6592	21.2	41.4	108	974	21.1	6.1	108
	QUINTILE 2	14837	1541	21.6	10.4	118	4961	17.7	33.4	97	5789	18.6	39.0	101	946	20.5	6.4	112
	QUINTILE 3	15339	1350	18.9	8.8	100	5463	19.5	35.6	103	5730	18.4	37.4	97	684	14.8	4.5	78
	QUINTILE 4	16723	1189	16.7	7.1	81	5846	20.8	35.0	101	6211	19.9	37.1	97	955	20.7	5.7	100
	QUINTILE 5	18176	1626	22.8	8.9	102	6232	22.2	34.3	99	6829	21.9	37.6	98	1049	22.8	5.8	101
RADIO-MID- DAY	QUINTILE 1	21020	1868	26.2	8.9	101	7186	25.6	34.2	99	8502	27.3	40.4	105	1370	29.7	6.5	115
	QUINTILE 2	21610	2234	31.3	10.3	117	7705	27.5	35.7	103	8358	26.8	38.7	101	1440	31.3	6.7	117
	QUINTILE 3	38355	3035	42.5	7.9	90	13162	46.9	34.3	99	14291	45.9	37.3	97	1798	39.0	4.7	82
	QUINTILE 4	15988	1519	21.3	9.5	108	5423	19.3	33.9	98	6340	20.4	39.7	103	913	19.8	5.7	100
	QUINTILE 5	15626	1426	20.0	9.1	104	5475	19.5	35.0	101	6191	19.9	39.6	103	1115	24.2	7.1	125
RADIO-TOTAL	QUINTILE 1	16723	1651	23.1	9.9	112	5854	20.9	35.0	101	6778	21.8	40.5	105	931	20.2	5.6	98
	QUINTILE 2	16342	1363	19.1	8.3	95	5848	20.8	35.8	103	6146	19.7	37.6	98	734	15.9	4.5	79
	QUINTILE 3	16306	1177	16.5	7.2	82	5453	19.4	33.4	97	5698	18.3	34.9	91	915	19.9	5.6	99
	QUINTILE 4	15953	1637	22.9	10.3	116	5586	19.9	35.0	101	6556	21.0	41.1	107	913	19.8	5.7	101
	QUINTILE 5	16137	1496	21.0	9.3	105	5566	19.8	34.5	100	6697	21.5	41.5	108	1012	22.0	6.3	110
TV-PRIME TIME	QUINTILE 1	16420	1320	18.5	8.0	91	5589	21.0	35.9	104	6529	21.0	39.8	103	788	17.1	4.8	84
	QUINTILE 2	16687	1411	19.8	8.5	96	6023	21.5	36.1	104	5828	18.7	34.9	91	982	21.3	5.9	103
	QUINTILE 3	15789	1273	17.8	8.1	92	4989	17.8	31.6	91	5541	17.8	35.1	91	914	19.8	5.8	102
	QUINTILE 4	27736	2609	36.6	9.4	107	9787	34.9	35.3	102	10793	34.6	38.9	101	1880	40.8	6.8	119
	QUINTILE 5	26489	2280	32.0	8.6	98	8938	31.9	33.7	97	10202	32.8	38.5	100	1383	30.0	5.2	92
TV-DAYTIME	QUINTILE 1	26761	2247	31.5	8.4	95	9328	33.3	34.9	101	10157	32.6	38.0	99	1345	29.2	5.0	88
	QUINTILE 2	16345	1599	22.4	9.8	111	5561	19.8	34.0	98	6494	20.8	39.7	103	1095	23.8	6.7	118
	QUINTILE 3	16447	1531	21.5	9.3	106	5848	20.8	35.6	103	6942	22.3	42.2	110	849	18.4	5.2	91
	QUINTILE 4	15980	1454	20.4	9.1	103	5560	19.8	34.8	100	6413	20.6	40.1	104	900	19.5	5.6	99
	QUINTILE 5	15887	1295	18.1	8.2	93	5647	20.1	35.5	103	5565	17.9	35.0	91	880	19.1	5.5	97
MAGAZINES-NEWSPAPERS: DUAL MAGAZINE IMPERATIVE NEWSPAPER IMPERATIVE	QUINTILE 1	16326	1257	17.6	7.7	87	5438	19.4	33.3	96	5737	18.4	35.1	91	883	19.2	5.4	95
	QUINTILE 2	20721	2303	32.3	11.1	126	7336	26.2	35.4	102	9253	29.7	44.7	116	1376	29.9	6.6	117
	QUINTILE 3	19186	1768	24.8	9.2	105	6923	24.7	36.1	104	7770	24.9	40.5	105	1237	26.8	6.4	113
	QUINTILE 4	21899	1824	25.6	8.3	95	8165	29.1	37.3	108	8071	25.9	36.9	96	1138	24.7	5.2	91
	QUINTILE 5	15451	1563	21.9	10.1	115	5670	20.2	36.7	106	6775	21.7	43.8	114	928	20.1	6.0	106
MAGAZINES-OUTDOOR: DUAL MAGAZINE IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	25953	2758	38.6	10.6	121	9481	33.8	36.5	105	10707	34.4	41.3	107	1697	36.8	6.5	115
	QUINTILE 2	24400	1690	23.7	6.9	79	7939	28.3	32.5	94	8673	27.8	35.5	92	1253	27.2	5.1	90
	QUINTILE 3	18049	1937	27.1	10.7	122	6442	23.0	35.7	103	7909	25.4	43.8	114	1131	24.5	6.3	110
	QUINTILE 4	23571	2386	33.4	10.1	115	8789	31.3	37.3	108	9731	31.2	41.3	107	1461	31.7	6.2	109
	QUINTILE 5	23278	1801	25.2	7.7	88	7771	27.7	33.4	96	8314	26.7	35.7	93	1348	29.3	5.8	102
MAGAZINES-TELEVISION: DUAL MAGAZINE IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	15459	1716	24.0	11.1	126	5616	20.0	36.3	105	6949	22.3	45.0	117	1038	22.5	6.7	118
	QUINTILE 2	25829	2500	35.0	9.7	110	9459	33.7	36.6	106	10463	33.6	40.5	105	1605	34.8	6.2	109
	QUINTILE 3	26039	1984	27.8	7.6	86	8486	30.2	32.6	94	9445	30.3	36.3	94	1319	28.6	5.1	89
	QUINTILE 4	16605	1622	22.7	9.8	111	6039	21.5	36.4	105	7216	23.2	43.5	113	954	20.7	5.7	101
	QUINTILE 5	26834	2699	37.8	10.1	114	10088	36.0	37.6	109	10778	34.6	40.2	104	1652	35.9	6.2	108
NEWSPAPERS-OUTDOOR: DUAL NEWSPAPER IMPERATIVE OUTDOOR IMPERATIVE	QUINTILE 1	23346	1777	24.9	7.6	86	7441	26.5	31.9	92	8573	27.5	36.7	95	1227	26.6	5.3	92
	QUINTILE 2	17133	1781	25.0	10.4	118	6616	23.6	38.6	111	7084	22.7	41.3	107	1016	22.0	5.9	104
	QUINTILE 3	25892	2395	33.6	9.2	105	9371	33.4	36.2	104	10523	33.8	40.6	106	1453	31.5	5.6	99
	QUINTILE 4	23167	1956	27.4	8.4	96	7426	26.5	32.1	93	8903	28.6	38.4	100	1418	30.8	6.1	108
	QUINTILE 5	17139	1683	23.6	9.8	111	6286	22.4	36.6	106	7616	24.4	44.4	115	984	21.4	5.7	101
NEWSPAPERS-TELEVISION: DUAL NEWSPAPER IMPERATIVE TELEVISION IMPERATIVE	QUINTILE 1	26214	2553	35.8	9.7	111	9625	34.3	36.7	106	10173	32.7	38.8	101	1566	34.0	6.0	105
	QUINTILE 2	23412	2039	28.6	8.7	99	7462	26.6	31.9	92	8690	27.9	37.1	96	1376	29.9	5.9	103
	QUINTILE 3	15303	1402	19.6	9.2	104	5226	18.6	34.2	99	6314	20.3	41.3	107	1073	23.3	7.0	123
	QUINTILE 4	24901	2049	28.7	8.2	93	8659	30.9	34.8	100								

	TOTAL U.S. '000	BAGGIES				GLAD BAGS				HEFTY (MOBIL)				KORDITE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOME MAKERS	80986	7136	100.0	8.8	100	28053	100.0	34.6	100	31151	100.0	38.5	100	4608	100.0	5.7	100
ATLANTIC MONTHLY	415	**32	0.4	7.7	88	*202	0.7	48.7	141	*201	0.6	48.4	126	**17	0.4	4.1	72
BARRON'S	453	**50	0.7	11.0	125	*184	0.7	40.6	117	*224	0.7	49.4	129	**49	1.1	10.8	190
BETTER HOMES & GARDENS	16256	1675	23.5	10.3	117	6379	22.7	39.2	113	6920	22.2	42.6	111	1175	25.5	7.2	127
BON APPETIT	2535	279	3.9	11.0	125	783	2.8	30.9	89	944	3.0	37.2	97	*153	3.3	6.0	106
BUSINESS WEEK	1278	**82	1.1	6.4	73	381	1.4	29.8	86	584	1.9	45.7	119	**80	1.7	6.3	110
CAR AND DRIVER	378	**55	0.8	14.6	165	**98	0.3	25.9	75	*122	0.4	32.3	84	**14	0.3	3.7	66
CBS MAGAZINE NETWORK (GROSS)	1498	*151	2.1	10.1	114	431	1.5	28.8	83	645	2.1	43.1	112	**69	1.5	4.6	81
CHANGING TIMES	1505	**86	1.2	5.7	65	477	1.7	31.7	91	635	2.0	42.2	110	**87	1.9	5.8	102
COLONIAL HOMES	1231	*113	1.6	9.2	104	468	1.7	38.0	110	462	1.5	37.5	98	*87	1.9	7.1	124
CONDE NAST MAG. PKG. (GROSS)	14146	1458	20.4	10.3	117	5005	17.8	35.4	102	6479	20.8	45.8	119	757	16.4	5.4	94
CONSUMERS DIGEST	1323	*148	2.1	11.2	127	467	1.7	35.3	102	524	1.7	39.6	103	**118	2.6	8.9	157
COSMOPOLITAN	7102	753	10.6	10.6	120	2315	8.3	32.6	94	3314	10.6	46.7	121	417	9.0	5.9	103
COUNTRY LIVING	2481	*263	3.7	10.6	120	1022	3.6	41.2	119	1043	3.3	42.0	109	245	5.3	9.9	174
CUISINE	1472	*194	2.7	13.2	150	492	1.8	33.4	96	567	1.8	38.5	100	**123	2.7	8.4	147
CYCLE WORLD	425	**26	0.4	6.1	69	*179	0.6	42.1	122	*214	0.7	50.4	131	**6	0.1	1.4	25
DCI:CREATIVE IDEAS FOR LIV	2510	*201	2.8	8.0	91	880	3.1	35.1	101	1019	3.3	40.6	106	*215	4.7	8.6	151
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	593	8.3	8.9	101	2351	8.4	35.1	101	2449	7.9	36.6	95	608	13.2	9.2	160
DISCOVER	894	**80	1.1	8.9	102	247	0.9	27.6	80	370	1.2	41.4	108	**48	1.0	5.4	94
EBONY	3507	409	5.7	11.7	132	1240	4.4	35.4	102	1274	4.1	36.3	94	286	6.2	8.2	143
ESQUIRE	1083	**118	1.7	10.9	124	324	1.2	29.9	86	506	1.6	46.7	121	**72	1.6	6.6	117
ESSENCE	1830	*198	2.8	10.8	123	663	2.4	36.2	105	747	2.4	40.8	106	*136	3.0	7.4	131
FAMILY CIRCLE	15930	1644	23.0	10.3	117	6057	21.6	38.0	110	6920	22.2	43.4	113	1156	25.1	7.3	128
THE FAMILY HANDYMAN	1126	**87	1.2	7.7	88	482	1.7	42.8	124	463	1.5	41.1	107	**73	1.6	6.5	114
FAMILY WEEKLY	11468	969	13.6	8.4	96	4183	14.9	36.5	105	4678	15.0	40.8	106	984	21.4	8.6	151
FIELD & STREAM	2234	*324	4.5	14.5	165	778	2.8	34.8	101	1024	3.3	45.8	119	*170	3.7	7.6	134
FOOD & WINE	579	**72	1.0	12.4	141	*179	0.6	30.9	89	200	0.6	34.5	90	**52	1.1	9.0	158
FORBES	728	**48	0.7	6.6	75	235	0.8	32.3	93	373	1.2	51.2	133	**38	0.8	5.2	92
FORTUNE	906	**71	1.0	7.8	89	277	1.0	30.6	88	465	1.5	51.3	133	**30	0.7	3.3	58
GENTLEMEN'S QUARTERLY	791	**55	0.8	7.0	79	280	1.0	35.4	102	342	1.1	43.2	112	**62	1.3	7.8	138
GLAMOUR	5265	528	7.4	10.0	114	1897	6.8	36.0	104	2456	7.9	46.6	121	306	6.6	5.8	102
GOLF DIGEST	636	**67	0.9	10.5	120	268	1.0	42.1	122	327	1.0	51.4	134	**83	1.8	13.1	229
GOLF DIGEST/TENNIS (GROSS)	1186	**77	1.1	6.5	74	454	1.6	38.3	111	549	1.8	46.3	120	**123	2.7	10.4	182
GOLF MAGAZINE	441	**38	0.5	8.6	98	*140	0.5	31.7	92	*115	0.4	26.1	68	**53	1.2	12.0	211
GOLF MAGAZINE/SKI (GROSS)	922	**77	1.1	8.4	95	278	1.0	30.2	87	315	1.0	34.2	89	**87	1.9	9.4	166
GOOD HOUSEKEEPING	16487	1887	26.4	11.4	130	6140	21.9	37.2	108	7202	23.1	43.7	114	1148	24.9	7.0	122
HARPER'S BAZAAR	2423	241	3.4	9.9	113	843	3.0	34.8	100	1100	3.5	45.4	118	*143	3.1	5.9	104
HEALTH	1994	369	5.2	18.5	210	745	2.7	37.4	108	861	2.8	43.2	112	*212	4.6	10.6	187
HEARST MAG CORP. BUY (GROSS)	44101	4820	67.5	10.9	124	16272	58.0	36.9	107	19653	63.1	44.6	116	2939	63.8	6.7	117
HEARST MAN POWER (GROSS)	1993	259	3.6	13.0	147	732	2.6	36.7	106	983	3.2	49.3	128	**77	1.7	3.9	68
HEARST WOMAN POWER (GROSS)	31274	3413	47.8	10.9	124	11435	40.8	36.6	106	14059	45.1	45.0	117	2091	45.4	6.7	118
HOUSE BEAUTIFUL	3623	426	6.0	11.8	133	1353	4.8	37.3	108	1480	4.8	40.9	106	241	5.2	6.7	117
INC.	283	**31	0.4	11.0	124	**72	0.3	25.4	73	*129	0.4	45.6	119	**19	0.4	6.7	118
JET	2928	272	3.8	9.3	105	884	3.2	30.2	87	972	3.1	33.2	86	295	6.4	10.1	177
LADIES' HOME JOURNAL	11918	1089	15.3	9.1	104	4435	15.8	37.2	107	5348	17.2	44.9	117	119	15.6	6.0	106
LHU FAMILY GRP COMBO(GROSS)	16764	1714	24.0	10.2	116	6246	22.3	37.3	108	7481	24.0	44.6	116	1200	26.0	7.2	126
LIFE	4254	372	5.2	8.7	99	1567	5.6	36.8	106	1836	5.9	43.2	112	281	6.1	6.6	116
L.A. TIMES HOME MAGAZINE	1145	**86	1.2	7.5	85	338	1.2	29.5	85	420	1.3	36.7	95	**81	1.8	7.1	124
MADMOISELLE	2884	292	4.1	10.1	115	1032	3.7	35.8	103	1286	4.1	44.6	116	*164	3.6	5.7	100
MC CALL'S	13460	1418	19.9	10.5	120	5111	18.2	38.0	110	5942	19.1	44.1	115	771	16.7	5.7	101
MC CALL'S/MRK MOTHER (GROSS)	14606	1498	21.0	10.3	116	5652	20.1	38.7	112	6534	21.0	44.7	116	870	18.9	6.0	105
MECHANIX ILLUSTRATED	772	**36	0.5	4.7	53	295	1.1	38.2	110	358	1.1	46.4	121	**44	1.0	5.7	100
METROPOLITAN HOME	967	**111	1.6	11.5	130	374	1.3	38.7	112	393	1.3	40.6	106	**55	1.2	5.7	100
MONEY	1588	*185	2.6	11.6	132	528	1.9	33.2	96	754	2.4	47.5	123	*140	3.0	8.8	155
MOTHER EARTH NEWS	1002	**39	0.5	3.9	44	294	1.0	29.3	85	361	1.2	36.0	94	**60	1.3	6.0	105
MS.	825	**76	1.1	9.2	105	311	1.1	37.7	109	371	1.2	45.0	117	**52	1.1	6.3	111
NATIONAL ENQUIRER	10336	941	13.2	9.1	103	3884	13.8	37.6	108	4219	13.5	40.8	106	738	16.0	7.1	125
NATIONAL GEOGRAPHIC	9597	961	13.5	10.0	114	3348	11.9	34.9	101	3977	12.8	41.4	108	604	13.1	6.3	111
NATIONAL SUNDAY MAGAZINE PKG	49558	4598	64.4	9.3	105	17941	64.0	36.2	105	20314	65.2	41.0	107	3122	67.8	6.3	111
NATURAL HISTORY	573	**33	0.5	5.8	65	*164	0.6	28.6	83	277	0.9	48.3	126	**16	0.3	2.8	49
NEM WOMAN	1699	*169	2.4	9.9	113	588	2.1	34.6	100	836	2.7	49.2	128	**106	2.3	6.2	110
NEM YORK INCLUDING CUE	443	**39	0.5	8.8	100	*119	0.4	26.9	78	190	0.6	42.9	112	**7	0.2	1.6	28
THE NEW YORKER	1270	*124	1.7	9.8	111	397	1.4	31.3	90	630	2.0	49.6	129	**20	0.4	1.6	28
NEMSHOOK	6277	813	11.4	13.0	147	2052	7.3	32.7	94	2694	8.6	42.9	112	336	7.3	5.4	94
THE N.Y. TIMES DAILY EDITION	1205	**140	2.0	11.6	132	404	1.4	33.5	97	498	1.6	41.3	107	**19	0.4	1.6	28
THE N.Y. TIMES MAGAZINE	2081	*213	3.0	10.2	116	718	2.6	34.5	100	749	2.4	36.0	94	**36	0.8	1.7	30
OMNI	788	**32	0.4	4.1	46	274	1.0	34.8	100	294	0.9	37.3	97	**58	1.3	7.4	129
ON CABLE	1158	**68	1.0	5.9	67	368	1.3	31.8	92	580	1.9	50.1	130	**74	1.6	6.4	112
1001 HOME IDEAS	2852	256	3.6	9.0	102	1065	3.8	37.3	108	1271	4.1	44.6	116	*270	5.9	9.5	166
ORGANIC GARDENING	1658	*170	2.4	10.3	116	607	2.2	36.6	106	659	2.1	39.7	103	**106	2.3	6.4	112
OUTDOOR LIFE	896	**125	1.8	14.0	158	301	1.1	33.6	97	425	1.4	47.4	123	**68	1.5	7.6	133
PARADE MAGAZINE	24275	2388	33.5	9.8	112	8691	31.0	35.8	103	9969	32.0	41.1	107	1430	31.0	5.9	104

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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PLASTIC GARBAGE BAGS & TRASH CAN LINERS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	BAGGIES				GLAD BAGS				HEFTY (MOBIL)				KORDITE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	7136	100.0	8.8	100	28053	100.0	34.6	100	31151	100.0	38.5	100	4608	100.0	5.7	100
PARENTS	3845	365	5.1	9.5	108	1460	5.2	38.0	110	1694	5.4	44.1	115	*261	5.7	6.8	119
PENTHOUSE	831	**38	0.5	4.6	52	*304	1.1	36.6	106	392	1.3	47.2	123	**71	1.5	8.5	150
PEOPLE	11645	1086	15.2	9.3	106	4057	14.5	34.8	101	4978	16.0	42.7	111	652	14.1	5.6	98
PLAYBOY	2006	*188	2.6	9.4	106	712	2.5	35.5	102	788	2.5	39.3	102	**90	2.0	4.5	79
POPULAR HOT RODDING	297	**40	0.6	13.5	153	**107	0.4	36.0	104	*154	0.5	51.9	135	**13	0.3	4.4	77
POPULAR MECHANICS	1018	**133	1.9	13.1	148	384	1.4	37.7	109	503	1.6	49.4	128	**59	1.3	5.8	102
POPULAR SCIENCE	878	**88	1.2	10.0	114	309	1.1	35.2	102	458	1.5	52.2	136	**28	0.6	3.2	56
PREVENTION	3913	464	6.5	11.9	135	1400	5.0	35.8	103	1535	4.9	39.2	102	300	6.5	7.7	135
PSYCHOLOGY TODAY	1710	*203	2.8	11.9	135	591	2.1	34.6	100	885	2.8	51.8	135	**78	1.7	4.6	80
READER'S DIGEST	22204	2273	31.9	10.2	116	8236	29.4	37.1	107	9266	29.7	41.7	108	1370	29.7	6.2	108
REDBOOK	7684	773	10.8	10.1	114	2980	10.6	38.8	112	3543	11.4	46.1	120	526	11.4	6.8	120
ROAD & TRACK	410	**90	1.3	22.0	249	**107	0.4	26.1	75	*150	0.5	36.6	95	**33	0.7	8.0	141
ROLLING STONE	969	*94	1.3	9.7	110	404	1.4	41.7	120	495	1.6	51.1	133	**62	1.3	6.4	112
RUNNER'S WORLD	298	**69	1.0	23.2	263	**68	0.2	22.8	66	*163	0.5	54.7	142	**46	1.0	15.4	271
SATURDAY EVENING POST	1169	*196	2.7	16.8	190	405	1.4	34.6	100	553	1.8	47.3	123	**55	1.2	4.7	83
SCIENCE 84	587	**25	0.4	4.3	48	*224	0.8	38.2	110	291	0.9	49.6	129	**16	0.3	2.7	48
SCIENCE DIGEST	482	**57	0.8	11.8	134	*192	0.7	39.8	115	*219	0.7	45.4	118	**15	0.3	3.1	55
SCIENTIFIC AMERICAN	594	**13	0.2	2.2	25	*216	0.8	36.4	105	*196	0.6	33.0	86	**27	0.6	4.5	80
SELF	2089	*245	3.4	11.7	133	731	2.6	35.0	101	907	2.9	43.4	113	**98	2.1	4.7	82
SEVENTEEN	2411	381	5.3	15.8	179	923	3.3	38.3	111	1000	3.2	41.5	108	**101	2.2	4.2	74
SKI	480	**39	0.5	8.1	92	*139	0.5	29.0	84	*200	0.6	41.7	108	**35	0.8	7.3	128
SMITHSONIAN	2760	276	3.9	10.0	113	842	3.0	30.5	88	1092	3.5	39.6	103	*176	3.8	6.4	112
SOAP OPERA DIGEST	3013	279	3.9	9.3	105	1180	4.2	39.2	113	1289	4.1	42.8	111	306	6.6	10.2	178
SOUTHERN LIVING	4184	392	5.5	9.4	106	1471	5.2	35.2	101	1431	4.6	34.2	89	393	8.5	9.4	165
SPORT	559	**22	0.3	3.9	45	*158	0.6	28.3	82	*180	0.6	32.2	84	**17	0.4	3.0	53
THE SPORTING NEWS	436	**26	0.4	6.0	68	*160	0.6	36.7	106	*177	0.6	40.6	106	**36	0.8	8.3	145
SPORTS AFIELD	493	**70	1.0	14.2	161	*157	0.6	31.8	92	261	0.8	52.9	138	**83	0.1	0.6	11
SPORTS ILLUSTRATED	2758	270	3.8	9.8	111	1057	3.8	38.3	111	1205	3.9	43.7	114	*146	3.2	5.3	93
STAR	7456	672	9.4	9.0	102	2795	10.0	37.5	108	3168	10.2	42.5	110	445	9.7	6.0	105
SUNDAY	24936	2582	36.2	10.4	118	9162	32.7	36.7	106	10323	33.1	41.4	108	1334	28.9	5.3	94
SUNSET	2124	*225	3.2	10.6	120	715	2.5	33.7	97	837	2.7	39.4	102	**167	3.6	7.9	138
TV GUIDE	21661	2189	30.7	10.1	115	7884	28.1	36.4	105	9106	29.2	42.0	109	1443	31.3	6.7	117
TENNIS	550	**10	0.1	1.8	21	*186	0.7	33.8	98	*222	0.7	40.4	105	**40	0.9	7.3	128
TIME	8880	931	13.0	10.5	119	3310	11.8	37.3	108	3798	12.2	42.8	111	537	11.7	6.0	106
TOWN & COUNTRY	917	**102	1.4	11.1	126	375	1.3	40.9	118	422	1.4	46.0	120	**53	1.2	5.8	102
TRAVEL & LEISURE	972	**93	1.3	9.6	109	362	1.3	37.2	108	461	1.5	47.4	123	**65	1.4	6.7	118
TRUE STORY	3356	388	5.4	11.6	131	1277	4.6	38.1	110	1453	4.7	43.3	113	*189	4.1	5.6	99
U.S. NEWS & WORLD REPORT	3410	437	6.1	12.8	145	1269	4.5	37.2	107	1606	5.2	47.1	122	*243	5.3	7.1	125
USA TODAY	1759	*212	3.0	12.1	137	734	2.6	41.7	120	824	2.6	46.8	122	**119	2.6	6.8	119
US	1873	*156	2.2	8.3	95	638	2.3	34.1	98	761	2.4	40.6	106	*130	2.8	6.9	122
VOGUE	3909	394	5.5	10.1	114	1344	4.8	34.4	99	1829	5.9	46.8	122	*189	4.1	4.8	85
MALL STREET JOURNAL	1886	*188	2.6	10.0	113	602	2.1	31.9	92	890	2.9	47.2	123	**99	2.1	5.2	92
WEIGHT WATCHERS	2120	255	3.6	12.0	137	724	2.6	34.2	99	995	3.2	44.9	122	*124	2.7	5.8	103
WOMAN'S DAY	14172	1575	22.1	11.1	126	5325	19.0	37.6	108	6234	20.0	44.0	114	1056	22.9	7.5	131
WORKING MOTHER	1146	**80	1.1	7.0	79	541	1.9	47.2	136	592	1.9	51.7	134	**99	2.1	8.6	152
WORKING WOMAN	1322	*163	2.3	12.3	140	521	1.9	39.4	114	640	2.1	48.4	126	**66	1.4	5.0	88
WORLD TENNIS	*163	**13	0.2	8.0	91	**52	0.2	31.9	92	**80	0.3	49.1	128	**0	0.0	0.0	0
ZIFF-DAVIS MAG NETHK (GROSS)	2532	*287	4.0	11.3	129	828	3.0	32.7	94	1104	3.5	43.6	113	*141	3.1	5.6	98
BLAIR INSERTS	43657	4191	58.7	9.6	109	15675	55.9	35.9	104	17859	57.3	40.9	106	2387	51.8	5.5	96
DAILY NEWSPAPERS																	
READ ANY	51633	4971	69.7	9.6	109	18752	66.8	36.3	105	21030	67.5	40.7	106	2981	64.7	5.8	101
READ ONE	43463	4046	56.7	9.3	106	15386	54.8	35.4	102	17512	56.2	40.3	105	2568	55.7	5.9	104
READ TWO OR MORE	8170	925	13.0	11.3	128	3366	12.0	41.2	119	3519	11.3	43.1	112	414	9.0	5.1	89
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	4977	69.7	9.4	107	18953	67.6	36.0	104	21451	68.9	40.7	106	3196	69.4	6.1	107
READ ONE	46126	4351	61.0	9.4	107	16413	58.5	35.6	103	18567	59.6	40.3	105	2824	61.3	6.1	108
READ TWO OR MORE	6552	627	8.8	9.6	109	2540	9.1	38.8	112	2884	9.3	44.0	114	372	8.1	5.7	100
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	25.70				27.84				28.92				26.96			
30 DAY REACH	71455	6339	88.8	8.9	101	24832	88.5	34.8	100	27707	88.9	38.8	101	4070	88.3	5.7	100
50 SHWG - 30 DAY AV FREQ	14.56	13.55				14.59				15.17				13.83			
30 DAY REACH	67742	6017	84.3	8.9	101	23750	84.7	35.1	101	26445	84.9	39.0	101	3971	86.2	5.9	103
25 SHWG - 30 DAY AV FREQ	7.94	7.35				8.01				8.14				7.55			
30 DAY REACH	62117	5513	77.3	8.9	101	21639	77.1	34.8	101	24610	79.0	39.6	103	3606	78.3	5.8	102
CABLE TV: HOME WIRED	32077	2966	41.6	9.2	105	12476	44.5	38.9	112	13301	42.7	41.5	108	1969	42.7	6.1	108
HOME NOT WIRED	48909	4170	58.4	8.5	97	15577	55.5	31.8	92	17850	57.3	36.5	95	2639	57.3	5.4	95
HAVE PAY CABLE	15935	1524	21.4	9.6	109	6508	23.2	40.8	118	6708	21.5	42.1	109	876	19.0	5.5	97

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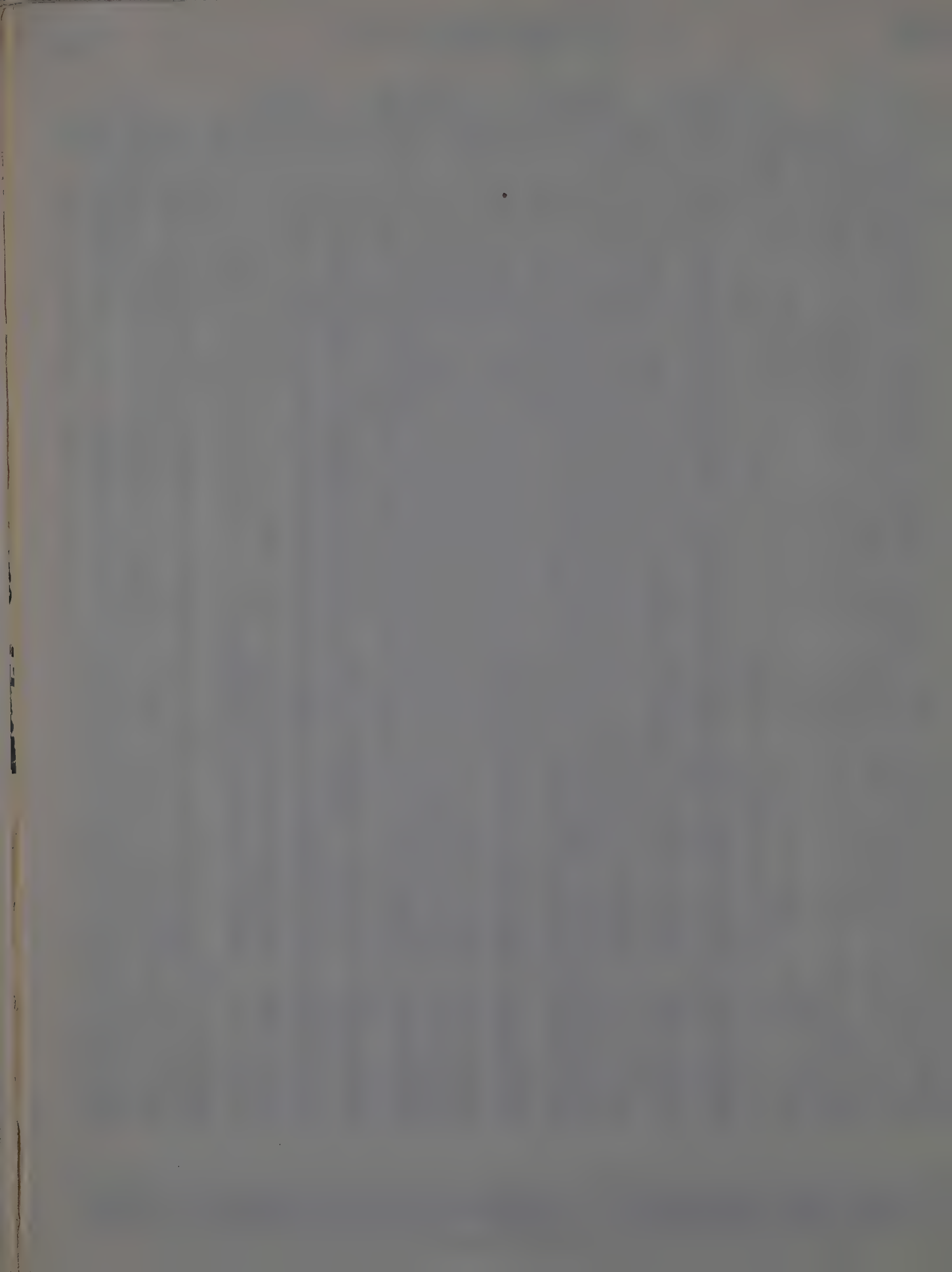
*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	B %	C % ACROSS	D %	A '000	B %	C % ACROSS	D %	A '000	B %	C % ACROSS	D %	A '000	B %	C % ACROSS	D %
			DOWN	%	INDX		DOWN	%	INDX		DOWN	%	INDX		DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	7136	100.0	8.8	100	28053	100.0	34.6	100	31151	100.0	38.5	100	4608	100.0	5.7	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3929	55.1	8.9	102	15587	55.6	35.5	102	17279	55.5	39.3	102	2464	53.5	5.6	99
10:00 AM - 3:00 PM	30659	2835	39.7	9.2	105	10667	38.0	34.8	100	12250	39.3	40.0	104	1980	43.0	6.5	114
3:00 PM - 7:00 PM	31045	2776	38.9	8.9	101	10798	38.5	34.8	100	12377	39.7	39.9	104	1817	39.4	5.9	103
7:00 PM - MIDNIGHT	15767	1518	21.3	9.6	109	5654	20.2	35.9	104	6189	19.9	39.3	102	947	20.6	6.0	106
MIDNIGHT - 6:00 AM	9120	1006	14.1	11.0	125	3252	11.6	35.7	103	3652	11.7	40.0	104	555	12.0	6.1	107
6:00 AM - MIDNIGHT	58527	5300	74.3	9.1	103	20665	73.7	35.3	102	23053	74.0	39.4	102	3430	74.4	5.9	103
ENTIRE DAY	59311	5390	75.5	9.1	103	20877	74.4	35.2	102	23360	75.0	39.4	102	3481	75.5	5.9	103
AVG DAILY M-F CUME: 6AM-MONT																	
FORMATS: ADULT CONTEMPORARY	16172	1501	21.0	9.3	105	6008	21.4	37.2	107	6954	22.3	43.0	112	846	18.4	5.2	92
ALL NEWS	2256	*234	3.3	10.4	118	813	2.9	36.0	104	722	2.3	32.0	83	*444	1.0	2.0	34
AOR/PROGRESSIVE	3874	316	4.4	8.2	93	1305	4.7	33.7	97	1496	4.8	38.6	100	*259	5.6	6.7	117
BEAUTIFUL MUSIC	5660	568	8.0	10.0	114	2123	7.6	37.5	108	2367	7.6	41.8	109	351	7.6	6.2	109
BLACK	2204	*227	3.2	10.3	117	886	3.2	40.2	116	896	2.9	40.7	106	*204	4.4	9.3	163
CLASSICAL	1418	*74	1.0	5.2	59	466	1.7	32.9	95	555	1.8	39.1	102	*65	1.4	4.6	81
CHR/ROCK	9538	764	10.7	8.0	91	3428	12.2	35.9	104	3690	11.8	38.7	101	637	13.8	6.7	117
COUNTRY	12648	1018	14.3	8.0	91	4279	15.3	33.8	98	4993	16.0	39.5	103	837	18.2	6.6	116
GOLDEN OLDIES	1191	*115	1.6	9.7	110	343	1.2	28.8	83	352	1.1	29.6	77	*38	0.8	3.2	56
MOR/NOSTALGIA	4757	423	5.9	8.9	101	1690	6.0	35.5	103	1903	6.1	40.0	104	*252	5.5	5.3	93
NEWS/TALK	3863	398	5.6	10.3	117	1253	4.5	32.4	94	1622	5.2	42.0	109	*199	4.3	5.2	91
RELIGIOUS	3084	302	4.2	9.8	111	984	3.5	31.9	92	1174	3.8	38.1	99	*187	4.1	6.1	107
SOFT ROCK	521	*28	0.4	5.4	61	*169	0.6	32.4	94	*184	0.6	35.3	92	*23	0.5	4.4	78
URBAN CONTEMPORARY	1585	*163	2.3	10.3	117	615	2.2	38.8	112	550	1.8	34.7	90	*88	1.9	5.6	98
MIXED NETWORKS:																	
ABC CONTEMPORARY	3261	*227	3.2	7.0	79	1008	3.6	30.9	89	1232	4.0	37.8	98	*164	3.6	5.0	88
ABC DIRECTION	2316	306	4.3	13.2	150	824	2.9	35.6	103	1062	3.4	45.9	119	*135	2.9	5.8	102
ABC ENTERTAINMENT	4834	367	5.1	7.6	86	1814	6.5	37.5	108	1844	5.9	38.1	99	*177	3.8	3.7	64
ABC FM	2202	*202	2.8	9.2	104	823	2.9	37.4	108	838	2.7	38.1	99	*177	3.8	8.0	141
ABC INFORMATION	5425	578	8.1	10.7	121	1802	6.4	33.2	96	2267	7.3	41.8	109	352	7.6	6.5	114
ABC ROCK	1677	*161	2.3	9.6	109	707	2.5	42.2	122	733	2.4	43.7	114	*65	1.4	3.9	68
CBS	4430	464	6.5	10.5	119	1770	6.3	40.0	115	1564	5.0	35.3	92	263	5.7	5.9	104
MUTUAL	4992	548	7.7	11.0	125	1869	6.7	37.4	108	2251	7.2	45.1	117	347	7.5	7.0	122
NBC	4679	455	6.4	9.7	110	1646	5.9	35.2	102	1872	6.0	40.0	104	*307	6.7	6.6	115
RADIO RADIO	1994	*122	1.7	6.1	69	839	3.0	42.1	121	774	2.5	38.8	101	*95	2.1	4.8	84
RKO ONE	2298	*117	1.6	5.1	58	781	2.8	34.0	98	900	2.9	39.2	102	*203	4.4	8.8	155
RKO TWO	3311	262	3.7	7.9	90	1114	4.0	33.6	97	1269	4.1	38.3	100	*149	3.2	4.5	79
THE SOURCE	2114	*134	1.9	6.3	72	758	2.7	35.9	104	832	2.7	39.4	102	*133	2.9	6.3	111
NON-WIRED: BLAIR	8654	751	10.5	8.7	98	3058	10.9	35.3	102	3332	10.7	38.5	100	396	8.6	4.6	80
INTERNET	12025	1249	17.5	10.4	118	4288	15.3	35.7	103	4937	15.8	41.1	107	952	20.7	7.9	139
KATZ RADIO GROUP	15359	1280	17.9	8.3	95	5344	19.0	34.8	100	5894	18.9	38.4	100	646	14.0	4.2	74
SUPERNET	10628	1049	14.7	9.9	112	3958	14.1	37.2	108	4319	13.9	40.6	106	801	17.4	7.5	132
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	854	12.0	9.9	112	2835	10.1	32.7	95	3517	11.3	40.6	106	536	11.6	6.2	109
MKDAY 9:00 AM - 1:00 PM	12163	1089	15.3	9.0	102	4276	15.2	35.2	101	4689	15.1	38.6	100	805	17.5	6.6	116
MKDAY 1:00 PM - 4:30 PM	16150	1446	20.3	9.0	102	5518	19.7	34.2	99	6376	20.5	39.5	103	1070	23.2	6.6	116
MKDAY 4:30 PM - 7:30 PM	22463	2108	29.5	9.4	107	7600	27.1	33.8	98	8735	28.0	38.9	101	1221	26.5	5.4	96
MKDAY 7:30 PM - 8:00 PM	31795	2973	41.7	9.4	106	10854	38.7	34.1	99	12485	40.1	39.3	102	1800	39.1	5.7	99
MKDAY 11:00 PM - 11:30 PM	23977	2404	33.7	10.0	114	8448	30.1	35.2	102	9841	31.6	41.0	107	1611	35.0	6.7	118
MKDAY 11:30 PM - 1:00 AM	7703	783	11.0	10.2	115	2722	9.7	35.3	102	3284	10.5	42.6	111	556	12.1	7.2	127
M-SAT 8-11 PM-SUN 7-11 PM	33800	3099	43.4	9.2	104	11872	42.3	35.1	101	13554	43.5	40.1	104	1942	42.1	5.7	101
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	616	8.6	9.4	107	2434	8.7	37.2	107	2735	8.8	41.8	109	291	6.3	4.5	78
ANOTHER WORLD	N 4620	386	5.4	8.4	95	1527	5.4	33.1	95	1756	5.6	38.0	99	362	7.9	7.8	138
AS THE WORLD TURNS	C 5614	502	7.0	8.9	101	1786	6.4	31.8	92	1995	6.4	35.5	92	380	8.2	6.8	119
CAPITOL	C 3396	363	5.1	10.7	121	1090	3.9	32.1	93	1209	3.9	35.6	93	211	4.6	6.2	109
CBS MORN. NEWS 1	C 1446	*122	1.7	8.4	96	423	1.5	29.3	84	544	1.7	37.6	98	*73	1.6	5.0	89
CBS MORN. NEWS 2	C 1207	123	1.7	10.2	116	392	1.4	32.5	94	364	1.2	30.2	78	*71	1.5	5.9	103
DAYS OF OUR LIVES	N 5877	468	6.6	8.0	90	1897	6.8	32.3	93	2349	7.5	40.0	104	508	11.0	8.6	152
FACTS OF LIFE - DAYTIME	N 2290	233	3.3	10.2	115	786	2.8	34.3	99	949	3.0	41.4	108	171	3.7	7.5	131
FAMILY FEUD	A 3023	332	4.7	11.0	125	1031	3.7	34.1	98	1118	3.6	37.0	96	185	4.0	6.1	108
GENERAL HOSPITAL	A 6097	531	7.4	8.7	99	2361	8.4	38.7	112	2611	8.4	42.8	111	382	8.3	6.3	110
GOOD MORNING, AMERICA-730	A 3515	339	4.8	9.6	109	1154	4.1	32.8	95	1590	5.1	45.2	118	176	3.8	5.0	88
GOOD MORNING, AMERICA-830	A 2818	347	4.9	12.3	140	1076	3.8	38.2	110	1282	4.1	45.5	118	172	3.7	6.1	107
GUIDING LIGHT	A 5339	494	6.9	9.3	105	1599	5.7	29.9	86	2020	6.5	37.8	98	359	7.8	6.7	118
ONE LIFE TO LIVE	A 4478	348	4.9	7.8	88	1748	6.2	39.0	113	1906	6.1	42.6	111	213	4.6	4.8	84
PRESS YOUR LUCK</																	

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	7136	100.0	8.8	100	28053	100.0	34.6	100	31151	100.0	38.5	100	4608	100.0	5.7	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	2371	33.2	9.1	103	9071	32.3	34.8	100	10206	32.8	39.2	102	1457	31.6	5.6	98
NETWORK AFFILIATES - LATE	20261	2036	28.5	10.0	114	7243	25.8	35.7	103	8309	26.7	41.0	107	1382	30.0	6.8	120
INDEPENDENTS - LATE	2076	253	3.5	12.2	138	580	2.1	27.9	81	763	2.4	36.8	96	*59	1.3	2.8	50
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	M 10453	735	10.3	7.0	80	3755	13.4	35.9	104	4303	13.8	41.2	107	636	13.8	6.1	107
ABC MONDAY NIGHT MOVIE	A 6412	492	6.9	7.7	87	2289	8.2	35.7	103	2532	8.1	39.5	103	388	8.4	6.1	106
ABC SUNDAY NIGHT MOVIE	A 12407	1061	14.9	8.6	97	4615	16.5	37.2	107	4997	16.0	40.3	105	642	13.9	5.2	91
ABC WORLD NEWS TONIGHT	A 6176	489	6.9	7.9	90	2229	7.9	36.1	104	2562	8.2	41.5	108	333	7.2	5.4	99
AFTERMASH	C 5863	646	9.1	11.0	125	1758	6.3	30.0	87	2334	7.5	39.8	103	*331	7.2	5.6	99
ALICE	C 9594	910	12.8	9.5	108	3182	11.3	33.2	96	3780	12.1	39.4	102	420	9.1	4.4	77
AMERICAN PARADE	C 6622	724	10.1	10.9	124	2344	8.4	35.4	102	2621	8.4	39.6	103	360	7.8	5.4	96
BENSON	A 10886	1031	14.4	9.5	107	3820	13.6	35.1	101	4332	13.9	39.8	103	697	15.1	6.4	113
BLUE THUNDER	A 5036	445	6.2	8.8	100	1996	7.1	39.6	114	2080	6.7	41.3	107	452	9.8	9.0	158
CAGNEY & LACEY	C 9965	989	13.9	9.9	113	3544	12.6	35.6	103	4282	13.7	43.0	112	566	12.3	5.7	100
CBS EVENING NEWS-DEAN	C 3491	295	4.1	8.5	96	1188	4.2	34.0	98	1324	4.3	37.9	99	*173	3.8	5.0	87
CBS EVENING NEWS-RATHER	C 7123	794	11.1	11.1	127	2434	8.7	34.2	99	2921	9.4	41.0	107	331	7.2	4.6	82
CBS SAT. NEWS-SCHIEFFER	C 3621	288	4.0	8.0	90	1305	4.7	36.0	104	1429	4.6	39.5	103	161	3.5	4.4	78
CBS SATURDAY NIGHT MOVIE	C 5436	436	6.1	8.0	91	1962	7.0	36.1	104	2134	6.9	39.3	102	414	9.0	7.6	134
CBS WEDNESDAY NIGHT MOVIE	C 6100	622	8.7	10.2	116	2013	7.2	33.0	95	2446	7.9	40.1	104	245	5.3	4.0	71
CHEERS	N 8889	927	13.0	10.4	118	3069	10.9	34.5	100	3784	12.1	42.6	111	459	10.0	5.2	91
DALLAS	C 22109	1969	27.6	8.9	101	7542	26.9	34.1	98	8770	28.2	39.7	103	962	20.9	4.4	76
DIFF'RENT STROKES	N 6940	586	8.2	8.4	96	2242	8.0	32.3	93	2821	9.1	40.6	106	434	9.4	6.3	110
DOUBLE TROUBLE	N 7223	637	8.9	8.8	100	2669	9.5	37.0	107	3044	9.8	42.1	110	489	10.6	6.8	119
DUCK FACTORY	N 5595	572	8.0	10.2	116	1981	7.1	35.4	102	2506	8.0	44.8	116	318	6.9	5.7	100
DUKES OF HAZZARD	C 5768	477	6.7	8.3	94	2187	7.8	37.9	109	2252	7.2	39.0	102	387	8.4	6.7	118
DYNASTY	A 20053	1671	23.4	8.3	95	6855	24.4	34.2	99	7866	25.3	39.2	102	1133	24.6	5.7	99
FACTS OF LIFE	N 8087	701	9.8	8.7	98	2771	9.9	34.3	99	3294	10.6	40.7	106	534	11.6	6.6	116
FALCON CREST	C 20046	1685	23.6	8.4	95	6943	24.7	34.6	100	8122	26.1	40.5	105	920	20.0	4.6	81
FALL GUY	A 9084	762	10.7	8.4	95	3419	12.2	37.6	109	3708	11.9	40.8	106	576	12.5	6.3	111
FAMILY TIES	N 7964	730	10.2	9.2	104	2663	9.5	33.4	97	3406	10.9	42.8	111	569	12.3	7.1	126
FANTASY ISLAND	A 7687	657	9.2	8.5	97	2479	8.8	32.2	93	3091	9.9	40.2	105	286	6.2	3.7	65
FOULUPS, BLEEPERS & BLUNDERS	A 8861	810	11.4	9.1	104	3010	10.7	34.0	98	3443	11.1	38.9	101	432	9.4	4.9	86
FOUR SEASONS	C 5095	530	7.4	10.4	118	1730	6.2	34.0	98	1996	6.4	39.2	102	*307	6.7	6.0	106
GIMME A BREAK	N 8838	794	11.1	9.0	102	2937	10.5	33.2	96	3750	12.0	42.4	110	666	14.5	7.5	132
HART TO HART	A 8978	813	11.4	9.1	103	3101	11.1	34.5	100	3347	10.7	37.3	97	505	11.0	5.6	99
HILL STREET BLUES	N 8590	812	11.4	9.5	107	3032	10.8	35.3	102	3412	11.0	39.7	103	468	10.2	5.4	96
HOTEL	A 14085	1360	19.1	9.7	110	5075	18.1	36.0	104	5926	19.0	42.1	109	794	17.2	5.6	99
JEFFERSONS	C 9360	916	12.8	9.8	111	3071	10.9	32.8	95	3679	11.8	39.3	102	518	11.2	5.5	97
JENNIFER SLEPT HERE	N 5841	533	7.5	9.1	104	2017	7.2	34.5	100	2532	8.1	43.3	113	277	6.0	4.7	83
KATE & ALLIE	C 9206	937	13.1	10.2	116	3308	11.8	35.9	104	3724	12.0	40.5	105	494	10.7	5.4	94
KNIGHT RIDER	N 7076	528	7.4	7.5	85	2482	8.8	35.1	101	2858	9.2	40.4	105	377	8.2	5.3	94
LOVE BOAT	A 12219	1047	14.7	8.6	97	4165	14.8	34.1	98	4827	15.5	39.5	103	592	12.8	4.8	85
MAGNUM PI	C 11199	900	12.6	8.0	91	3791	13.5	33.9	98	4619	14.8	41.2	107	634	13.8	5.7	99
MAMA'S FAMILY	N 6057	564	7.9	9.3	106	2051	7.3	33.9	98	2469	7.9	40.8	106	268	5.8	4.4	78
MASTER, THE	N 3598	259	3.6	7.2	82	1312	4.7	36.5	105	1398	4.5	38.9	101	*254	5.5	7.1	124
MATT HOUSTON	A 6344	599	8.4	9.4	107	2378	8.5	37.5	108	2680	8.6	42.2	110	407	8.8	6.4	113
NBC MONDAY NIGHT MOVIE	N 11994	1042	14.6	8.7	99	4047	14.4	33.7	97	4776	15.3	39.8	104	764	16.6	6.4	112
NBC NIGHTLY NEWS	N 5132	405	5.7	7.9	90	1754	6.3	34.2	99	1833	5.9	35.7	93	326	7.1	6.4	112
NBC NIGHTLY NEWS-SAT	N 3375	287	4.0	8.5	97	998	3.6	29.6	85	1249	4.0	37.0	96	*171	3.7	5.1	89
NBC NIGHTLY NEWS-SUN	N 3130	269	3.8	8.6	98	1052	3.8	33.6	97	1152	3.7	36.8	96	*195	4.2	6.2	109
NBC SUNDAY NIGHT MOVIE	N 8284	764	10.7	9.2	105	2801	10.0	33.8	98	3368	10.8	40.7	106	713	15.5	8.6	151
NEWMART	C 9240	760	10.7	8.2	93	3325	11.9	36.0	104	3818	12.3	41.3	107	537	11.7	5.8	102
ONE DAY AT A TIME	C 7288	659	9.2	9.0	103	2526	9.0	34.7	100	2778	8.9	38.1	99	457	9.9	6.3	110
PEOPLE ARE FUNNY	N 4855	511	7.2	10.5	119	1656	5.9	34.1	98	1975	6.3	40.7	106	238	5.2	4.9	86
REAL PEOPLE	N 8869	785	11.0	8.9	100	3100	11.1	35.0	101	3568	11.5	40.2	105	485	10.5	5.5	96
REMINGTON STEELE	N 7743	573	8.0	7.4	84	2828	10.1	36.5	105	3167	10.2	40.9	106	420	9.1	5.4	95
RIPLY'S BELIEVE IT - NOT	A 5345	474	6.6	8.9	101	2017	7.2	37.7	109	2160	6.9	40.4	105	411	8.9	7.7	135
RIPTIDE	N 6988	633	8.9	9.1	103	2574	9.2	36.8	106	2914	9.4	41.7	108	418	9.1	6.0	105
SCARECROW & MRS. KING	C 10002	831	11.6	8.3	94	3403	12.1	34.0	98	4107	13.2	41.1	107	577	12.5	5.8	101
SIMON & SIMON	C 10638	834	11.7	7.8	89	3645	13.0	34.3	99	4406	14.1	41.4	108	594	12.9	5.6	98
60 MINUTES	C 13293	1330	18.6	10.0	114	4396	15.7	33.1	95	4982	16.0	37.5	97	760	16.5	5.7	100
ST. ELSEWHERE	N 7017	641	9.0	9.1	104	2586	9.2	36.9	106	2897	9.3	41.3	107	546	11.8	7.8	137
THREE'S COMPANY	A 10917	902	12.6	8.3	94	4005	14.3	36.7	106	4168	13.4	38.2	99	566	12.3	5.2	91
T.J. HOOKER	A 9204	777	10.9	8.4	96	3279	11.7	35.6	103	3598	11.6	39.1	102	475	10.3	5.2	



PLASTIC, FREEZER, SANDWICH OR FOOD BAGS

BASE = FEMALE HOMEMAkers (80986)

QUESTIONNAIRE PAGE H-22

		'000	%	UNWEIGHTED											
		'000	%	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
7A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE THEM?		YES	56569	69.9	6430										
		NO	24417	30.1	3005										
		ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED					
		'000	%	'000	%	'000	%	'000	%	'000	%				
IF YES															
7B. WHAT TYPES ARE USED BY YOUR HOUSEHOLD?															
FREEZER BAGS		31014	38.3	6375	7.9	19797	24.4	4841	6.0	3473					
SANDWICH BAGS		44875	55.4	15651	19.3	26361	32.6	2862	3.5	5087					
FOOD BAGS		26042	32.2	2676	3.3	18228	22.5	5138	6.3	3052					
DO NOT KNOW															
7C. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?															
BAGGIES		24532	30.3	6911	8.5	14197	17.5	3424	4.2	2868					
CUT-RITE		2481	3.1	558	.7	1351	1.7	572	.7	292					
GLAD BAGS		19674	24.3	6052	7.5	10463	12.9	3158	3.9	2188					
HANDI-BAGS		4156	5.1	950	1.2	2281	2.8	925	1.1	502					
HEFTY		4505	5.6	1094	1.4	2468	3.0	943	1.2	558					
PATHMARK		852	1.1	283	.3	488	.6	81	.1	114					
ZIPLOC (DOM)		27131	33.5	9016	11.1	13612	16.8	4503	5.6	3013					
OTHER BRANDS		11031	13.6	4381	5.4	4749	5.9	1901	2.3	1211					
DO NOT KNOW		477	.6							61					
		FREEZER BAGS		SANDWICH BAGS		FOOD BAGS		DO NOT KNOW							
		'000	%	UNWEIGHTED	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED	'000	%	UNWEIGHTED		
7D. ABOUT HOW MANY BOXES, PACKAGES OR ROLLS OF FREEZER, SANDWICH AND FOOD STORAGE BAGS WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 90 DAYS?															
SIX OR MORE	H	5212	6.4	563	4954	6.1	568	3323	4.1	409					
FIVE	H	557	.7	62	1119	1.4	129	626	.8	71					
FOUR	H	1322	1.6	146	1733	2.1	193	1156	1.4	130					
THREE	H	2973	3.7	356	5388	6.7	550	2170	2.7	247					
TWO	M	5259	6.5	600	9066	11.2	976	4032	5.0	465					
ONE	M	6716	8.3	749	11242	13.9	1270	6512	8.0	744					
LESS THAN ONE	L	7390	9.1	839	10673	13.2	1314	7741	9.6	925					
NONE		27140	33.5	3115	12396	15.3	1430	31009	38.3	3439					

	TOTAL U.S. '000	USED FREEZER BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	29429	100.0	36.3	100	10065	100.0	12.4	100	11975	100.0	14.8	100	7390	100.0	9.1	100
18 - 24	9282	2254	7.7	24.3	67	775	7.7	8.3	67	799	6.7	8.6	58	680	9.2	7.3	80
25 - 34	19072	6334	21.5	33.2	91	1816	18.0	9.5	77	2776	23.2	14.6	98	1741	23.6	9.1	100
35 - 44	14591	5276	17.9	36.2	100	1740	17.3	11.9	96	2146	17.9	14.7	99	1389	18.8	9.5	104
45 - 54	11345	5013	17.0	44.2	122	1889	18.8	16.7	134	1953	16.3	17.2	116	1171	15.8	10.3	113
55 - 64	11635	4933	16.8	42.4	117	1664	16.5	14.3	115	2182	18.2	18.8	127	1088	14.7	9.4	102
65 OR OLDER	15061	5620	19.1	37.3	103	2180	21.7	14.5	116	2119	17.7	14.1	95	1321	17.9	8.8	96
18 - 34	28354	8588	29.2	30.3	83	2592	25.8	9.1	74	3575	29.9	12.6	85	2421	32.8	8.5	94
18 - 49	48339	16179	55.0	33.5	92	5296	52.6	11.0	88	6564	54.8	13.6	92	4320	58.5	8.9	98
25 - 54	45008	16622	56.5	36.9	102	5445	54.1	12.1	97	6875	57.4	15.3	103	4302	58.2	9.6	105
35 - 49	19985	7592	25.8	38.0	105	2704	26.9	13.5	109	2989	25.0	15.0	101	1899	25.7	9.5	104
50 OR OLDER	32647	13250	45.0	40.6	112	4769	47.4	14.6	118	5411	45.2	16.6	112	3071	41.6	9.4	103
GRADUATED COLLEGE	11155	4034	13.7	36.2	100	1025	10.2	9.2	74	1548	12.9	13.9	94	1462	19.8	13.1	144
ATTENDED COLLEGE	13682	5075	17.2	37.1	102	1270	12.6	9.3	75	2307	19.3	16.9	114	1498	20.3	10.9	120
GRADUATED HIGH SCHOOL	33880	12358	42.0	36.5	100	4522	44.9	13.3	107	5049	42.2	14.9	101	2787	37.7	8.2	90
DID NOT GRADUATE HIGH SCHOOL	22270	7963	27.1	35.8	98	3248	32.3	14.6	117	3071	25.6	13.8	93	1644	22.2	7.4	81
EMPLOYED	40306	14184	48.2	35.2	97	4245	42.2	10.5	85	5890	49.2	14.6	99	4050	54.8	10.0	110
EMPLOYED FULL-TIME	32850	11643	39.6	35.4	98	3434	34.1	10.5	84	4790	40.0	14.6	99	3419	46.3	10.4	114
EMPLOYED PART-TIME	7456	2541	8.6	34.1	94	811	8.1	10.9	88	1100	9.2	14.8	100	631	8.5	8.5	93
NOT EMPLOYED	40680	15246	51.8	37.5	103	5820	57.8	14.3	115	6085	50.8	15.0	101	3341	45.2	8.2	90
PROFESSIONAL/MANAGER	10392	3842	13.1	37.0	102	920	9.1	8.9	71	1501	12.5	14.4	98	1421	19.2	13.7	150
TECH/CLERICAL/SALES	17574	6212	21.1	35.3	97	1679	16.7	9.6	77	2679	22.4	15.2	103	1854	25.1	10.5	116
PRECISION/CRAFT	985	263	0.9	26.7	73	884	0.8	8.5	69	1100	0.9	11.2	76	669	0.9	7.0	77
OTHER EMPLOYED	11354	3868	13.1	34.1	94	1562	15.5	13.8	111	1600	13.4	14.1	95	706	9.6	6.2	68
SINGLE	9863	2805	9.5	28.4	78	1028	10.2	10.4	84	1051	8.8	10.7	72	727	9.8	7.4	81
MARRIED	51375	20145	68.5	39.2	108	6608	65.7	12.9	103	8448	70.5	16.4	111	5089	68.9	9.9	109
DIVORCED/SEPARATED/WIDOWED	19748	6479	22.0	32.8	90	2429	24.1	12.3	99	2476	20.7	12.5	85	1574	21.3	8.0	87
PARENTS	32590	11112	37.8	34.1	94	3812	37.9	11.7	94	4764	39.8	14.6	99	2536	34.3	7.8	85
WHITE	70416	25665	87.2	36.4	100	8335	82.8	11.8	95	10612	88.6	15.1	102	6717	90.9	9.5	105
BLACK	8778	3241	11.0	36.9	102	1640	16.3	18.7	150	1138	9.5	13.0	88	463	6.3	5.3	58
OTHER	1791	524	1.8	29.3	81	889	0.9	5.0	40	224	1.9	12.5	85	210	2.8	11.7	128
NORTHEAST-CENSUS	17786	5666	19.3	31.9	88	1926	19.1	10.8	87	2449	20.5	13.8	93	1290	17.5	7.3	79
NORTH CENTRAL	20741	7749	26.3	37.4	103	2527	25.1	12.2	98	3269	27.3	15.8	107	1953	26.4	9.4	103
SOUTH	27775	11126	37.8	40.1	110	4312	42.8	15.5	125	4342	36.3	15.6	106	2472	33.5	8.9	98
WEST	14683	4889	16.6	33.3	92	1299	12.9	8.8	71	1915	16.0	13.0	88	1676	22.7	11.4	125
NORTHEAST-MKTG.	17961	5712	19.4	31.8	88	2063	20.5	11.5	92	2429	20.3	13.5	91	1220	16.5	6.8	74
EAST CENTRAL	11885	4707	16.0	39.6	109	1482	14.7	12.5	100	2037	17.0	17.1	116	1188	16.1	10.0	110
WEST CENTRAL	14090	4852	16.5	34.4	95	1609	16.0	11.4	92	1970	16.5	14.0	95	1273	17.2	9.0	99
SOUTH	24081	9775	33.2	40.6	112	3755	37.3	15.6	125	3837	32.0	15.9	108	2182	29.5	9.1	99
PACIFIC	12969	4384	14.9	33.8	93	1156	11.5	8.9	72	1701	14.2	13.1	89	1527	20.7	11.8	129
COUNTY SIZE A	32439	10381	35.3	32.0	88	3285	32.6	10.1	81	4141	34.6	12.8	86	2955	40.0	9.1	100
COUNTY SIZE B	24915	9389	31.9	37.7	104	3336	33.1	13.4	108	3926	32.8	15.8	107	2126	28.8	8.5	94
COUNTY SIZE C	12930	4881	16.6	37.7	104	1502	14.9	11.6	93	1979	16.5	15.3	104	1400	18.9	10.8	119
COUNTY SIZE D	10703	4779	16.2	44.7	123	1942	19.3	18.1	146	1929	16.1	18.0	122	909	12.3	8.5	93
METRO CENTRAL CITY	24518	7521	25.6	30.7	84	2666	26.5	10.9	87	2965	24.8	12.1	82	1891	25.6	7.7	85
METRO SUBURBAN	35919	13479	45.8	37.5	103	4384	43.6	12.2	98	5451	45.5	15.2	103	3644	49.3	10.1	111
NON METRO	20549	8430	28.6	41.0	113	3015	30.0	14.7	118	3559	29.7	17.3	117	1856	25.1	9.0	99
TOP 5 ADI'S	18341	5469	18.6	29.8	82	1689	16.8	9.2	74	2181	18.2	11.9	80	1599	21.6	8.7	96
TOP 10 ADI'S	25378	7868	26.7	31.0	85	2448	24.3	9.6	78	3044	25.4	12.0	81	2377	32.2	9.4	103
TOP 20 ADI'S	36488	11831	40.2	32.4	89	3774	37.5	10.3	83	4483	37.4	12.3	83	3574	48.4	9.8	107
HSHLD INC. \$50,000 OR MORE	6612	2538	8.6	38.4	106	733	7.3	11.1	89	951	7.9	14.4	97	855	11.6	12.9	142
\$40,000 OR MORE	12659	4995	17.0	39.5	109	1285	12.8	10.2	82	2023	16.9	16.0	108	1687	22.8	13.3	146
\$30,000 OR MORE	24698	9976	33.9	40.4	111	2915	29.0	11.8	95	4126	34.5	16.7	113	2934	39.7	11.9	133
\$25,000 OR MORE	32077	12386	42.1	38.6	106	3766	37.4	11.7	94	5120	42.8	16.0	108	3499	47.3	10.9	120
\$20,000 - \$24,999	9144	3214	10.9	35.1	97	916	9.1	10.0	81	1411	11.8	15.4	104	886	12.0	9.7	106
\$15,000 - \$19,999	8728	3078	10.5	35.3	97	1019	10.1	11.7	94	1208	10.1	13.8	94	851	11.5	9.8	107
\$10,000 - \$14,999	12562	4597	15.6	36.6	101	1681	16.7	13.4	108	1857	15.5	14.8	100	1059	14.3	8.4	92
UNDER \$10,000	18475	6156	20.9	33.3	92	2683	26.7	14.5	117	2379	19.9	12.9	87	1095	14.8	5.9	65
HOUSEHOLD OF 1 PERSON	11987	3725	12.7	31.1	86	1100	10.9	9.2	74	1368	11.4	11.4	77	1257	17.0	10.5	115
2 PEOPLE	26577	10467	35.6	39.4	108	3338	33.2	12.6	101	4467	37.3	16.8	114	2662	36.0	10.0	110
3 OR 4 PEOPLE	30617	11086	37.7	36.2	100	3750	37.3	12.2	99	4714	39.4	15.4	104	2622	35.5	8.6	94
5 OR MORE PEOPLE	11804	4151	14.1	35.2	97	1877	18.6	15.9	128	1425	11.9	12.1	82	849	11.5	7.2	79
NO CHILD IN HSHLD	46165	17286	58.7	37.4	103	5734	57.0	12.4	100	6860	57.3	14.9	100	4692	63.5	10.2	111
CHILD(REN) UNDER 2 YRS	5325	1636	5.6	30.7	85	577	5.7	10.8	87	613	5.1	11.5	78	446	6.0	8.4	92
2 - 5 YEARS	14221	4675	15.9	32.9	90	1714	17.0	12.1	97	1930	16.1	13.6	92	1031	14.0	7.2	79
6 - 11 YEARS	15117	5526	18.8	36.6	101	2046	20.3	13.5	109	2137	17.8	14.1	96	1344	18.2	8.9	97
12 - 17 YEARS	16611	6020	20.5	36.2	100	2298	22.8	13.8	111	2499	20.9	15.0	102	1223	16.5	7.4	81
RESIDENCE OWNED	55884	22546	76.6	40.3	111	7390	73.4	13.2	106	9566	79.9	17.1	116	5590	75.6	10.0	110
VALUE: \$50,000 OR MORE	31744	12745	43.3	40.1	110	3834	38.1	12.1	97	5410	45.2	17.0	115	3501	47.4	11.0	121
VALUE: UNDER \$50,000	24140	9801	33.3	40.6	112	3556	35.3	14.7	119	4156	34.7	17.2	116	2090	28.3	8.7	95

		TOTAL U.S. '000	USED FREEZER BAGS				HEAVY OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEMAKERS		80986	29429	100.0	36.3	100	10065	100.0	12.4	100	11975	100.0	14.8	100	7390	100.0	9.1	100
MAGAZINES	QUINTILE 1	15799	6800	23.1	43.0	118	2305	22.9	14.6	117	3004	25.1	19.0	129	1491	20.2	9.4	103
	QUINTILE 2	17259	6786	23.1	39.3	108	2225	22.1	12.9	104	2649	22.1	15.3	104	1912	25.9	11.1	121
	QUINTILE 3	13545	4586	15.6	33.9	93	1511	15.0	11.2	90	1726	14.4	12.7	86	1349	18.3	10.0	109
	QUINTILE 4	15133	5042	17.1	33.3	92	1727	17.2	11.4	92	2021	16.9	13.4	90	1293	17.5	8.5	94
	QUINTILE 5	19250	6215	21.1	32.3	89	2296	22.8	11.9	96	2574	21.5	13.4	90	1345	18.2	7.0	77
NEWSPAPERS	QUINTILE 1	12413	4872	16.6	39.2	108	1386	13.8	11.2	90	2191	18.3	17.7	119	1295	17.5	10.4	111
	QUINTILE 2	24116	9054	30.8	37.5	103	3178	31.6	13.2	106	3601	30.1	14.9	101	2275	30.8	9.4	103
	QUINTILE 3	11261	4079	13.9	36.2	100	1489	14.8	13.2	106	1625	13.6	14.4	98	966	13.1	8.6	94
	QUINTILE 4	20255	6668	22.7	32.9	91	2368	23.5	11.7	94	2697	22.5	13.3	90	1603	21.7	7.9	87
	QUINTILE 5	12940	4757	16.2	36.8	101	1644	16.3	12.7	102	1861	15.5	14.4	97	1252	16.9	9.7	106
OUTDOOR	QUINTILE 1	14852	5055	17.2	34.0	94	1759	17.5	11.8	95	1987	16.6	13.4	90	1309	17.7	8.8	97
	QUINTILE 2	15725	5733	19.5	36.5	100	1941	19.3	12.3	99	2366	19.8	15.0	102	1426	19.3	9.1	99
	QUINTILE 3	16330	6030	20.5	36.9	102	1960	19.5	12.0	97	2517	21.0	15.4	104	1553	21.0	9.5	104
	QUINTILE 4	16744	6107	20.8	36.5	100	2201	21.9	13.1	106	2264	18.9	13.5	91	1642	22.2	9.8	107
	QUINTILE 5	17334	6504	22.1	37.5	103	2203	21.9	12.7	102	2841	23.7	16.4	111	1461	19.8	8.4	92
RADIO-DRIVE TIME	QUINTILE 1	15911	5982	20.3	37.6	103	2186	21.7	13.7	111	2319	19.4	14.6	99	1476	20.0	9.3	102
	QUINTILE 2	14837	5098	17.3	34.4	95	1775	17.6	12.0	96	2113	17.6	14.2	96	1210	16.4	8.2	89
	QUINTILE 3	15339	5416	18.4	35.3	97	1608	16.0	10.5	84	2394	20.0	15.6	106	1414	19.1	9.2	101
	QUINTILE 4	16723	5986	20.3	35.8	99	2037	20.2	12.2	98	2392	20.0	14.3	97	1557	21.1	9.3	102
	QUINTILE 5	18176	6948	23.6	38.2	105	2458	24.4	13.5	109	2757	23.0	15.2	103	1733	23.5	9.5	104
RADIO-MID- DAY	TERCILE 1	21020	7180	24.4	34.2	94	2545	25.3	12.1	97	2790	23.3	13.3	90	1845	25.0	8.8	96
	TERCILE 2	21610	8410	28.6	38.9	107	2738	27.2	12.7	102	3640	30.4	16.8	114	2032	27.5	9.4	103
	TERCILE 3	38355	13839	47.0	36.1	99	4782	47.5	12.5	100	5544	46.3	14.5	98	3514	47.6	9.2	100
RADIO-TOTAL	QUINTILE 1	15988	5814	19.8	36.4	100	2020	20.1	12.6	102	2328	19.4	14.6	98	1467	19.9	9.2	101
	QUINTILE 2	15626	5480	18.6	35.1	97	2005	19.9	12.8	103	2126	17.8	13.6	92	1349	18.3	8.6	95
	QUINTILE 3	16723	5971	20.3	35.7	98	2005	19.9	12.0	96	2435	20.3	14.6	98	1532	20.7	9.2	100
	QUINTILE 4	16342	6181	21.0	37.8	104	1920	19.1	11.7	95	2613	21.8	16.0	108	1647	22.3	10.1	110
	QUINTILE 5	16306	5983	20.3	36.7	101	2115	21.0	13.0	104	2472	20.6	15.2	103	1396	18.9	8.6	94
TV-PRIME TIME	QUINTILE 1	15953	6018	20.4	37.7	104	2231	22.2	14.0	113	2494	20.8	15.6	106	1293	17.5	8.1	89
	QUINTILE 2	16137	5941	20.2	36.8	101	2051	20.4	12.7	102	2381	19.9	14.8	100	1509	20.4	9.4	102
	QUINTILE 3	16420	6172	21.0	37.6	103	1980	19.7	12.1	97	2462	20.6	15.0	101	1730	23.4	10.5	115
	QUINTILE 4	16687	5668	19.3	34.0	93	1943	19.3	11.6	94	2165	18.1	13.0	88	1560	21.1	9.3	102
	QUINTILE 5	15789	5630	19.1	35.7	98	1859	18.5	11.8	95	2473	20.7	15.7	106	1298	17.6	8.2	90
TV-DAYTIME	TERCILE 1	27736	10514	35.7	37.9	104	3973	39.5	14.3	115	4146	34.6	14.9	101	2395	32.4	8.6	95
	TERCILE 2	26489	9458	32.1	35.7	98	3115	30.9	11.8	95	3911	32.7	14.8	100	2432	32.9	9.2	101
	TERCILE 3	26761	9457	32.1	35.3	97	2976	29.6	11.1	89	3917	32.7	14.6	99	2564	34.7	9.6	105
TV-TOTAL	QUINTILE 1	16345	6112	20.8	37.4	103	2438	24.2	14.9	120	2431	20.3	14.9	101	1243	16.8	7.6	83
	QUINTILE 2	16447	6367	21.6	38.7	107	2200	21.9	13.4	108	2544	21.2	15.5	105	1622	21.9	9.9	108
	QUINTILE 3	15980	5706	19.4	35.7	98	1959	19.5	12.3	99	2276	19.0	14.2	96	1472	19.9	9.2	101
	QUINTILE 4	15887	5595	19.0	35.2	97	1657	16.5	10.4	84	2312	19.3	14.6	98	1626	22.0	10.2	112
	QUINTILE 5	16326	5649	19.2	34.6	95	1811	18.0	11.1	89	2412	20.1	14.8	100	1427	19.3	8.7	96
MAGAZINES-NEWSPAPERS: DUAL		20721	8554	29.1	41.3	114	2764	27.5	13.3	107	3602	30.1	17.4	118	2188	29.6	10.6	116
MAGAZINE IMPERATIVE		19186	7350	25.0	38.3	105	2567	25.5	13.4	108	2927	24.4	15.3	103	1856	25.1	9.7	106
NEWSPAPER IMPERATIVE		21899	7343	25.0	33.5	92	2579	25.6	11.8	95	2935	24.5	13.4	91	1829	24.7	8.4	92
MAGAZINES-OUTDOOR: DUAL		15451	6139	20.9	39.7	109	1927	19.1	12.5	100	2525	21.1	16.3	111	1688	22.8	10.9	120
MAGAZINE IMPERATIVE		25953	10273	34.9	39.6	109	3618	35.9	13.9	112	4085	34.1	15.7	106	2570	34.8	9.9	109
OUTDOOR IMPERATIVE		24400	7729	26.3	31.7	87	2801	27.8	11.5	92	2999	25.0	12.3	83	1930	26.1	7.9	87
MAGAZINES-RADIO: DUAL		18049	6933	23.6	38.4	106	2370	23.5	13.1	106	2910	24.3	16.1	109	1653	22.4	9.2	100
MAGAZINE IMPERATIVE		23571	9498	32.3	40.3	111	3037	30.2	12.9	104	3876	32.4	16.4	111	2585	35.0	11.0	120
RADIO IMPERATIVE		23278	7572	25.7	32.5	90	2735	27.2	11.7	95	2867	23.9	12.3	83	1970	26.7	8.5	93
MAGAZINES-TELEVISION: DUAL		15459	6382	21.7	41.3	114	2220	22.1	14.4	116	2540	21.2	16.4	111	1623	22.0	10.5	115
MAGAZINE IMPERATIVE		25829	9887	33.6	38.3	105	3081	30.6	11.9	96	4073	34.0	15.8	107	2733	37.0	10.6	116
TELEVISION IMPERATIVE		26039	8798	29.9	33.8	93	3236	32.2	12.4	100	3583	29.9	13.8	93	1979	26.8	7.6	83
NEWSPAPERS-OUTDOOR: DUAL		16605	6036	20.5	36.4	100	1811	18.0	10.9	88	2583	21.6	15.6	105	1642	22.2	9.9	108
NEWSPAPER IMPERATIVE		26834	10311	35.0	38.4	106	3518	35.0	13.1	105	4284	35.8	16.0	108	2510	34.0	9.4	103
OUTDOOR IMPERATIVE		23346	7883	26.8	33.8	93	2917	29.0	12.5	101	3059	25.5	13.1	89	1907	25.8	8.2	90
NEWSPAPERS-RADIO: DUAL		17133	6570	22.3	38.3	106	2265	22.5	13.2	106	2713	22.7	15.8	107	1592	21.5	9.3	102
NEWSPAPER IMPERATIVE		25892	9777	33.2	37.8	104	3164	31.4	12.2	98	4146	34.6	16.0	108	2467	33.4	9.5	104
RADIO IMPERATIVE		23167	7699	26.2	33.2	91	2769	27.5	12.0	96	2874	24.0	12.4	84	2056	27.8	8.9	97
NEWSPAPERS-TELEVISION: DUAL		17159	6959	23.6	40.6	112	2446	24.3	14.3	115	2742	22.9	16.0	108	1771	24.0	10.3	113
NEWSPAPER IMPERATIVE		26214	9355	31.8	35.7	98	2946	29.3	11.2	90	3944	32.9	15.0	102	2465	33.4	9.4	103
TELEVISION IMPERATIVE		23412	8122	27.6	34.7	95	2997	29.8	12.8	103	3279	27.4	14.0	95	1846	25.0	7.9	86
OUTDOOR-RADIO: DUAL		15303	5758	19.6	37.6	104	1963	19.5	12.8	103	2405	20.1	15.7	106	1390	18.8	9.1	100

	TOTAL U.S. '000	USED FREEZER BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	29429	100.0	36.3	100	10065	100.0	12.4	100	11975	100.0	14.8	100	7390	100.0	9.1	100
ATLANTIC MONTHLY	415	*166	0.6	40.0	110	**32	0.3	7.7	62	**83	0.7	20.0	135	**50	0.7	12.0	132
BARRON'S	453	*221	0.8	48.8	134	**75	0.7	16.6	133	**53	0.4	11.7	79	**93	1.3	20.5	225
BETTER HOMES & GARDENS	16256	7181	24.4	44.2	122	2376	23.6	14.6	118	3066	25.6	18.9	128	1740	23.5	10.7	117
BON APPETIT	2535	1194	4.1	47.1	130	330	3.3	13.0	105	437	3.6	17.2	117	428	5.8	16.9	185
BUSINESS WEEK	1278	451	1.5	35.3	97	**114	1.1	8.9	72	*188	1.6	14.7	99	*148	2.0	11.6	127
CAR AND DRIVER	378	**133	0.5	35.2	97	**59	0.6	15.6	126	**50	0.4	13.2	89	**24	0.3	6.3	70
CBS MAGAZINE NETWORK (GROSS)	1498	475	1.6	31.7	87	*168	1.7	11.2	90	*227	1.9	15.2	102	**80	1.1	5.3	59
CHANGING TIMES	1505	715	2.4	47.5	131	*161	1.6	10.7	86	346	2.9	23.0	155	*209	2.8	13.9	152
COLONIAL HOMES	1231	567	1.9	46.1	127	*130	1.3	10.6	85	267	2.2	21.7	147	*170	2.3	13.8	151
CONDE NAST MAG. PKG. (GROSS)	14146	4993	17.0	35.3	97	1534	15.2	10.8	87	2084	17.4	14.7	100	1376	18.6	9.7	107
CONSUMERS DIGEST	1323	623	2.1	47.1	130	*193	1.9	14.6	117	*266	2.2	20.1	136	*164	2.2	12.4	136
COSMOPOLITAN	7102	2375	8.1	33.4	92	876	8.7	12.3	99	980	8.2	13.8	93	519	7.0	7.3	80
COUNTRY LIVING	2481	1088	3.7	43.9	121	394	3.9	15.9	128	479	4.0	19.3	131	*215	2.9	8.7	95
CUISINE	1472	659	2.2	44.8	123	*174	1.7	11.8	95	263	2.2	17.9	121	*222	3.0	15.1	165
CYCLE WORLD	425	**124	0.4	29.2	80	**69	0.7	16.2	131	**44	0.4	10.4	70	**11	0.1	2.6	28
DCI:CREATIVE IDEAS FOR LIV	2510	1295	4.4	51.6	142	451	4.5	18.0	145	597	5.0	23.8	161	*248	3.4	9.9	108
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3452	11.7	51.6	142	1044	10.4	15.6	125	1667	13.9	24.9	168	741	10.0	11.1	121
DISCOVER	894	263	0.9	29.4	81	**73	0.7	8.2	66	**105	0.9	11.7	79	**85	1.2	9.5	104
EBONY	3507	1377	4.7	39.3	108	684	6.8	19.5	157	467	3.9	13.3	90	226	3.1	6.4	71
ESQUIRE	1083	444	1.5	41.0	113	*169	1.7	15.6	126	*192	1.6	17.7	120	**83	1.1	7.7	84
ESSENCE	1830	711	2.4	38.9	107	335	3.3	18.3	147	243	2.0	13.3	90	*133	1.8	7.3	80
FAMILY CIRCLE	15930	6622	22.5	41.6	114	2207	21.9	13.9	111	2774	23.2	17.4	118	1640	22.2	10.3	113
THE FAMILY HANDYMAN	1126	460	1.6	40.9	112	*149	1.5	13.2	106	*238	2.0	21.1	143	**72	1.0	6.4	70
FAMILY WEEKLY	11468	4523	15.4	39.4	109	1628	16.2	14.2	114	1705	14.2	14.9	101	1190	16.1	10.4	114
FIELD & STREAM	2234	1036	3.5	46.4	128	477	4.7	21.4	172	378	3.2	16.9	114	*181	2.4	8.1	89
FOOD & WINE	579	*181	0.6	31.3	86	**75	0.7	13.0	104	**93	0.8	16.1	109	**13	0.2	2.2	25
FORBES	728	339	1.2	46.6	128	**77	0.8	10.6	85	**91	0.8	12.5	85	**171	2.3	23.5	257
FORTUNE	906	313	1.1	34.5	95	**95	0.9	10.5	84	**80	0.7	8.8	60	**139	1.9	15.3	168
GENTLEMAN'S QUARTERLY	791	300	1.0	37.9	104	**112	1.1	14.2	114	**138	1.2	17.4	118	**50	0.7	6.3	69
GLAMOUR	5265	1897	6.4	36.0	99	522	5.2	9.9	80	799	6.7	15.2	103	576	7.8	10.9	120
GOLF DIGEST	636	267	0.9	42.0	116	**64	0.6	10.1	81	**121	1.0	19.0	129	**82	1.1	12.9	141
GOLF DIGEST/TENNIS (GROSS)	1186	573	1.9	48.3	133	*127	1.3	10.7	86	*250	2.1	21.1	143	*196	2.7	16.5	181
GOLF MAGAZINE	441	*220	0.7	49.9	137	**21	0.2	4.8	38	**144	1.2	32.7	221	**55	0.7	12.5	137
GOLF MAGAZINE/SKI (GROSS)	922	400	1.4	43.4	119	**47	0.5	5.1	41	*194	1.6	21.0	142	*159	2.2	17.2	189
GOOD HOUSEKEEPING	16487	6918	23.5	42.0	115	2154	21.4	13.1	105	2995	25.0	18.2	123	1770	24.0	10.7	118
HARPER'S BAZAAR	2423	898	3.1	37.1	102	274	2.7	11.3	91	392	3.3	16.2	109	*233	3.2	9.6	105
HEALTH	1994	889	3.0	44.6	123	338	3.4	17.0	136	352	2.9	17.7	119	*199	2.7	10.0	109
HEARST MAG CORP. BUY (GROSS)	44101	17824	60.6	40.4	111	6121	60.8	13.9	112	7472	62.4	16.9	115	4232	57.3	9.6	105
HEARST MAN POWER (GROSS)	1993	896	3.0	45.0	124	360	3.6	18.1	145	350	2.9	17.6	119	*187	2.5	9.4	103
HEARST WOMAN POWER (GROSS)	31274	12454	42.3	39.8	110	4258	42.3	13.6	110	5167	43.1	16.5	112	3029	41.0	9.7	106
HOUSE BEAUTIFUL	3623	1482	5.0	40.9	113	581	5.8	16.0	129	603	5.0	16.6	113	299	4.0	8.3	90
INC.	283	**145	0.5	51.2	141	**28	0.3	9.9	80	**35	0.3	12.4	84	**81	1.1	28.6	314
JET	2928	1022	3.5	34.9	96	490	4.9	16.7	135	391	3.3	13.4	90	*140	1.9	4.8	52
LADIES' HOME JOURNAL	11918	4925	16.7	41.3	114	1775	17.6	14.9	120	2025	16.9	17.0	115	1125	15.2	9.4	103
LHJ FAMILY GRP COMBO(GROSS)	16764	6815	23.2	40.7	112	2468	24.5	14.7	118	2779	23.2	16.6	112	1568	21.2	9.4	103
LIFE	4254	1556	5.3	36.6	101	542	5.4	12.7	103	651	5.4	15.3	103	362	4.9	8.5	93
L.A. TIMES HOME MAGAZINE	1145	338	1.1	29.5	81	**45	0.4	3.9	32	*101	0.8	8.8	60	*192	2.6	16.8	184
MADAME/SIELLE	2884	985	3.3	34.2	94	246	2.4	8.5	69	492	4.1	17.1	115	*247	3.3	8.6	94
MC CALL'S	13460	5625	19.1	41.8	115	1874	18.6	13.9	112	2341	19.5	17.4	118	1410	19.1	10.5	115
MC CALL'S/MRK MOTHER (GROSS)	14606	6149	20.9	42.1	116	2034	20.2	13.9	112	2583	21.6	17.7	120	1532	20.7	10.5	115
MECHANIX ILLUSTRATED	772	347	1.2	44.9	124	**100	1.0	13.0	104	**181	1.5	23.4	159	**67	0.9	8.7	95
METROPOLITAN HOME	967	447	1.5	46.2	127	*177	1.8	18.3	147	*190	1.6	19.6	133	**80	1.1	8.3	97
MONEY	1588	688	2.3	43.3	119	*185	1.8	11.6	94	*249	2.1	15.7	106	*255	3.5	16.1	176
MOTHER EARTH NEWS	1002	450	1.5	44.9	124	*149	1.5	14.9	120	*191	1.6	19.1	129	**111	1.5	11.1	121
MS.	825	280	1.0	33.9	93	**88	0.9	10.7	86	**101	0.8	12.2	83	**92	1.2	11.2	122
NATIONAL ENQUIRER	10336	4072	13.8	39.4	108	1704	16.9	16.5	133	1607	13.4	15.5	105	761	10.3	7.4	81
NATIONAL GEOGRAPHIC	9597	3878	13.2	40.4	111	1001	9.9	10.4	84	1683	14.1	17.5	119	1195	16.2	12.5	136
NATIONAL SUNDAY MAGAZINE PKG	49558	18488	62.8	37.3	103	6215	61.7	12.5	101	7527	62.9	15.2	103	4746	64.2	9.6	105
NATURAL HISTORY	573	*189	0.6	33.0	91	**26	0.3	4.5	37	**82	0.7	14.3	97	**81	1.1	14.1	155
NEW WOMAN	1699	571	1.9	33.6	92	*243	2.4	14.3	115	*168	1.4	9.9	67	*159	2.2	9.4	103
NEW YORK INCLUDING CUE	443	*122	0.4	27.5	76	**25	0.2	5.6	45	**57	0.5	12.9	87	**41	0.6	9.3	101
THE NEW YORKER	1270	406	1.4	32.0	88	*121	1.2	9.5	77	*149	1.2	11.7	79	*136	1.8	10.7	117
NEWSWEEK	6277	2434	8.3	38.8	107	817	8.1	13.0	105	894	7.5	14.2	96	723	9.8	11.5	126
THE N.Y. TIMES DAILY EDITION	1205	402	1.4	33.4	92	*119	1.2	9.9	79	*159	1.3	13.2	89	**123	1.7	10.2	112
THE N.Y. TIMES MAGAZINE	2081	668	2.3	32.1	88	*164	1.6	7.9	63	305	2.5	14.7	99	*199	2.7	9.6	105
OMNI	788	292	1.0	37.1	102	**56	0.6	7.1	57	**122	1.0	15.5	105	**115	1.6	14.6	160
ON CABLE	1158	352	1.2	30.4	84	*114	1.1	9.8	79	*160	1.3	13.8	93	**78	1.1	6.7	74
1001 HOME IDEAS	2852	1000	3.4	35.1	96	355	3.5	12.4	100	402	3.4	14.1	95	*244	3.3	8.6	94
ORGANIC GARDENING	1658	860	2.9	51.9	143	338	3.4	20.4	164	278	2.3	16.8	113	*245	3.3	14.8	162
OUTDOOR LIFE	896	489	1.7	54.6	150	*220	2.2	24.6	198	*153	1.3	17.1	115	**116	1.6	12.9	142
PARADE MAGAZINE	24275	9307	31.6	38.3	106	3246	32.3	13.4	108	3931	32.8	16.2	110	2130	28.8	8.8	96

	TOTAL U.S. '000	USED FREEZER BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	29429	100.0	36.3	100	10065	100.0	12.4	100	11975	100.0	14.8	100	7390	100.0	9.1	100
PARENTS	3845	1388	4.7	36.1	99	460	4.6	12.0	96	595	5.0	15.5	105	334	4.5	8.7	95
PENTHOUSE	831	*239	0.8	28.8	79	*78	0.8	9.4	76	*121	1.0	14.6	98	*40	0.5	4.8	53
PEOPLE	11645	4534	15.4	38.9	107	1405	14.0	12.1	97	1969	16.4	16.9	114	1159	15.7	10.0	109
PLAYBOY	2006	705	2.4	35.1	97	*202	2.0	10.1	81	280	2.3	14.0	94	*223	3.0	11.1	122
POPULAR HOT RODDING	297	*86	0.3	29.0	80	*44	0.4	14.8	119	*25	0.2	8.4	57	*17	0.2	5.7	63
POPULAR MECHANICS	1018	506	1.7	47.7	137	*183	1.8	18.0	145	*233	1.9	22.9	155	*90	1.2	8.8	97
POPULAR SCIENCE	878	379	1.3	43.2	119	*80	0.8	9.1	73	*183	1.5	20.8	141	*116	1.6	13.2	145
PREVENTION	3913	1749	5.9	44.7	123	630	6.3	16.1	130	796	6.6	20.3	138	322	4.4	8.2	90
PSYCHOLOGY TODAY	1710	609	2.1	35.6	98	*169	1.7	9.9	80	*265	2.2	15.5	105	*175	2.4	10.2	112
READER'S DIGEST	22204	9485	32.2	42.7	118	3078	30.6	13.9	112	4024	33.6	18.1	123	2382	32.2	10.7	118
REDBOOK	7684	3160	10.7	41.1	113	1228	12.2	16.0	129	1192	10.0	15.5	105	740	10.0	9.6	106
ROAD & TRACK	410	*113	0.4	27.6	76	*15	0.1	3.7	29	*68	0.6	16.6	112	*31	0.4	7.6	83
ROLLING STONE	969	291	1.0	30.0	83	*109	1.1	11.2	91	*101	0.8	10.4	70	*80	1.1	8.3	90
RUNNER'S WORLD	298	*81	0.3	27.2	75	*40	0.4	13.4	108	*16	0.1	5.4	36	*25	0.3	8.4	92
SATURDAY EVENING POST	1169	499	1.7	42.7	117	*167	1.7	14.3	115	215	1.8	18.4	124	*116	1.6	9.9	109
SCIENCE 84	587	328	1.1	55.9	154	*49	0.5	8.3	67	*142	1.2	24.2	164	*138	1.9	23.5	258
SCIENCE DIGEST	482	*174	0.6	36.1	99	*47	0.5	9.8	78	*64	0.5	13.3	90	*63	0.9	13.1	143
SCIENTIFIC AMERICAN	594	*170	0.6	28.6	79	*31	0.3	5.2	42	*74	0.6	12.5	84	*66	0.9	11.1	122
SELF	2089	615	2.1	29.4	81	248	2.5	11.9	96	*204	1.7	9.8	66	*163	2.2	7.8	86
SEVENTEEN	2411	933	3.2	38.7	106	*250	2.5	10.4	83	495	4.1	20.5	139	*188	2.5	7.8	85
SKI	480	*180	0.6	37.5	103	*26	0.3	5.4	44	*50	0.4	10.4	70	*104	1.4	21.7	237
SMITHSONIAN	2760	1180	4.0	42.8	118	290	2.9	10.5	85	410	3.4	14.9	100	480	6.5	17.4	191
SOAP OPERA DIGEST	3013	1119	3.8	37.1	102	535	5.3	17.8	143	378	3.2	12.5	85	*206	2.8	6.8	75
SOUTHERN LIVING	4184	2157	7.3	51.6	142	593	5.9	14.2	114	1071	8.9	25.6	173	493	6.7	11.8	129
SPORT	559	*249	0.8	44.5	123	*84	0.8	15.0	121	*111	0.9	19.9	134	*54	0.7	9.7	106
THE SPORTING NEWS	436	*250	0.8	57.3	158	*128	1.3	29.4	236	*95	0.8	21.8	147	*27	0.4	6.2	68
SPORTS AFIELD	493	*216	0.7	43.8	121	*130	1.3	26.4	212	*53	0.4	10.8	73	*33	0.4	6.7	73
SPORTS ILLUSTRATED	2758	980	3.3	35.5	98	372	3.7	13.5	109	356	3.0	12.9	87	252	3.4	9.1	100
STAN	7456	2957	10.0	39.7	109	1196	11.9	16.0	129	1118	9.3	15.0	101	643	8.7	8.6	95
SUNDAY	24936	9046	30.7	36.3	100	3081	30.6	12.4	99	3577	29.9	14.3	97	2389	32.3	9.6	105
SUNSET	2124	943	3.2	44.4	122	*194	1.9	9.1	73	*284	2.4	13.4	90	466	6.3	21.9	240
TV GUIDE	21661	8131	27.6	35.5	103	2861	28.4	13.2	106	3528	29.5	16.3	110	1742	23.6	8.0	88
TENNIS	550	*306	1.0	55.6	153	*64	0.6	11.6	94	*129	1.1	23.5	159	*113	1.5	20.5	225
TIME	8880	3317	11.3	37.4	103	990	9.8	11.1	90	1349	11.3	15.2	103	978	13.2	11.0	121
TOWN & COUNTRY	917	379	1.3	41.3	114	*88	0.9	9.6	77	*195	1.6	21.3	144	*96	1.3	10.5	115
TRAVEL & LEISURE	972	378	1.3	38.9	107	*131	1.3	13.5	108	*165	1.4	17.0	115	*82	1.1	8.4	92
TRUE STORY	3356	1339	4.5	39.9	110	763	7.6	22.7	183	366	3.1	10.9	74	*209	2.8	6.2	68
U.S. NEWS & WORLD REPORT	3410	1377	4.7	40.4	111	470	4.7	13.8	111	510	4.3	15.0	101	397	5.4	11.6	128
USA TODAY	1759	614	2.1	34.9	96	*208	2.1	11.8	95	*219	1.8	12.5	84	*188	2.5	10.7	117
US	1873	619	2.1	33.0	91	*181	1.8	9.7	78	*278	2.3	14.8	100	*159	2.2	8.5	93
VOGUE	3909	1497	5.1	38.3	105	518	5.1	13.3	107	590	4.9	15.1	102	389	5.3	10.0	109
WALL STREET JOURNAL	1886	756	2.6	40.1	110	*252	2.5	13.4	108	287	2.4	15.2	103	*217	2.9	11.5	126
WEIGHT WATCHERS	2120	881	3.0	41.6	114	300	3.0	14.2	114	322	2.7	15.2	103	*259	3.5	12.2	134
WOMAN'S DAY	14172	6026	20.5	42.5	117	2177	21.6	15.4	124	2341	19.5	16.5	112	1508	20.4	10.6	117
WORKING WOMEN	1146	524	1.8	45.7	126	*160	1.6	14.0	112	*242	2.0	21.1	143	*122	1.7	10.6	117
WORKING WOMAN	1322	573	1.9	43.3	119	*192	1.9	14.5	117	*192	1.6	14.5	98	*189	2.6	14.3	157
WORLD TENNIS	*163	*83	0.3	50.9	140	*33	0.3	20.2	163	*40	0.3	24.5	166	*10	0.1	6.1	67
ZIFF-DAVIS MAG NETWK (GROSS)	2532	920	3.1	36.3	100	336	3.3	13.3	107	424	3.5	16.7	113	*161	2.2	6.4	70
BLAIR INSERTS	43657	16190	55.0	37.1	102	5394	53.6	12.4	99	6621	55.3	15.2	103	4175	56.5	9.6	105
DAILY NEWSPAPERS																	
READ ANY	51633	19143	65.0	37.1	102	6479	64.4	12.5	101	7964	66.5	15.4	104	4701	63.6	9.1	100
READ ONE	43463	15893	54.0	36.6	101	5574	55.4	12.8	103	6477	54.1	14.9	101	3842	52.0	8.8	97
READ TWO OR MORE	8170	3250	11.0	39.8	109	905	9.0	11.1	89	1487	12.4	18.2	123	859	11.6	10.5	115
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	19545	66.4	37.1	102	6534	64.9	12.4	100	7969	66.5	15.1	102	5043	68.2	9.6	105
READ ONE	46126	17049	57.9	37.0	102	5842	58.0	12.7	102	6854	57.2	14.9	100	4353	58.9	9.4	103
READ TWO OR MORE	6552	2496	8.5	38.1	105	692	6.9	10.6	85	1114	9.3	17.0	115	690	9.3	10.5	115
OUTDOOR																	
100 SHAG - 30 DAY AV FREQ	27.55	26.05				25.89				26.55				25.50			
30 DAY REACH	71455	25776	87.6	36.1	99	8918	88.6	12.5	100	10193	85.1	14.3	96	6665	90.2	9.3	102
50 SHAG - 30 DAY AV FREQ	14.56	13.74				13.60				14.06				13.44			
30 DAY REACH	67742	24476	83.2	36.1	99	8512	84.6	12.6	101	9633	80.4	14.2	96	6331	85.7	9.3	102
25 SHAG - 30 DAY AV FREQ	7.94	7.48				7.53				7.56				7.29			
30 DAY REACH	62117	22449	76.3	36.1	99	7690	76.4	12.4	100	8970	74.9	14.4	98	5789	78.3	9.3	102
CABLE TV: HOME WIRED	32077	12387	42.1	38.6	106	4151	41.2	12.9	104	5374	44.9	16.8	113	2862	38.7	8.9	98
HOME NOT WIRED	48909	17042	57.9	34.8	96	5913	58.7	12.1	97	6601	55.1	13.5	91	4528	61.3	9.3	101
HAVE PAY CABLE	15935	6424	21.8	40.3	111	2099	20.9	13.2	106	2877	24.0	18.1	122	1448	19.6	9.1	100

	TOTAL U.S. '000	USED FREEZER BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	29429	100.0	36.3	100	10065	100.0	12.4	100	11975	100.0	14.8	100	7390	100.0	9.1	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	16080	54.6	36.6	101	5381	53.5	12.3	99	6618	55.3	15.1	102	4080	55.2	9.3	102
10:00 AM - 3:00 PM	30659	11333	38.5	37.0	102	3837	38.1	12.5	101	4635	38.7	15.1	102	2861	38.7	9.3	102
3:00 PM - 7:00 PM	31045	10709	36.4	34.5	95	3617	35.9	11.7	94	4332	36.2	14.0	94	2760	37.3	8.9	97
7:00 PM - MIDNIGHT	15767	5415	18.4	34.3	95	1988	19.8	12.6	101	1944	16.2	12.3	83	1483	20.1	9.4	103
MIDNIGHT - 6:00 AM	9120	3529	12.0	38.7	106	1326	13.2	14.5	117	1237	10.3	13.6	92	966	13.1	10.6	116
6:00 AM - MIDNIGHT	58527	21285	72.3	36.4	100	7177	71.3	12.3	99	8641	72.2	14.8	100	5467	74.0	9.3	102
ENTIRE DAY	59311	21591	73.4	36.4	100	7257	72.1	12.2	98	8781	73.3	14.8	100	5553	75.1	9.4	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	6014	20.4	37.2	102	2032	20.2	12.6	101	2454	20.5	15.2	103	1528	20.7	9.4	104
ALL NEWS	2256	832	2.8	36.9	101	257	2.6	11.4	92	276	2.3	12.2	83	299	4.0	13.3	145
ADR/PROGRESSIVE	3874	1264	4.3	32.6	90	242	2.4	6.2	50	637	5.3	16.4	111	385	5.2	9.9	109
BEAUTIFUL MUSIC	5660	2216	7.5	39.2	108	801	8.0	14.2	114	777	6.5	13.7	93	638	8.6	11.3	124
BLACK	2204	885	3.0	40.2	111	400	4.0	18.1	146	317	2.6	14.4	97	168	2.3	7.6	84
CLASSICAL	1418	535	1.8	37.7	104	888	0.9	6.2	50	306	2.6	21.6	146	114	1.9	10.0	110
CHR/ROCK	9538	3090	10.5	32.4	89	975	9.7	10.2	82	1147	9.6	12.0	81	969	13.1	10.2	111
COUNTRY	12648	4864	16.5	38.5	106	1711	17.0	13.5	109	1973	16.5	15.6	105	1181	16.0	9.3	102
GOLDEN OLDIES	1191	313	1.1	26.3	72	120	1.2	10.1	81	143	1.2	12.0	81	50	0.7	4.2	46
MOR/NOSTALGIA	4757	1839	6.2	38.7	106	613	6.1	12.9	104	763	6.4	16.0	108	463	6.3	9.7	107
NEWS/TALK	3863	1282	4.4	33.2	91	408	4.1	10.6	85	442	3.7	11.4	77	432	5.8	11.2	123
RELIGIOUS	3084	1086	3.7	35.2	97	464	4.6	15.0	121	407	3.4	13.2	89	215	2.9	7.0	76
SOFT ROCK	521	188	0.6	36.1	99	50	0.5	9.6	77	82	0.7	15.7	106	56	0.8	10.7	118
URBAN CONTEMPORARY	1585	524	1.8	33.1	91	299	3.0	18.9	152	111	0.9	7.0	47	114	1.5	7.2	79
MIXED NETWORKS:																	
ABC CONTEMPORARY	3261	1147	3.9	35.2	97	387	3.8	11.9	95	452	3.8	13.9	94	308	4.2	9.4	104
ABC DIRECTION	2316	913	3.1	39.4	108	387	3.8	16.7	134	349	2.9	15.1	102	177	2.4	7.6	84
ABC ENTERTAINMENT	4834	1656	5.6	34.3	94	568	5.6	11.8	95	626	5.2	12.9	88	462	6.3	9.6	105
ABC FM	2202	675	2.3	30.7	84	230	2.3	10.4	84	267	2.2	12.1	82	179	2.4	8.1	89
ABC INFORMATION	5425	2000	6.8	36.9	101	706	7.0	13.0	105	694	5.8	12.8	87	600	8.1	11.1	121
ABC ROCK	1677	527	1.8	31.4	84	138	1.4	8.2	66	274	2.3	16.3	110	115	1.6	6.9	75
CBS	4430	1741	5.9	39.3	108	560	5.6	12.6	102	685	5.7	15.5	105	496	6.7	11.2	123
MUTUAL	4992	1872	6.4	37.5	103	752	7.5	15.1	121	736	6.1	14.7	100	385	5.2	7.7	85
NBC	4679	1967	6.7	42.0	116	647	6.4	13.8	111	874	7.3	18.7	126	446	6.0	9.5	104
RADIORADIO	1994	601	2.0	30.1	83	218	2.2	10.9	88	237	2.0	11.9	80	146	2.0	7.3	80
RKO ONE	2298	684	2.3	29.8	82	175	1.7	7.6	61	283	2.4	12.3	83	227	3.1	9.9	108
RKO TWO	3311	1036	3.5	31.3	86	389	3.9	11.7	95	431	3.6	13.0	88	217	2.9	6.6	72
THE SOURCE	2114	679	2.3	32.1	88	117	1.2	5.5	45	368	3.1	17.4	118	194	2.6	9.2	101
NON-HIRED: BLAIR	8654	3148	10.7	36.4	100	1075	10.7	12.4	100	1293	10.8	14.9	101	780	10.6	9.0	99
INTERNET	12025	4191	14.2	34.9	96	1520	15.1	12.6	102	1536	12.8	12.8	86	1135	15.4	9.4	103
KATZ RADIO GROUP	15359	5434	18.5	35.4	97	1628	16.2	10.6	85	2185	18.2	14.2	96	1621	21.9	10.6	116
SUPERNET	10628	4110	14.0	38.7	106	1351	13.4	12.7	102	1650	13.8	15.5	105	1110	15.0	10.4	114
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	3423	11.6	39.5	109	1259	12.5	14.5	117	1420	11.9	16.4	111	744	10.1	8.6	94
WKDAY 9:00 AM - 1:00 PM	12163	4482	15.2	36.8	101	1670	16.6	13.7	110	1775	14.8	14.6	99	1037	14.0	8.5	93
WKDAY 1:00 PM - 4:30 PM	16150	6106	20.7	37.8	104	2362	23.5	14.6	118	2370	19.8	14.7	99	1374	18.6	8.5	93
WKDAY 4:30 PM - 7:30 PM	22463	8341	28.3	37.1	102	3091	30.7	13.8	111	3179	26.5	14.2	96	2071	28.0	9.2	101
WKDAY 7:30 PM - 8:00 PM	31795	11913	40.5	37.5	103	4257	42.3	13.4	108	4689	39.2	14.7	100	2967	40.1	9.3	102
WKDAY 11:00 PM - 11:30 PM	23977	8995	30.6	37.5	103	3208	31.9	13.4	108	3600	30.1	15.0	102	2186	29.6	9.1	100
WKDAY 11:30 PM - 1:00 AM	7703	2864	9.7	37.2	102	962	9.6	12.5	100	1204	10.1	15.6	106	698	9.4	9.1	99
M-SAT 8-11 PM-SUN 7-11 PM	33800	12529	42.6	37.1	102	4350	43.2	12.9	104	5099	42.6	15.1	102	3081	41.7	9.1	100
WKDAY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	2378	8.1	36.4	100	958	9.5	14.7	118	832	6.9	12.7	86	589	8.0	9.0	99
ANOTHER WORLD	N 4620	2086	7.1	45.2	124	811	8.1	17.6	141	849	7.1	18.4	124	427	5.8	9.2	101
AS THE WORLD TURNS	C 5614	2207	7.5	39.3	108	839	8.3	14.9	120	832	6.9	14.8	100	537	7.3	9.6	105
CAPITOL	C 3396	1261	4.3	37.1	102	622	6.2	18.3	147	394	3.3	11.6	78	245	3.3	7.2	79
CBS MORN. NEWS 1	C 1446	568	1.9	39.3	108	201	2.0	13.9	112	285	2.4	19.7	133	81	1.1	5.6	61
CBS MORN. NEWS 2	C 1207	455	1.5	37.1	104	164	1.6	13.6	109	204	1.7	16.9	114	87	1.2	7.2	79
DAYS OF OUR LIVES	N 5877	2446	8.3	41.6	115	958	9.5	16.3	131	1015	8.5	17.3	117	473	6.4	8.0	88
FACTS OF LIFE - DAYTIME	N 2290	836	2.8	36.5	100	338	3.4	14.8	119	322	2.7	14.1	95	176	2.4	7.7	84
FAMILY FEUD	A 3023	930	3.2	30.8	85	325	3.2	10.8	87	404	3.4	13.4	90	201	2.7	6.6	73
GENERAL HOSPITAL	A 6097	2104	7.1	34.5	95	750	7.5	12.3	99	852	7.1	14.0	95	503	6.8	8.2	90
GOOD MORNING, AMERICA-730	A 3515	1309	4.4	37.2	102	450	4.5	12.8	103	516	4.3	14.7	99	343	4.6	9.8	107
GOOD MORNING, AMERICA-830	A 2818	1108	3.8	39.3	108	346	3.4	12.3	99	468	3.9	16.6	112	294	4.0	10.4	114
GUIDING LIGHT	C 5339	2029	6.9	38.0	105	821	8.2	15.4	124	754	6.3	14.1	96	453	6.1	8.5	93
ONE LIFE TO LIVE	A 4478	1548	5.3	34.6	95	592	5.9	13.2	106	621	5.2	13.9	94	334	4.5	7.5	82
PRESS YOUR LUCK	C 2244	885	3.0	39.4	109	401	4.0	17.9	144	262	2.2	11.7	79	223	3.0	9.9	109
PRICE IS RIGHT 1	C 4348	1727	5.9	39.7	109	740	7.4	17.0	137	604	5.0	13.9	94	382	5.2	8.8	96

	TOTAL U.S. '000	USED FREEZER BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
																		'000
TOTAL FEMALE HOMEOWNERS	80986	29429	100.0	36.3	100	10065	100.0	12.4	100	11975	100.0	14.8	100	7390	100.0	9.1	100	
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY	26063	10043	34.1	38.5	106	3633	36.1	13.9	112	3910	32.7	15.0	101	2500	33.8	9.6	105	
NETWORK AFFILIATES - LATE	20261	7753	26.3	38.3	105	2879	28.6	14.2	114	2996	25.0	14.8	100	1878	25.4	9.3	102	
INDEPENDENTS - LATE	2076	695	2.4	33.5	92	189	1.9	9.1	73	348	2.9	16.8	113	158	2.1	7.6	83	
TV EVENING NTMK 6 PM - 2 AM																		
A TEAM	M 10453	4146	14.1	39.7	109	1497	14.9	14.3	115	1631	13.6	15.6	106	1018	13.8	9.7	107	
ABC MONDAY NIGHT MOVIE	A 6412	2324	7.9	36.2	100	745	7.4	11.6	93	986	8.2	15.4	104	593	8.0	9.2	101	
ABC SUNDAY NIGHT MOVIE	A 12407	4526	15.4	36.5	100	1511	15.0	12.2	98	1918	16.0	15.5	105	1097	14.8	8.8	99	
ABC WORLD NEWS TONIGHT	A 6176	2319	7.9	37.5	103	937	9.3	15.2	122	901	7.5	14.6	99	482	6.5	7.8	86	
AFTERMASH	C 5863	2246	7.6	38.3	105	798	7.9	13.6	110	953	8.0	16.3	110	496	6.7	8.5	93	
ALICE	C 9594	3814	13.0	39.8	109	1312	13.0	13.7	110	1679	14.0	17.5	118	822	11.1	8.6	94	
AMERICAN PARADE	C 6622	2338	7.9	35.3	97	705	7.0	10.6	86	1054	8.8	15.9	108	579	7.8	8.7	96	
BENSON	A 10886	3844	13.1	35.3	97	1363	13.5	12.5	101	1488	12.4	13.7	92	993	13.4	9.1	100	
BLUE THUNDER	A 5036	1930	6.6	38.3	105	732	7.3	14.5	117	745	6.2	14.8	100	454	6.1	9.0	99	
CAGNEY & LACEY	C 9965	3834	13.0	38.5	106	1307	13.0	13.1	106	1632	13.6	16.4	111	896	12.1	9.0	99	
CBS EVENING NEWS-DEAN	C 3491	1304	4.4	37.4	103	441	4.4	12.6	102	575	4.8	16.5	111	287	3.9	8.2	90	
CBS EVENING NEWS-RATHER	C 7123	2738	9.3	38.4	106	907	9.0	12.7	102	1091	9.1	15.3	104	740	10.0	10.4	114	
CBS SAT. NEWS-SCHIEFFER	C 3621	1330	4.5	36.7	101	464	4.6	12.8	103	508	4.2	14.0	95	358	4.8	9.9	108	
CBS SATURDAY NIGHT MOVIE	C 5436	2196	7.5	40.4	111	729	7.2	13.4	108	858	7.2	15.8	107	610	8.3	11.2	123	
CBS WEDNESDAY NIGHT MOVIE	C 6100	2254	7.7	37.0	102	788	7.8	12.9	104	856	7.1	14.0	95	610	8.3	10.0	110	
CHEERS	N 8889	3354	11.4	37.7	104	1169	11.6	13.2	106	1306	10.9	14.7	99	879	11.9	9.9	108	
DALLAS	C 22109	8410	28.6	38.0	105	2862	28.4	12.9	104	3375	28.2	15.3	103	2174	29.4	9.8	108	
DIFF'RENT STROKES	N 6940	2694	9.2	38.8	107	1095	10.9	15.8	127	1042	8.7	15.0	102	557	7.5	8.0	88	
DOUBLE TROUBLE	N 7223	2724	9.3	37.7	104	868	8.6	12.0	97	1115	9.3	15.4	104	741	10.0	10.3	112	
DUCK FACTORY	N 5595	2204	7.5	39.4	108	843	8.4	15.1	121	794	6.6	14.2	96	567	7.7	10.1	111	
DUKES OF HAZZARD	C 5768	2366	8.0	41.0	113	844	8.4	14.6	118	1031	8.6	17.9	121	491	6.6	8.5	93	
DYNASTY	A 20053	7719	26.2	38.5	106	2697	26.8	13.4	108	3236	27.0	16.1	109	1787	24.2	8.9	98	
FACTS OF LIFE	N 8087	3091	10.5	38.2	105	1100	10.9	13.6	109	1252	10.5	15.5	105	738	10.0	9.1	100	
FALCON CREST	C 20046	7626	25.9	38.0	105	2625	26.1	13.1	105	3056	25.5	15.2	103	1945	26.3	9.7	106	
FALL GUY	A 9084	3571	12.1	39.3	108	1269	12.6	14.0	112	1408	11.8	15.5	105	895	12.1	9.9	108	
FAMILY TIES	N 7964	3097	10.5	38.9	107	1012	10.1	12.7	102	1352	11.3	17.0	115	733	9.9	9.2	101	
FANTASY ISLAND	A 7687	2701	9.2	35.1	97	926	9.2	12.0	97	1179	9.8	15.3	104	596	8.1	7.8	85	
FOULUPS, BLEEPES & BLUNDERS	A 8861	3108	10.6	35.1	97	1028	10.2	11.6	93	1326	11.1	15.0	101	755	10.2	8.5	93	
FOUR SEASONS	C 5095	2023	6.9	39.7	109	788	7.8	15.5	124	806	6.7	15.8	107	430	5.8	8.4	92	
GIMME A BREAK	N 8838	3406	11.6	38.5	106	1195	11.9	13.5	109	1404	11.7	15.9	107	807	10.9	9.1	100	
HART TO HART	A 8978	3466	11.8	38.6	106	1107	11.0	12.3	99	1400	11.7	15.6	105	958	13.0	10.7	117	
HILL STREET BLUES	N 8590	3303	11.2	38.5	106	1097	10.9	12.8	103	1366	11.4	15.9	108	840	11.4	9.8	107	
HOTEL	A 14085	5501	18.7	39.1	107	1875	18.6	13.3	107	2420	20.2	17.2	116	1206	16.3	8.6	94	
JEFFERSONS	C 9360	3515	11.9	37.6	103	1361	13.5	14.5	117	1510	12.6	16.1	109	644	8.7	6.9	75	
JENNIFER SLEPT HERE	N 5841	2037	6.9	34.9	96	743	7.4	12.7	102	915	7.6	15.7	106	379	5.1	6.5	71	
KATE & ALLIE	C 9206	3378	11.5	36.7	101	1105	11.0	12.0	97	1416	11.8	15.4	104	856	11.6	9.3	102	
KWIGHT RIDER	N 7076	2603	8.8	36.8	101	939	9.3	13.3	107	1050	8.8	14.8	100	614	8.3	8.7	95	
LOVE BOAT	A 12219	4419	15.0	36.2	100	1654	16.4	13.5	109	1780	14.9	14.6	99	985	13.3	8.1	88	
MAGNUM PI	C 11199	4293	14.6	38.3	105	1505	15.0	13.4	108	1678	14.0	15.0	101	1111	15.0	9.9	109	
MAMA'S FAMILY	N 6057	2261	7.7	37.3	103	956	9.5	15.8	127	846	7.1	14.0	94	459	6.2	7.6	83	
MASTER, THE	N 3598	1371	4.7	38.1	105	545	5.4	15.1	122	475	4.0	13.2	89	350	4.7	9.7	107	
MATT HOUSTON	A 6344	2164	7.4	34.1	94	679	6.7	10.7	86	970	8.1	15.3	103	514	7.0	8.1	89	
NBC MONDAY NIGHT MOVIE	N 11994	4345	14.8	36.2	100	1455	14.5	12.1	98	1774	14.8	14.8	100	1116	15.1	9.3	102	
NBC NIGHTLY NEWS	N 5132	2163	7.3	42.1	116	735	7.3	14.3	115	923	7.7	18.0	122	505	6.8	9.8	108	
NBC NIGHTLY NEWS-SAT	N 3375	1270	4.3	37.6	104	440	4.4	13.0	105	493	4.1	14.6	99	337	4.6	10.0	109	
NBC NIGHTLY NEWS-SUN	N 3130	1189	4.0	38.0	105	337	3.3	10.8	87	571	4.8	18.2	123	281	3.8	9.0	98	
NBC SUNDAY NIGHT MOVIE	N 8284	3119	10.6	37.7	104	1060	10.5	12.8	103	1239	10.3	15.0	101	821	11.1	9.9	109	
NEWSHART	C 9240	3384	11.5	36.6	101	1088	10.8	11.8	95	1450	12.1	15.7	106	846	11.4	9.2	100	
ONE DAY AT A TIME	C 7288	2715	9.2	37.3	103	964	9.6	13.2	106	1117	9.3	15.3	104	634	8.6	8.7	95	
PEOPLE ARE FUNNY	N 4855	1874	6.4	38.6	106	828	8.2	17.1	137	663	5.5	13.7	92	382	5.2	7.9	86	
REAL PEOPLE	N 8869	3334	11.3	37.6	103	1168	11.6	13.2	106	1347	11.2	15.2	103	819	11.1	9.2	101	
REMINGTON STEELE	N 7743	2698	9.2	34.8	96	963	9.6	12.4	100	1136	9.5	14.7	99	599	8.1	7.7	85	
RIPLEY'S BELIEVE IT - NOT	A 5345	1975	6.7	37.0	102	631	6.3	11.8	95	846	7.1	15.8	107	498	6.7	9.3	102	
RIPTIDE	N 6988	2829	9.6	40.5	111	991	9.8	14.2	114	1254	10.5	17.9	121	585	7.9	8.4	92	
SCARECROW & MRS. KING	C 10002	3959	13.5	39.6	109	1389	13.8	13.9	112	1634	13.6	16.3	110	936	12.7	9.4	103	
SIMON & SIMON	C 10638	4278	14.5	40.2	111	1570	15.6	14.8	119	1690	14.1	15.9	107	1018	13.8	9.6	105	
60 MINUTES	C 13293	5041	17.1	37.9	104	1609	16.0	12.1	97	2112	17.6							

	TOTAL U.S. '000	USED SANDWICH BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	44174	100.0	54.5	100	13193	100.0	16.3	100	20308	100.0	25.1	100	10673	100.0	13.2	100
18 - 24	9282	4663	10.6	50.2	92	1460	11.1	15.7	97	1995	9.8	21.5	86	1208	11.3	13.0	99
25 - 34	19072	11904	26.9	62.4	114	3136	23.8	16.4	101	5754	28.3	30.2	120	3014	28.2	15.8	120
35 - 44	14591	9182	20.8	62.9	115	3043	23.1	20.9	128	4604	22.7	31.6	126	1535	14.4	10.5	80
45 - 54	11345	6620	15.0	58.4	107	2358	17.9	20.8	128	2862	14.1	25.2	101	1399	13.1	12.3	94
55 - 64	11635	6044	13.7	51.9	95	1554	11.8	13.4	82	2857	14.1	24.6	98	1633	15.3	14.0	106
65 OR OLDER	15061	5761	13.0	38.3	70	1642	12.4	10.9	67	2236	11.0	14.8	59	1883	17.6	12.5	99
18 - 34	28354	16567	37.5	58.4	107	4596	34.8	16.2	100	7749	38.2	27.3	109	4222	39.6	14.9	113
18 - 49	48339	28960	65.6	59.9	110	8699	65.9	18.0	110	13822	68.1	28.6	114	6439	60.3	13.3	101
25 - 54	45008	27706	62.7	61.6	113	8538	64.7	19.0	116	13221	65.1	29.4	117	5948	55.7	13.2	100
35 - 49	19985	12394	28.1	62.0	114	4103	31.1	20.5	126	6073	29.9	30.4	121	2217	20.8	11.1	84
50 OR OLDER	32647	15213	34.4	46.6	85	4494	34.1	13.8	84	6486	31.9	19.9	79	4234	39.7	13.0	98
GRADUATED COLLEGE	11155	7202	16.3	64.6	118	1668	12.6	15.0	92	3454	17.0	31.0	123	2079	19.5	18.6	141
ATTENDED COLLEGE	13682	8721	19.7	63.7	117	2231	16.9	16.3	100	4250	20.9	31.1	124	2240	21.0	16.4	124
GRADUATED HIGH SCHOOL	33880	19202	43.5	56.7	104	6058	45.9	17.9	110	8710	42.9	25.7	103	4434	41.5	13.1	99
DID NOT GRADUATE HIGH SCHOOL	22270	9049	20.5	40.6	74	3237	24.5	14.5	89	3894	19.2	17.5	70	1919	18.0	8.6	65
EMPLOYED	40306	24306	55.0	60.3	111	6893	52.2	17.1	105	11454	56.4	28.4	113	5959	55.8	14.8	112
EMPLOYED FULL-TIME	32850	19831	44.9	60.4	111	5626	42.6	17.1	105	9244	45.5	28.1	112	4961	46.5	15.1	115
EMPLOYED PART-TIME	7456	4476	10.1	60.0	110	1267	9.6	17.0	104	2210	10.9	29.6	118	998	9.4	13.4	102
NOT EMPLOYED	40680	19867	45.0	48.8	90	6300	47.8	15.5	95	8854	43.6	21.8	87	4714	44.2	11.6	88
PROFESSIONAL/MANAGER	10392	6752	15.3	65.0	119	1593	12.1	15.3	94	3309	16.3	31.8	127	1849	17.3	17.8	135
TECH/CLERICAL/SALES	17574	10846	24.6	61.7	113	2909	22.0	16.6	102	5195	25.6	29.6	118	2743	25.7	15.6	118
PRECISION/CRAFT	985	576	1.3	58.5	107	**200	1.5	20.3	125	**223	1.1	22.6	90	**154	1.4	15.6	119
OTHER EMPLOYED	11354	6132	13.9	54.0	99	2192	16.6	19.3	119	2727	13.4	24.0	96	1213	11.4	10.7	81
SINGLE	9863	4798	10.9	48.6	89	1669	12.7	16.9	104	1757	8.7	17.8	71	1371	12.8	13.9	105
MARRIED	51375	30671	69.4	59.7	109	9016	68.3	17.5	108	14830	73.0	28.9	115	6825	63.9	13.3	101
DIVORCED/SEPARATED/WIDOWED	19748	8704	19.7	44.1	81	2508	19.0	12.7	78	3721	18.3	18.8	75	2476	23.2	12.5	95
PARENTS	32590	20180	45.7	61.9	114	6422	48.7	19.7	121	10378	51.1	31.8	127	3380	31.7	10.4	79
WHITE	70416	39815	90.1	56.5	104	11446	86.8	16.3	100	18229	89.8	25.9	103	10140	95.0	14.4	109
BLACK	8778	3458	7.8	39.4	72	1559	11.8	17.8	109	1441	7.1	16.4	65	458	4.3	5.2	40
OTHER	1791	*901	2.0	50.3	92	**188	1.4	10.5	64	*639	3.1	35.7	142	**75	0.7	4.2	32
NORTHEAST-CENSUS	17786	9662	21.9	54.3	100	3369	25.5	18.9	116	4155	20.5	23.4	93	2138	20.0	12.0	91
NORTH CENTRAL	20741	12269	27.8	59.2	108	3814	28.9	18.4	113	5226	25.7	25.2	100	3229	30.3	15.6	118
SOUTH	27775	13094	29.6	47.1	86	4054	30.7	14.6	90	6476	31.9	23.3	93	2564	24.0	9.2	70
WEST	14683	9149	20.7	62.3	114	1956	14.8	13.3	82	4451	21.9	30.3	121	2742	25.7	18.7	142
NORTHEAST-MKTG.	17961	9579	21.7	53.3	98	3494	26.5	19.5	119	4162	20.5	23.2	92	1923	18.0	10.7	81
EAST CENTRAL	11885	6779	15.3	57.0	105	2135	16.2	18.0	110	2982	14.7	25.1	100	1663	15.6	14.0	106
MID CENTRAL	14090	8354	18.9	59.3	109	2445	18.5	17.4	107	3670	18.1	26.0	104	2240	21.0	15.9	121
SOUTH	24081	11383	25.8	47.3	87	3403	25.8	14.1	87	5612	27.6	23.3	93	2368	22.2	9.8	75
PACIFIC	12969	8080	18.3	62.3	114	1717	13.0	13.2	81	3883	19.1	29.9	119	2480	23.2	19.1	145
COUNTY SIZE A	32439	17665	40.0	54.5	100	5287	40.1	16.3	100	8096	39.9	25.0	100	4283	40.1	13.2	100
COUNTY SIZE B	24915	14431	32.7	57.9	106	4530	34.3	18.2	112	6518	32.1	26.2	104	3382	31.7	13.6	103
COUNTY SIZE C	12930	6935	15.7	53.6	98	1779	13.5	13.8	84	3228	15.9	25.0	100	1928	18.1	14.9	113
COUNTY SIZE D	10703	5143	11.6	48.1	88	1597	12.1	14.9	92	2467	12.1	23.0	92	1079	10.1	10.1	76
METRO CENTRAL CITY	24518	12510	28.3	51.0	94	3708	28.1	15.1	93	5953	29.3	24.3	97	2849	26.7	11.6	88
METRO SUBURBAN	35919	21442	48.5	59.7	109	6344	48.1	17.7	108	9643	47.5	26.8	107	5455	51.1	15.2	115
NON METRO	20549	10222	23.1	49.7	91	3141	23.8	15.3	94	4712	23.2	22.9	91	2369	22.2	11.5	87
TOP 5 ADI'S	18341	9919	22.5	54.1	99	3160	24.0	17.2	106	4248	20.9	23.2	92	2511	23.5	13.7	104
TOP 10 ADI'S	25378	13931	31.5	54.9	101	4357	33.0	17.2	105	6255	30.8	24.6	98	3319	31.1	13.1	99
TOP 20 ADI'S	36488	20006	45.3	54.8	101	5990	45.4	16.4	101	9126	44.9	25.0	100	4891	45.8	13.4	102
MSHLD INC. \$50,000 OR MORE	6612	4677	10.6	70.7	130	1174	8.9	17.8	109	2383	11.7	36.0	144	1120	10.5	16.9	129
\$40,000 OR MORE	12659	8693	19.7	68.7	126	2408	18.3	19.0	117	4255	21.0	33.6	134	2030	19.0	16.0	122
\$30,000 OR MORE	24698	16320	36.9	66.1	121	4623	35.0	18.7	115	8103	39.9	32.8	131	3594	33.7	14.6	110
\$25,000 OR MORE	32077	21008	47.6	65.5	120	6048	45.8	18.9	116	10207	50.3	31.8	127	4753	44.5	14.8	111
\$20,000 - \$24,999	9144	5400	12.2	59.1	108	1548	11.7	16.9	104	2419	11.9	26.5	105	1433	13.4	15.7	119
\$15,000 - \$19,999	8728	4881	11.0	55.9	103	1461	11.1	16.7	103	2181	10.7	25.0	100	1239	11.6	14.2	108
\$10,000 - \$14,999	12562	6313	14.3	50.3	92	1982	15.0	15.8	97	2922	14.4	23.3	93	1409	13.2	11.2	85
UNDER \$10,000	18475	6571	14.9	35.6	65	2154	16.3	11.7	72	2579	12.7	14.0	56	1838	17.2	9.9	75
HOUSEHOLD OF 1 PERSON	11987	4817	10.9	40.2	74	1138	8.6	9.5	58	1642	8.1	13.7	55	2037	19.1	17.0	129
2 PEOPLE	26577	13533	30.6	50.9	93	3301	25.0	12.4	76	6024	29.7	22.7	90	4208	39.4	15.8	120
3 OR 4 PEOPLE	30617	18732	42.4	61.2	112	5970	45.3	19.5	120	9130	45.0	29.8	119	3633	34.0	11.9	90
5 OR MORE PEOPLE	11804	7092	16.1	60.1	110	2784	21.1	23.6	145	3513	17.3	29.8	119	795	7.4	6.7	51
NO CHILD IN MSHLD	46165	22572	51.1	48.9	90	6181	46.9	13.4	82	9267	45.6	20.1	80	7124	66.7	15.4	117
CHILD(REN) UNDER 2 YRS	5325	3053	6.9	57.3	105	761	5.8	14.3	88	1592	7.8	29.9	119	701	6.6	13.2	100
2 - 5 YEARS	14221	8444	19.1	59.4	109	2629	19.9	18.5	113	4614	22.7	32.4	129	1201	11.3	8.4	64
6 - 11 YEARS	15117	9778	22.1	64.7	119	3354	25.4	22.2	136	5022	24.7	33.2	132	1402	13.1	9.3	70
12 - 17 YEARS	16611	10520	23.8	63.3	116	3931	29.8	23.7	145	5011	24.7	30.2	120	1578	14.8	9.5	72
RESIDENCE OWNED	55884	32594	73.8	58.3	107	9454	71.7	16.9	104	15444	76.0	27.6	110	7696	72.1	13.8	104
VALUE: \$50,000 OR MORE	31744	19949	45.2	62.8	115	5679	43.0	17.9	110	9527	46.9	30.0	120	4744	44.4	14.9	113
VALUE: UNDER \$50,000	24140	12645	28.6	52.4	96	3776	28.6	15.6	96	5918	29.1	24.5	98	2952	27.7	12.2	93

		TOTAL U.S. '000	USED SANDWICH BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEMAKERS		80986	44174	100.0	54.5	100	13193	100.0	16.3	100	20308	100.0	25.1	100	10673	100.0	13.2	100
MAGAZINES	QUINTILE 1	15799	9966	22.6	63.1	116	3200	24.3	20.3	124	4624	22.8	29.3	117	2142	20.1	13.6	103
	QUINTILE 2	17259	10257	23.2	59.4	109	3110	23.6	18.0	111	4759	23.4	27.6	110	2388	22.4	13.8	105
	QUINTILE 3	13545	7523	17.0	55.5	102	1843	14.0	13.6	84	3700	18.2	27.3	109	1980	18.6	14.6	111
	QUINTILE 4	15133	8305	18.8	54.9	101	2380	18.0	15.7	97	3659	18.0	24.2	96	2266	21.2	15.0	114
	QUINTILE 5	19250	8123	18.4	42.2	77	2660	20.2	13.8	85	3566	17.6	18.5	74	1897	17.8	9.9	75
NEWSPAPERS	QUINTILE 1	12413	7060	16.0	56.9	104	2318	17.6	18.7	115	3190	15.7	25.7	102	1553	14.6	12.5	95
	QUINTILE 2	24116	14114	32.0	58.5	107	4204	31.9	17.4	107	6616	32.6	27.4	109	3294	30.9	13.7	104
	QUINTILE 3	11261	6729	15.2	59.8	110	2071	15.7	18.4	113	2942	14.5	26.1	104	1715	16.1	15.2	116
	QUINTILE 4	20255	10606	24.0	52.4	96	2789	21.1	13.8	85	5029	24.8	24.8	99	2788	26.1	13.8	104
	QUINTILE 5	12940	5665	12.8	43.8	80	1811	13.7	14.0	86	2532	12.5	19.6	78	1322	12.4	10.2	78
OUTDOOR	QUINTILE 1	14852	8714	19.7	58.7	108	2337	17.7	15.7	97	4131	20.3	27.8	111	2246	21.0	15.1	115
	QUINTILE 2	15725	8901	20.1	56.6	104	2761	20.9	17.6	108	4262	21.0	27.1	108	1878	17.6	11.9	91
	QUINTILE 3	16330	9103	20.6	55.7	102	2722	20.6	16.7	102	4169	20.5	25.5	102	2212	20.7	13.5	103
	QUINTILE 4	16744	8795	19.9	52.5	96	2933	22.2	17.5	108	3747	18.5	22.4	89	2115	19.8	12.6	96
	QUINTILE 5	17334	8661	19.6	50.0	92	2440	18.5	14.1	86	3999	19.7	23.1	92	2222	20.8	12.8	97
RADIO-DRIVE TIME	QUINTILE 1	15911	9185	20.8	57.7	106	2810	21.3	17.7	108	4079	20.1	25.6	102	2297	21.5	14.4	110
	QUINTILE 2	14837	8233	18.6	55.5	102	2498	18.9	16.8	103	3920	19.3	26.4	105	1815	17.0	12.2	93
	QUINTILE 3	15339	8675	19.6	56.6	104	2312	17.5	15.1	93	4117	20.3	26.8	107	2246	21.0	14.6	111
	QUINTILE 4	16723	9344	21.2	55.9	102	3099	23.5	18.5	114	4065	20.0	24.3	97	2180	20.4	13.0	99
	QUINTILE 5	18176	8738	19.8	48.1	88	2475	18.8	13.6	84	4128	20.3	22.7	91	2135	20.0	11.7	89
RADIO-MID- DAY	TERCILE 1	21020	11848	26.8	56.4	103	3679	27.9	17.5	107	5266	25.9	25.1	100	2903	27.2	13.8	105
	TERCILE 2	21610	12423	28.1	57.5	105	4079	30.9	18.9	116	5639	27.8	26.1	104	2705	25.3	12.5	95
	TERCILE 3	38355	19903	45.1	51.9	95	5435	41.2	14.2	87	9404	46.3	24.5	98	5064	47.4	13.2	100
RADIO-TOTAL	QUINTILE 1	15988	9252	20.9	57.9	106	2627	19.9	16.4	101	4300	21.2	26.9	107	2325	21.8	14.5	110
	QUINTILE 2	15626	8574	19.4	54.9	101	2886	21.9	18.5	113	3727	18.4	23.9	95	1961	18.4	12.5	95
	QUINTILE 3	16723	9532	21.6	57.0	104	2934	22.2	17.5	108	4361	21.5	26.1	104	2238	21.0	13.4	102
	QUINTILE 4	16342	9314	21.1	57.0	104	2658	20.1	16.3	100	4202	20.7	25.7	103	2454	23.0	15.0	114
	QUINTILE 5	16306	7502	17.0	46.0	84	2087	15.8	12.8	79	3718	18.3	22.8	91	1696	15.9	10.4	79
TV-PRIME TIME	QUINTILE 1	15953	8327	18.9	52.2	96	2618	19.8	16.4	101	3533	17.4	22.1	88	2176	20.4	13.6	103
	QUINTILE 2	16137	9173	20.8	56.8	104	2869	21.7	17.8	109	4390	21.6	27.2	108	1914	17.9	11.9	90
	QUINTILE 3	16420	9340	21.1	56.9	104	2544	19.3	15.5	95	4458	22.0	27.1	108	2338	21.9	14.2	108
	QUINTILE 4	16687	9236	20.9	55.3	101	2932	22.2	17.6	108	4241	20.9	25.4	101	2063	19.3	12.4	94
	QUINTILE 5	15789	8098	18.3	51.3	94	2230	16.9	14.1	87	3686	18.2	23.3	93	2182	20.4	13.8	105
TV-DAYTIME	TERCILE 1	27736	13859	31.4	50.0	92	4548	34.5	16.4	101	6053	29.8	21.8	87	3258	30.5	11.7	89
	TERCILE 2	26489	15342	34.7	57.9	106	4559	34.6	17.2	106	7200	35.5	27.2	108	3584	33.6	13.5	103
	TERCILE 3	26761	14972	33.9	55.9	103	4087	31.0	15.3	94	7055	34.7	26.4	105	3831	35.9	14.3	109
TV-TOTAL	QUINTILE 1	16345	7944	18.0	48.6	89	2608	19.8	16.0	98	3250	16.0	19.9	79	2087	19.6	12.8	97
	QUINTILE 2	16447	8994	20.4	54.7	100	2584	19.6	15.7	96	4302	21.2	26.2	104	2107	19.7	12.8	97
	QUINTILE 3	15980	9154	20.7	57.3	105	2888	21.9	18.1	111	4394	21.6	27.5	110	1873	17.5	11.7	89
	QUINTILE 4	15887	9384	21.2	59.1	108	2714	20.6	17.1	105	4353	21.4	27.4	109	2317	21.7	14.6	111
	QUINTILE 5	16326	8698	19.7	53.3	98	2399	18.2	14.7	90	4009	19.7	24.6	98	2289	21.4	14.0	106
MAGAZINES-NEWSPAPERS: DUAL		20721	12917	29.2	62.3	114	3993	30.3	19.3	118	6097	30.0	29.4	117	2828	26.5	13.6	104
MAGAZINE IMPERATIVE		19186	11168	25.3	58.2	107	3270	24.8	17.0	105	5152	25.4	26.9	107	2746	25.7	14.3	109
NEWSPAPER IMPERATIVE		21899	11573	26.2	52.8	97	3558	27.0	16.2	100	5085	25.0	23.2	93	2930	27.5	13.4	102
MAGAZINES-OUTDOOR: DUAL		15451	9683	21.9	62.7	115	2916	22.1	18.9	116	4643	22.9	30.0	120	2124	19.9	13.7	104
MAGAZINE IMPERATIVE		25953	14893	33.7	57.4	105	4508	34.2	17.4	107	6838	33.7	26.3	105	3548	33.2	13.7	104
OUTDOOR IMPERATIVE		24400	12642	28.6	51.8	95	3456	26.2	14.2	87	5894	29.0	24.2	96	3292	30.8	13.5	102
MAGAZINES-RADIO: DUAL		18049	10900	24.7	60.4	111	3372	25.6	18.7	115	5104	25.1	28.3	113	2424	22.7	13.4	102
MAGAZINE IMPERATIVE		23571	14051	31.8	59.6	109	4031	30.6	17.1	105	6753	33.3	28.6	114	3267	30.6	13.9	105
RADIO IMPERATIVE		23278	12030	27.2	51.7	95	3589	27.2	15.4	95	5280	26.0	21.7	90	3161	29.6	13.6	103
MAGAZINES-TELEVISION: DUAL		15459	9067	20.5	58.7	108	2614	19.8	16.9	104	4211	20.7	27.2	109	2242	21.0	14.5	110
MAGAZINE IMPERATIVE		25829	15878	35.9	61.5	113	4777	36.2	18.5	114	7533	37.1	29.2	116	3569	33.4	13.8	105
TELEVISION IMPERATIVE		26039	12511	28.3	48.0	88	3876	29.4	14.9	91	5557	27.4	21.3	85	3077	28.8	11.8	90
NEWSPAPERS-OUTDOOR: DUAL		16605	10152	23.0	61.1	112	3083	23.4	18.6	114	4859	23.9	29.3	117	2210	20.7	13.3	101
NEWSPAPER IMPERATIVE		26834	15065	34.1	56.1	103	4682	35.5	17.4	107	6739	33.2	25.1	100	3644	34.1	13.6	103
OUTDOOR IMPERATIVE		23346	12388	28.0	53.1	97	3503	26.6	15.0	92	5751	28.3	24.6	98	3135	29.4	13.4	102
NEWSPAPERS-RADIO: DUAL		17133	10022	22.7	58.5	107	3236	24.5	18.9	116	4626	22.8	27.0	108	2159	20.2	12.6	96
NEWSPAPER IMPERATIVE		25892	14959	33.9	57.8	106	4538	34.4	17.5	108	6856	33.8	26.5	106	3564	33.4	13.8	104
RADIO IMPERATIVE		23167	12560	28.4	54.2	99	3546	26.9	15.3	94	5706	28.1	24.6	98	3308	31.0	14.3	108
NEWSPAPERS-TELEVISION: DUAL		17159	9771	22.1	56.9	104	3049	23.1	17.8	109	4427	21.8	25.8	103	2294	21.5	13.4	101
NEWSPAPER IMPERATIVE		26214	15560	35.2	59.4	109	4714	35.7	18.0	110	7210	35.5	27.5	110	3636	34.1	13.9	105
TELEVISION IMPERATIVE		23412	11448	25.9	48.9	90	3477	26.4	14.9	91	5162	25.4	22.0	88	2808	26.3	12.0	91
OUTDOOR-RADIO: DUAL		15303	9071	20.5														

	TOTAL U.S. '000	USED SANDWICH BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	44174	100.0	54.5	100	13193	100.0	16.3	100	20308	100.0	25.1	100	10673	100.0	13.2	100
ATLANTIC MONTHLY	415	252	0.6	60.7	111	**101	0.8	24.3	149	**70	0.3	16.9	67	**80	0.7	19.3	146
BARRON'S	453	*306	0.7	67.5	124	**99	0.8	21.9	134	**126	0.6	27.8	111	**82	0.8	18.1	137
BETTER HOMES & GARDENS	16256	9906	22.4	60.9	112	2967	22.5	18.3	112	4790	23.6	29.5	118	2149	20.1	13.2	100
BON APPETIT	2535	1626	3.7	64.1	118	472	3.6	18.6	114	749	3.7	29.5	118	405	3.8	16.0	121
BUSINESS WEEK	1278	745	1.7	59.9	110	*205	1.6	16.0	98	392	1.9	30.7	122	*168	1.6	13.1	100
CAR AND DRIVER	378	*207	0.5	54.8	100	**73	0.6	19.3	119	**99	0.5	26.2	104	**35	0.3	9.3	70
CBS MAGAZINE NETWORK (GROSS)	1498	840	1.9	56.1	103	295	2.2	19.7	121	370	1.8	24.7	98	*176	1.6	11.7	89
CHANGING TIMES	1505	878	2.0	58.3	107	*164	1.2	10.9	67	412	2.0	27.4	109	303	2.8	20.1	153
COLONIAL HOMES	1231	809	1.8	65.7	120	*188	1.4	15.3	94	472	2.3	38.3	153	*149	1.4	12.1	92
CONDE NAST MAG. PKG. (GROSS)	14146	7859	17.8	55.6	102	2445	18.5	17.3	106	3651	18.0	25.8	103	1763	16.5	12.5	95
CONSUMERS DIGEST	1323	820	1.9	62.0	114	*220	1.7	16.6	102	438	2.2	33.1	132	*162	1.5	12.2	93
COSMOPOLITAN	7102	4235	9.6	59.6	109	1451	11.0	20.4	125	1776	8.7	25.0	100	1008	9.4	14.2	108
COUNTRY LIVING	2481	1557	3.5	62.8	115	498	3.8	20.1	123	772	3.8	31.1	124	286	2.7	11.5	87
CUISINE	1472	875	2.0	59.4	109	270	2.0	18.3	113	406	2.0	27.6	110	*199	1.9	13.5	103
CYCLE WORLD	425	*262	0.6	61.6	113	**84	0.6	19.8	121	**134	0.7	31.5	126	**44	0.4	10.4	79
DCI:CREATIVE IDEAS FOR LIV	2510	1561	3.5	62.2	114	538	4.1	21.4	132	733	3.6	29.2	116	291	2.7	11.6	88
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	3952	8.9	59.0	108	1107	8.4	16.5	102	1954	9.6	29.2	116	890	8.3	13.3	101
DISCOVER	894	570	1.3	63.8	117	*161	1.2	18.0	111	284	1.4	31.8	127	**126	1.2	14.1	107
EBONY	3507	1596	3.6	45.5	83	612	4.6	17.5	107	713	3.5	20.3	81	271	2.5	7.7	59
ESQUIRE	1083	589	1.3	54.4	100	*203	1.5	18.7	115	254	1.3	23.5	94	*132	1.2	12.2	92
ESSENCE	1830	834	1.9	45.6	84	352	2.7	19.2	118	355	1.7	19.4	77	*127	1.2	6.9	53
FAMILY CIRCLE	15930	9853	22.3	61.9	113	3183	24.1	20.0	123	4523	22.3	28.4	113	2147	20.1	13.5	102
THE FAMILY HANDYMAN	1126	705	1.6	62.6	115	*248	1.9	22.0	135	320	1.6	28.4	113	**137	1.3	12.2	92
FAMILY WEEKLY	11468	6632	15.0	57.8	106	1592	12.1	13.9	85	3398	16.7	29.6	118	1642	15.4	14.3	109
FIELD & STREAM	2234	1344	3.0	60.2	110	422	3.2	18.9	116	601	3.0	26.9	107	*321	3.0	14.4	109
FOOD & WINE	579	296	0.7	51.1	94	*117	0.9	20.2	124	*131	0.6	22.6	90	**47	0.4	8.1	62
FORBES	728	517	1.2	71.0	130	**93	0.7	12.8	78	*220	1.1	30.2	121	*204	1.9	28.0	213
FORTUNE	906	593	1.3	65.5	120	*195	1.5	21.5	132	*179	0.9	19.8	79	*219	2.1	24.2	183
GENTLEMAN'S QUARTERLY	791	480	1.1	60.7	111	*182	1.4	23.0	141	*183	0.9	23.1	92	**115	1.1	14.5	110
GLAMOUR	5265	2988	6.8	56.8	104	895	6.8	17.0	104	1402	6.9	26.6	106	691	6.5	13.1	100
GOLF DIGEST	636	443	1.0	69.7	128	**122	0.9	19.2	118	*197	1.0	31.0	124	**123	1.2	19.3	147
GOLF DIGEST/TENNIS (GROSS)	1186	765	1.7	64.5	118	*187	1.4	15.8	97	339	1.7	28.6	114	*239	2.2	20.2	153
GOLF MAGAZINE	441	297	0.7	67.3	123	**105	0.8	23.8	146	**128	0.6	29.0	116	**64	0.6	14.5	110
GOLF MAGAZINE/SKI (GROSS)	922	624	1.4	67.7	124	*180	1.4	19.5	120	298	1.5	32.3	129	*145	1.4	15.7	119
GOOD HOUSEKEEPING	16487	10033	22.7	60.9	112	2915	22.1	17.7	109	4840	23.8	29.4	117	2278	21.3	13.8	105
HARPER'S BAZAAR	2423	1316	3.0	54.3	100	392	3.0	16.2	99	649	3.2	26.8	107	275	2.6	11.3	86
HEALTH	1994	1041	2.4	52.2	96	316	2.4	15.8	97	479	2.4	24.0	96	*246	2.3	12.3	94
HEARST MAG CORP. BUY (GROSS)	44101	26843	60.8	60.9	112	8277	62.7	18.8	115	12378	61.0	28.1	112	6188	58.0	14.0	106
HEARST MAN POWER (GROSS)	1993	1325	3.0	66.5	122	512	3.9	25.7	158	500	2.5	25.1	100	313	2.9	15.7	119
HEARST WOMAN POWER (GROSS)	31274	19019	43.1	60.8	111	5874	44.5	18.8	115	8721	42.9	27.9	111	4424	41.5	14.1	107
HOUSE BEAUTIFUL	3623	2185	4.9	60.3	111	687	5.2	19.0	116	1037	5.1	28.6	114	461	4.3	12.7	97
INC.	283	*226	0.5	79.9	146	**76	0.6	26.9	165	**90	0.4	31.8	127	**60	0.6	21.2	161
JET	2928	1281	2.9	43.8	80	560	4.2	19.1	117	550	2.7	18.8	75	171	1.6	5.8	44
LADIES' HOME JOURNAL	11918	6987	15.8	58.6	107	2317	17.6	19.4	119	3261	16.1	27.4	109	1409	13.2	11.8	90
LHJ FAMILY GRP COMBO(GROSS)	16764	9773	22.1	58.3	107	3207	24.3	19.1	117	4514	22.2	26.9	107	2052	19.2	12.2	93
LIFE	4254	2460	5.6	57.8	106	741	5.6	17.4	107	1174	5.8	27.6	110	544	5.1	12.8	97
L.A. TIMES HOME MAGAZINE	1145	706	1.6	61.7	113	*172	1.3	15.0	92	293	1.4	25.6	102	*242	2.3	21.1	160
MADEMOISELLE	2884	1559	3.5	54.1	99	486	3.7	16.9	103	758	3.7	26.3	105	316	3.0	11.0	83
MC CALL'S	13460	8034	18.2	59.7	109	2435	18.5	18.1	111	3870	19.1	28.8	115	1729	16.2	12.8	97
MC CALL'S/MRK MOTHER (GROSS)	14606	8773	19.9	60.1	110	2698	20.5	18.5	113	4207	20.7	28.8	115	1868	17.5	12.8	97
MECHANIX ILLUSTRATED	772	457	1.0	59.2	109	**150	1.1	19.4	119	*182	0.9	23.6	94	**125	1.2	16.2	123
METROPOLITAN HOME	967	557	1.3	57.6	106	*141	1.1	14.6	90	*213	1.0	22.0	88	*202	1.9	20.9	159
MONEY	1588	944	2.1	59.4	109	291	2.2	18.3	112	386	1.9	24.3	97	267	2.5	16.8	128
MOTHER EARTH NEWS	1002	699	1.6	69.8	128	*222	1.7	22.2	136	326	1.6	32.5	130	*151	1.4	15.1	114
MS.	825	523	1.2	63.4	116	*149	1.1	18.1	111	240	1.2	29.1	116	*134	1.3	16.2	123
NATIONAL ENQUIRER	10336	5502	12.5	53.2	98	1810	13.7	17.5	107	2562	12.6	24.8	99	1129	10.6	10.9	83
NATIONAL GEOGRAPHIC	9597	6023	13.6	62.8	115	1521	11.5	15.8	97	2839	14.0	29.6	118	1664	15.6	17.3	132
NATIONAL SUNDAY MAGAZINE PKG	49558	28893	65.4	58.3	107	8791	66.6	17.7	109	13414	66.1	27.1	108	6688	62.7	13.5	102
NATURAL HISTORY	573	412	0.9	71.9	132	*65	0.5	11.3	70	*173	0.9	30.2	120	*173	1.6	30.2	229
NEW WOMAN	1699	1043	2.4	61.4	113	366	2.8	21.5	132	480	2.4	28.3	113	*197	1.8	11.6	88
NEW YORK INCLUDING CUE	443	198	0.4	44.7	82	**60	0.5	13.5	83	**74	0.4	16.7	67	**64	0.6	14.4	110
THE NEW YORKER	1270	805	1.8	63.4	116	233	1.8	18.3	113	338	1.7	26.6	106	235	2.2	18.5	140
NEWSWEEK	6277	3987	9.0	63.5	116	1194	9.1	19.0	117	1824	9.0	29.1	116	969	9.1	15.4	117
THE N.Y. TIMES DAILY EDITION	1205	678	1.5	63.3	103	*200	1.5	16.6	102	271	1.3	22.5	90	*207	1.9	17.2	130
THE N.Y. TIMES MAGAZINE	2081	1129	2.6	54.3	99	279	2.1	13.4	82	488	2.4	23.5	94	362	3.4	17.4	132
OWNI	788	540	1.2	68.5	126	*125	0.9	15.9	97	*203	1.0	25.8	103	*212	2.0	26.9	204
ON CABLE	1158	668	1.5	57.7	106	*182	1.4	15.7	96	355	1.7	30.7	122	*131	1.2	11.3	86
1001 HOME IDEAS	2852	1746	4.0	61.2	112	574	4.4	20.1	124	774	3.8	27.1	108	397	3.7	13.9	106
ORGANIC GARDENING	1658	975	2.2	58.8	108	295	2.2	17.8	109	424	2.1	25.6	102	*256	2.4	15.4	117
OUTDOOR LIFE	896	565	1.3	63.1	116	*196	1.5	21.9	134	279	1.4	31.1	124	*89	0.8	9.9	75
PARADE MAGAZINE	24275	13965	31.6	57.5	105	4527	34.3	18.6	114	6406	31.5	26.4	105	3031	28.4	12.5	95

	TOTAL U.S. '000	USED SANDWICH BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE			
		A '000	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A '000	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A '000	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN	A '000	B % ACROSS DOWN	C % ACROSS DOWN	D % ACROSS DOWN
TOTAL FEMALE HOMEMAKERS	80986	44174	100.0	54.5	100	13193	100.0	16.3	100	20308	100.0	25.1	100	10673	100.0	13.2	100
PARENTS	9845	2484	5.6	64.6	118	719	5.4	18.7	115	1462	7.2	38.0	152	304	2.8	7.9	60
PENTHOUSE	831	469	1.1	56.4	103	**118	0.9	14.2	87	**254	1.3	30.6	122	**97	0.9	11.7	89
PEOPLE	11645	7256	16.4	62.3	114	2245	17.0	19.3	118	3383	16.7	29.1	116	1628	15.3	14.0	106
PLAYBOY	2006	1167	2.6	58.2	107	296	2.2	14.8	91	508	2.5	25.3	101	363	3.4	18.1	137
POPULAR HOT RODDING	297	*156	0.4	52.5	96	**48	0.4	16.2	99	**79	0.4	26.6	106	*330	0.3	10.1	77
POPULAR MECHANICS	1018	675	1.5	66.3	122	*311	2.4	30.6	188	*198	1.0	19.4	78	**166	1.6	16.3	124
POPULAR SCIENCE	878	561	1.3	63.9	117	*198	1.5	22.6	138	*195	1.0	22.2	89	*167	1.6	19.0	144
PREVENTION	3913	2433	5.5	62.2	114	620	4.7	15.8	97	1215	6.0	31.1	124	597	5.6	15.3	116
PSYCHOLOGY TODAY	1710	1135	2.6	66.4	122	361	2.7	21.1	130	518	2.6	30.3	121	255	2.4	14.9	113
READER'S DIGEST	22204	13174	29.8	59.3	109	3761	28.5	16.9	104	6173	30.4	27.8	111	3240	30.4	14.6	111
REDBOOK	7684	4750	10.8	61.8	113	1508	11.4	19.6	120	2105	10.4	27.4	109	1137	10.7	14.8	112
ROAD & TRACK	410	*275	0.6	67.1	123	**103	0.8	25.1	154	**106	0.5	25.9	103	**67	0.6	16.3	124
ROLLING STONE	969	619	1.4	63.9	117	*194	1.5	20.0	123	273	1.3	28.2	112	*152	1.4	15.7	119
RUNNER'S WORLD	298	*229	0.5	76.8	141	**22	0.2	7.4	45	**141	0.7	47.3	189	**66	0.6	22.1	168
SATURDAY EVENING POST	1169	690	1.6	59.0	108	*196	1.5	16.8	103	299	1.5	25.6	102	*195	1.8	16.7	127
SCIENCE 84	587	407	0.9	69.3	127	**144	1.1	24.5	151	*104	0.5	17.7	71	*160	1.5	27.3	207
SCIENCE DIGEST	482	329	0.7	68.3	125	**95	0.7	19.7	121	*151	0.7	31.3	125	**83	0.8	17.2	131
SCIENTIFIC AMERICAN	594	413	0.9	69.5	127	**94	0.7	15.8	97	*173	0.9	29.1	116	*146	1.4	24.6	187
SELF	2089	1205	2.7	57.7	106	357	2.7	17.1	105	580	2.9	27.8	111	268	2.5	12.8	97
SEVENTEEN	2411	1515	3.4	62.8	115	502	3.8	20.8	128	725	3.6	30.1	120	*288	2.7	11.9	91
SKI	480	327	0.7	68.1	125	**75	0.6	15.6	96	*171	0.8	35.6	142	**81	0.8	16.9	128
SMITHSONIAN	2760	1784	4.0	64.6	119	415	3.1	15.0	92	884	4.4	32.0	128	485	4.5	17.6	133
SOAP OPERA DIGEST	3013	1735	3.9	57.6	106	786	6.0	26.1	160	702	3.5	23.3	93	248	2.3	8.2	62
SOUTHERN LIVING	4184	2391	5.4	57.1	105	570	4.3	13.6	84	1222	6.0	29.2	116	600	5.6	14.3	109
SPORT	559	275	0.6	49.2	90	**79	0.6	14.1	87	**110	0.5	19.7	78	**86	0.8	15.4	117
THE SPORTING NEWS	436	*320	0.7	73.4	135	**184	1.4	42.2	259	**64	0.3	14.7	59	**71	0.7	16.3	134
SPORTS AFIELD	493	321	0.7	65.1	119	**106	0.8	21.5	132	*152	0.7	30.8	123	**61	0.6	13.0	99
SPORTS ILLUSTRATED	2758	1781	4.0	64.6	118	485	3.7	17.6	108	714	3.5	25.9	103	583	5.5	21.1	160
STAR	7456	3920	8.9	52.6	96	1328	10.1	17.8	109	1718	8.5	23.0	92	874	8.2	11.7	89
SUNDAY	24936	14371	32.5	57.6	106	4720	35.8	18.9	116	6584	32.4	26.4	105	3067	28.7	12.3	93
SUNSET	2124	1517	3.4	71.4	131	*254	1.9	12.0	73	749	3.7	35.3	141	513	4.8	24.2	183
TV GUIDE	21661	12428	28.1	57.4	105	3760	28.5	17.4	107	6006	29.6	27.7	111	2662	24.9	12.3	93
TENNIS	590	322	0.7	58.5	107	**65	0.5	11.8	73	**142	0.7	25.8	103	**115	1.1	20.9	159
TIME	8880	5598	12.7	63.0	116	1740	13.2	19.6	120	2562	12.6	28.9	115	1296	12.1	14.6	111
TOWN & COUNTRY	917	545	1.2	59.4	109	**109	0.8	11.9	73	*220	1.1	24.0	96	*216	2.0	23.6	179
TRAVEL & LEISURE	972	588	1.3	60.5	111	*126	1.0	13.0	80	248	1.2	25.5	102	*214	2.0	22.0	167
TRUE STORY	3356	1791	4.1	53.4	98	793	6.0	23.6	145	633	3.1	18.9	75	366	3.4	10.9	83
U.S. NEWS & WORLD REPORT	3410	1973	4.5	57.9	106	608	4.6	17.8	109	815	4.0	23.9	95	549	5.1	16.1	122
USA TODAY	1759	1117	2.5	63.5	116	428	3.2	24.3	149	406	2.0	23.1	92	283	2.7	16.1	122
US	1873	1159	2.6	61.9	113	351	2.7	18.7	115	489	2.4	26.1	104	320	3.0	17.1	130
VOGUE	3909	2107	4.8	53.9	99	707	5.4	18.1	111	911	4.5	23.3	93	488	4.6	12.5	95
HALL STREET JOURNAL	1886	1124	2.5	59.6	109	334	2.5	17.7	109	521	2.6	27.6	110	270	2.5	14.3	109
WEIGHT WATCHERS	2120	1401	3.2	66.1	121	433	3.3	20.4	125	668	3.3	31.5	126	300	2.8	14.2	107
WOMAN'S DAY	14172	9007	20.4	63.6	117	3225	24.4	22.8	140	3805	18.7	26.8	107	1978	18.5	14.0	106
WORKING WOMAN	1146	739	1.7	64.5	118	*263	2.0	22.9	141	337	1.7	29.4	117	**139	1.3	12.1	92
WORKING WOMAN	1322	865	2.0	65.4	120	308	2.3	23.3	143	312	1.5	23.6	94	*245	2.3	18.5	141
WORLD TENNIS	*163	*85	0.2	52.1	96	**29	0.2	17.8	109	**38	0.2	23.3	93	**18	0.2	11.0	84
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1556	3.5	61.5	113	480	3.6	19.0	116	721	3.6	28.5	114	355	3.3	14.0	106
BLAIR INSERTS	43657	25551	57.8	58.5	107	8045	61.0	18.4	113	11626	57.2	26.6	106	5879	55.1	13.5	102
DAILY NEWSPAPERS																	
READ ANY	51633	29324	66.4	56.8	104	8916	67.6	17.3	106	13475	66.4	26.1	104	6933	65.0	13.4	102
READ ONE	43463	24771	56.1	57.0	104	7451	56.5	17.1	105	11413	56.2	26.3	105	5907	55.3	13.6	103
READ TWO OR MORE	8170	4553	10.3	55.7	102	1466	11.1	17.9	110	2062	10.2	25.2	101	1026	9.6	12.6	95
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	30620	69.3	58.1	107	9194	69.7	17.5	107	14105	69.5	26.8	107	7321	68.6	13.9	105
READ ONE	46126	26579	60.2	57.6	106	7895	59.8	17.1	105	12285	60.5	26.6	106	6398	59.9	13.9	105
READ TWO OR MORE	6552	4042	9.2	61.7	113	1299	9.8	19.8	122	1820	9.0	27.8	111	923	8.6	14.1	107
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.60				27.66				29.45				28.15			
30 DAY REACH	71455	39640	89.7	55.5	102	11889	90.1	16.6	102	18206	89.6	25.5	102	9545	89.4	13.4	101
50 SHWG - 30 DAY AV FREQ	14.56	15.07				14.44				15.47				15.11			
30 DAY REACH	67742	37686	85.3	55.6	102	11406	86.5	16.8	103	17368	85.5	25.6	102	8912	83.5	13.2	100
25 SHWG - 30 DAY AV FREQ	7.94	8.18				7.84				8.44				8.12			
30 DAY REACH	62117	34664	78.5	55.8	102	10505	79.6	16.9	104	15862	78.1	25.5	102	8278	77.7	13.4	101
CABLE TV: HOME WIRED	32077	18503	41.9	57.7	106	5593	42.4	17.4	107	8437	41.5	26.3	105	4473	41.9	13.9	106
HOME NOT WIRED	48909	25671	58.1	52.5	96	7600	57.6	15.5	95	11871	58.5	24.3	97	6200	58.1	12.7	96
HAVE PAY CABLE	15935	9834	22.3	61.7	113	3180	24.1	20.0	123	4282	21.1	26.9	107	2372	22.2	14.9	113

	TOTAL U.S. '000	USED SANDWICH BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	44174	100.0	54.5	100	13193	100.0	16.3	100	20308	100.0	25.1	100	10673	100.0	13.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	25434	57.6	57.9	106	7567	57.4	17.2	106	11735	57.8	26.7	107	6132	57.5	14.0	106
10:00 AM - 3:00 PM	30659	17530	39.7	57.2	105	5496	41.7	17.9	110	7910	39.0	25.8	103	4123	38.6	13.4	102
3:00 PM - 7:00 PM	31045	18167	41.1	58.5	107	5548	42.1	17.9	110	8195	40.4	26.4	105	4425	41.5	14.3	108
7:00 PM - MIDNIGHT	15767	9071	20.5	57.5	105	2686	20.4	17.0	105	4167	20.5	26.4	105	2218	20.8	14.1	107
MIDNIGHT - 6:00 AM	9120	5309	12.0	58.2	107	1622	12.3	17.8	109	2389	11.8	26.2	104	1299	12.2	14.2	108
6:00 AM - MIDNIGHT	58527	33556	76.0	57.3	105	10171	77.1	17.4	107	15333	75.5	26.2	104	8052	75.4	13.8	104
ENTIRE DAY	59311	33973	76.9	57.3	105	10362	78.5	17.5	107	15438	76.0	26.0	104	8173	76.6	13.8	105
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	9625	21.8	59.5	109	3023	22.9	18.7	115	4353	21.4	26.9	107	2249	21.1	13.9	106
ALL NEWS	2256	1217	2.8	53.9	99	352	2.7	15.6	96	527	2.6	23.4	93	337	3.2	14.9	113
AOR/PROGRESSIVE	3874	2306	5.2	59.5	109	571	4.3	14.7	90	1135	5.6	29.3	117	600	5.6	15.5	118
BEAUTIFUL MUSIC	5660	3388	7.7	59.9	110	1076	8.2	19.0	117	1428	7.0	25.2	101	885	8.3	15.6	119
BLACK	2204	1109	2.5	50.3	92	436	3.3	19.8	121	502	2.5	22.8	91	*171	1.6	7.8	59
CLASSICAL	1418	867	2.0	61.1	112	*206	1.6	14.5	89	438	2.2	30.9	123	*223	2.1	15.7	119
CHR/ROCK	9538	5607	12.7	58.8	108	1670	12.7	17.5	107	2743	13.5	28.8	115	1195	11.2	12.5	95
COUNTRY	12648	7245	16.4	57.3	105	2000	15.2	15.8	97	3549	17.5	28.1	112	1697	15.9	13.4	102
GOLDEN OLDIES	1191	596	1.3	50.0	92	*128	1.0	10.7	66	283	1.4	23.8	95	*185	1.7	15.5	118
MOR/NOSTALGIA	4757	2754	6.2	57.9	106	892	6.8	18.8	115	1112	5.5	23.4	93	750	7.0	15.8	120
NEWS/TALK	3863	2145	4.9	55.5	102	632	4.8	16.4	100	958	4.7	24.8	99	554	5.2	14.3	109
RELIGIOUS	3084	1629	3.7	52.8	97	399	3.0	12.9	79	812	4.0	26.3	105	418	3.9	13.6	103
SOFT ROCK	521	270	0.6	51.8	95	**90	0.7	17.3	106	**114	0.6	21.9	87	**65	0.6	12.5	95
URBAN CONTEMPORARY	1585	759	1.7	47.9	88	343	2.6	21.6	133	275	1.4	17.4	69	*141	1.3	8.9	68
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	1776	4.0	54.5	100	644	4.9	19.7	121	846	4.2	25.9	103	287	2.7	8.8	67
ABC DIRECTION	2316	1222	2.8	52.8	97	344	2.6	14.9	91	685	3.4	29.6	118	*193	1.8	8.3	63
ABC ENTERTAINMENT	4834	2508	5.7	51.9	95	652	4.9	13.5	83	1294	6.4	26.8	107	561	5.3	11.6	88
ABC FM	2202	1269	2.9	57.6	106	416	3.2	18.9	116	532	2.6	24.2	96	321	3.0	14.6	111
ABC INFORMATION	5425	3246	7.3	59.8	110	868	6.6	16.0	98	1498	7.4	27.6	110	879	8.2	16.2	123
ABC ROCK	1677	1027	2.3	61.2	112	278	2.1	16.6	102	454	2.2	27.1	108	295	2.8	17.6	133
CBS	4430	2694	6.1	60.8	111	652	4.9	14.7	90	1250	6.2	28.2	113	792	7.4	17.9	136
MUTUAL	4992	2914	6.6	58.4	107	1075	8.1	21.5	132	1259	6.2	25.2	101	580	5.4	11.6	88
NBC	4679	2722	6.2	58.2	107	720	5.5	15.4	94	1369	6.7	29.3	117	634	5.9	13.5	103
RADIORADIO	1994	1124	2.5	56.4	103	403	3.1	20.2	124	510	2.5	25.6	102	*212	2.0	10.6	81
RKO ONE	2298	1171	2.7	51.0	93	286	2.2	12.4	76	619	3.0	26.9	107	*267	2.5	11.6	88
RKO TWO	3311	1632	3.7	49.3	90	512	3.9	15.5	95	665	3.3	20.1	80	456	4.3	13.8	105
THE SOURCE	2114	1152	2.6	54.5	100	289	2.2	13.7	84	621	3.1	29.4	117	243	2.3	11.5	87
NON-WIRED: BLAIR	8654	5008	11.3	57.9	106	1583	12.0	18.3	112	2360	11.6	27.3	109	1065	10.0	12.3	93
INTERNET	12025	7404	16.8	61.6	113	2162	16.4	18.0	110	3627	17.9	30.2	120	1616	15.1	13.4	102
KATZ RADIO GROUP	15359	8682	19.7	56.5	104	2511	19.0	16.3	100	3986	19.6	26.0	103	2185	20.5	14.2	108
SUPERNET	10628	6036	13.7	56.8	104	1830	13.9	17.2	106	2680	13.2	25.2	101	1526	14.3	14.4	109
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	4433	10.0	51.2	94	1354	10.3	15.6	96	1966	9.7	22.7	91	1113	10.4	12.9	98
MKDAY 9:00 AM - 1:00 PM	12163	6097	13.8	50.1	92	1953	14.8	16.1	99	2671	13.2	22.0	88	1474	13.8	12.1	92
MKDAY 1:00 PM - 4:30 PM	16150	8044	18.2	49.8	91	2646	20.1	16.4	101	3511	17.3	21.7	87	1887	17.7	11.7	89
MKDAY 4:30 PM - 7:30 PM	22463	11571	26.2	51.5	94	3516	26.7	15.7	96	5186	25.5	23.1	92	2868	26.9	12.8	97
MKDAY 7:30 PM - 8:00 PM	31795	16780	38.0	52.8	97	5029	38.1	15.8	97	7583	37.3	23.8	95	4169	39.1	13.1	99
MKDAY 11:00 PM - 11:30 PM	23977	13192	29.9	55.0	101	4004	30.3	16.7	103	5980	29.4	24.9	99	3208	30.1	13.4	102
MKDAY 11:30 PM - 1:00 AM	7703	4203	9.5	54.6	100	1290	9.8	16.7	103	1936	9.5	25.1	100	977	9.2	12.7	96
M-SAT 8-11 PM-SUN 7-11 PM	33800	18538	42.0	54.8	101	5638	42.7	16.7	102	8424	41.5	24.9	99	4476	41.9	13.2	100
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	3560	8.1	54.5	100	1175	8.9	18.0	110	1637	8.1	25.0	100	749	7.0	11.5	87
ANOTHER WORLD	N 4620	2259	5.1	48.9	90	762	5.8	16.5	101	993	4.9	21.5	86	503	4.7	10.9	83
AS THE WORLD TURNS	C 5614	2591	5.9	46.2	85	757	5.7	13.5	83	1229	6.1	21.9	87	605	5.7	10.8	82
CAPITOL	C 3396	1435	3.2	42.3	77	526	4.0	15.5	95	591	2.9	17.4	69	318	3.0	9.4	71
CBS MORN. NEWS 1	C 1446	625	1.4	43.2	79	166	1.3	11.5	70	345	1.7	23.9	95	114	1.1	7.9	60
CBS MORN. NEWS 2	C 1207	556	1.3	46.1	84	133	1.0	11.0	68	300	1.5	24.9	99	123	1.2	10.2	77
DAYS OF OUR LIVES	N 5877	3036	6.9	51.7	95	1004	7.6	17.1	105	1325	6.5	22.5	90	707	6.6	12.0	91
FACTS OF LIFE - DAYTIME	N 2290	1120	2.5	48.9	90	360	2.7	15.7	97	495	2.4	21.6	86	264	2.5	11.5	87
FAMILY FEUD	A 3023	1482	3.4	49.0	90	476	3.6	15.7	97	616	3.0	20.4	81	391	3.7	12.9	98
GENERAL HOSPITAL	A 6097	3159	7.2	51.8	95	1125	8.5	18.5	113	1278	6.9	21.0	84	757	7.1	12.4	94
GOOD MORNING, AMERICA-730	A 3515	1873	4.2	53.3	98	593	4.5	16.9	104	714	3.5	20.3	81	566	5.3	16.1	122
GOOD MORNING, AMERICA-830	A 2818	1589	3.6	56.4	103	526	4.0	18.7	115	622	3.1	22.1	88	440	4.1	15.6	118
GUIDING LIGHT	C 5339	2368	5.4	44.4	81	784	5.9	14.7	90	1017	5.0	19.0	76	567	5.3	10.6	81
ONE LIFE TO																	

		TOTAL U.S. '000	USED SANDWICH BAGS				HEAVY 3 OR MORE				MEDIUM 1 - 2				LIGHT LESS THAN ONE				
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	44174	100.0	54.5	100	13193	100.0	16.3	100	20308	100.0	25.1	100	10673	100.0	13.2	100
MKDAY LOCAL EVENING TV NEWS																			
NETWORK AFFILIATES - EARLY		26063	13147	29.8	50.4	92	3874	29.4	14.9	91	6058	29.8	23.2	93	3215	30.1	12.3	94	
NETWORK AFFILIATES - LATE		20261	11148	25.2	55.0	101	3346	25.4	16.5	101	5115	25.2	25.2	101	2688	25.2	13.3	101	
INDEPENDENTS - LATE		2076	1167	2.6	56.2	103	361	2.7	17.4	107	445	2.2	21.4	85	361	3.4	17.4	132	
TV EVENING NTHK 6 PM - 2 AM																			
A TEAM	N	10453	5843	13.2	55.9	102	1768	13.4	16.9	104	2731	13.4	26.1	104	1344	12.6	12.9	98	
ABC MONDAY NIGHT MOVIE	A	6412	3646	8.3	56.9	104	1093	8.3	17.0	105	1664	8.2	26.0	103	890	8.3	13.9	105	
ABC SUNDAY NIGHT MOVIE	A	12407	7052	16.0	56.8	104	2052	15.6	16.5	102	3122	15.4	25.2	100	1878	17.6	15.1	115	
ABC WORLD NEWS TONIGHT	A	6176	3209	7.3	52.0	95	983	7.5	15.9	98	1469	7.2	23.8	95	756	7.1	12.2	93	
AFTERMASH	C	5863	2926	6.6	49.9	91	749	5.7	12.8	78	1385	6.8	23.6	94	792	7.4	13.5	103	
ALICE	C	9594	4891	11.1	51.0	93	1419	10.8	14.8	91	2160	10.6	22.5	90	1311	12.3	13.7	104	
AMERICAN PARADE	C	6622	3202	7.2	48.4	89	902	6.8	13.6	84	1531	7.5	23.1	92	769	7.2	11.6	88	
BENSON	A	10886	5655	12.8	51.9	95	1705	12.9	15.7	96	2546	12.5	23.4	93	1403	13.1	12.9	98	
BLUE THUNDER	A	5036	2834	6.4	56.3	103	933	7.1	18.5	114	1276	6.3	25.3	101	625	5.9	12.4	94	
CAGNEY & LACEY	C	9965	5707	12.9	57.3	105	1759	13.3	17.7	108	2707	13.3	27.2	108	1241	11.6	12.5	94	
CBS EVENING NEWS-DEAN	C	3491	1691	3.8	48.4	89	611	4.6	17.5	107	590	2.9	16.9	67	490	4.6	14.0	107	
CBS EVENING NEWS-RATHER	C	7123	3517	8.0	49.4	91	1041	7.9	14.6	90	1596	7.9	22.4	89	880	8.2	12.4	94	
CBS SAT. NEWS-SCHIEFFER	C	3621	1747	4.0	48.2	88	487	3.7	13.4	83	742	3.7	20.5	82	518	4.9	14.3	109	
CBS SATURDAY NIGHT MOVIE	C	5436	3161	7.2	58.1	107	1031	7.8	19.0	116	1424	7.0	26.2	104	706	6.6	13.0	99	
CBS WEDNESDAY NIGHT MOVIE	C	6100	3166	7.2	51.9	95	827	6.3	13.6	83	1402	6.9	23.0	92	937	8.8	15.4	117	
CHEERS	N	8889	5161	11.7	58.1	106	1813	13.7	20.4	125	2178	10.7	24.5	98	1170	11.0	13.2	100	
DALLAS	C	22109	12037	27.2	54.4	100	3790	28.7	17.1	105	5170	25.5	23.4	93	3077	28.8	13.9	106	
DIFF'RENT STROKES	N	6940	3341	7.6	48.1	88	1030	7.8	14.8	91	1512	7.4	21.8	87	799	7.5	11.5	87	
DOUBLE TROUBLE	N	7223	4186	9.5	58.0	106	1274	9.7	17.6	108	1973	9.7	27.3	109	939	8.8	13.0	99	
DUCK FACTORY	N	5595	3230	7.3	57.7	106	1161	8.8	20.8	127	1257	6.2	22.5	90	811	7.6	14.5	110	
DUKES OF HAZZARD	C	5768	2905	6.6	50.4	92	915	6.9	15.9	97	1286	6.3	23.3	89	704	6.6	12.2	93	
DYNASTY	A	20053	10906	24.7	54.4	100	3440	26.1	17.2	105	4930	24.3	24.6	98	2537	23.8	12.7	96	
FACTS OF LIFE	N	8087	4529	10.3	56.0	103	1330	10.1	16.4	101	2227	11.0	27.5	110	972	9.1	12.0	91	
FALCON CREST	C	20046	10922	24.7	54.5	100	3366	25.5	16.8	103	4808	23.7	24.0	96	2749	25.8	13.7	104	
FALL GUY	A	9084	4857	11.0	53.5	98	1502	11.4	16.5	101	2259	11.1	24.9	99	1097	10.3	12.1	92	
FAMILY TIES	N	7964	4336	9.8	54.4	100	1282	9.7	16.1	99	2103	10.4	26.4	105	951	8.9	11.9	91	
FANTASY ISLAND	A	7687	4049	9.2	52.7	97	1221	9.3	15.9	98	1815	8.9	23.6	94	1012	9.5	13.2	100	
FOULUPS, BLEEPES & BLUNDERS	A	8861	4897	11.1	55.3	101	1307	9.9	14.8	91	2309	11.4	26.1	104	1281	12.0	14.5	110	
FOUR SEASONS	C	5095	2570	5.8	50.4	92	718	5.4	14.1	87	1154	5.7	26.2	90	698	6.5	13.7	104	
GIMME A BREAK	N	8838	4485	10.2	50.7	93	1357	10.3	15.4	94	2162	10.6	24.5	98	966	9.1	10.9	83	
HART TO HART	A	8978	4970	11.3	55.4	101	1446	11.0	16.1	99	2267	11.2	25.3	101	1256	11.8	14.0	106	
HILL STREET BLUES	N	8590	5055	11.4	58.8	108	1615	12.2	18.8	115	2263	11.1	26.3	105	1177	11.0	13.7	104	
HOTEL	A	14085	7474	16.9	53.1	97	2356	17.9	16.7	103	3357	16.5	23.8	95	1761	16.5	12.5	95	
JEFFERSONS	C	9360	4748	10.7	50.7	93	1433	10.9	15.3	94	2098	10.3	22.4	89	1217	11.4	13.0	99	
JENNIFER SLEPT HERE	N	5841	3051	6.9	52.2	96	951	7.2	16.3	100	1404	6.9	24.0	96	695	6.5	11.9	90	
KATE & ALLIE	C	9206	5008	11.3	54.4	100	1536	11.6	16.7	102	2297	11.3	25.0	100	1176	11.0	12.8	97	
KNIGHT RIDER	N	7076	3833	8.7	54.2	99	1093	8.3	15.4	95	1784	8.8	25.2	101	956	9.0	13.5	103	
LOVE BOAT	A	12219	6266	14.2	51.3	94	1955	14.8	16.0	98	2910	14.3	23.8	95	1401	13.1	11.5	87	
MAGNUM PI	C	11199	5961	13.5	53.2	98	1764	13.4	15.8	97	2822	13.9	25.2	100	1375	12.9	12.3	93	
MAMA'S FAMILY	N	6057	3100	7.0	51.2	94	1070	8.1	17.7	108	1258	6.2	20.8	83	772	7.2	12.7	97	
MASTER, THE	N	3598	1866	4.2	51.9	95	574	4.4	16.0	98	953	4.7	26.5	106	339	3.2	9.4	71	
MATT MONTEYON	A	6344	3611	8.2	56.9	104	1024	7.8	16.1	99	1648	8.1	26.0	104	940	8.8	14.8	112	
NBC MONDAY NIGHT MOVIE	N	11994	6677	15.1	55.7	102	1942	14.7	16.2	99	3164	15.6	26.4	105	1570	14.7	13.1	99	
NBC NIGHTLY NEWS	N	5132	2750	6.2	53.6	98	813	6.2	15.8	97	1210	6.0	23.6	94	728	6.8	14.2	108	
NBC NIGHTLY NEWS-SAT	N	3375	1633	3.7	48.4	89	593	4.5	17.6	108	732	3.6	21.7	86	308	2.9	9.1	69	
NBC NIGHTLY NEWS-SUN	N	3130	1579	3.6	50.4	92	464	3.5	14.8	91	820	4.0	26.2	104	295	2.8	9.4	72	
NBC SUNDAY NIGHT MOVIE	N	8284	4571	10.3	55.2	101	1409	10.7	17.0	104	2115	10.4	25.5	102	1047	9.8	12.6	96	
NEW HART	C	9240	5160	11.7	55.8	102	1598	12.1	17.3	106	2364	11.6	25.6	102	1198	11.2	13.0	98	
ONE DAY AT A TIME	C	7288	3976	9.0	54.6	100	1073	8.1	14.7	90	1904	9.4	26.1	104	999	9.4	13.7	104	
PEOPLE ARE FUNNY	N	4855	2364	5.4	48.7	89	788	6.0	16.2	100	935	4.6	19.3	77	640	6.0	13.2	100	
REAL PEOPLE	N	8869	4582	10.4	51.7	95	1340	10.2	15.1	93	2138	10.5	24.1	96	1104	10.3	12.4	94	
REMINGTON STEELE	N	7743	4245	9.6	54.8	101	1055	8.0	13.6	84	2092	10.3	27.0	108	1098	10.3	14.2	108	
RIPLEY'S BELIEVE IT - NOT	A	5345	3087	7.0	57.8	106	822	6.2	15.4	94	1497	7.4	28.0	112	768	7.2	14.4	109	
RIPTIDE	N	6988	4095	9.3	58.6	107	1238	9.4	17.7	109	1899	9.4	27.2	108	959	9.0	13.7	104	
SCARECROW & MRS. KING	C	10002	5150	11.7	51.5	94	1411	10.7	14.1	87	2504	12.3	25.0	100	1235	11.6	12.3	94	
SIMON & SIMON	C	10638	5519	12.5	51.9	95	1654	12.5	15.5	95	2563	12.6	24.1	96	1302	12.2	12.2	93	
60 MINUTES	C	13293	6875	15.6	51.7	95	2023	15.3	15.2	93	3119	15.4	23.5	94	1733	16.2	13.0	99	
ST. ELSEWHERE	N	7017	4303	9.7	61.3	112	1276	9.											

	TOTAL U.S. '000	USED FOOD BAGS				HEAVY USERS 3 OR MORE				MEDIUM USERS 1 - 2				LIGHT USERS LESS THAN ONE			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	25560	100.0	31.6	100	7275	100.0	9.0	100	10545	100.0	13.0	100	7741	100.0	9.6	100
18 - 24	9282	2033	8.0	21.9	69	706	9.7	7.6	85	778	7.4	8.4	64	549	7.1	5.9	62
25 - 34	19072	5308	20.8	27.8	88	1313	18.0	6.9	77	2010	19.1	10.5	81	1985	25.6	10.4	109
35 - 44	14591	4744	18.6	32.5	103	1163	16.0	8.0	89	2268	21.5	15.5	119	1314	17.0	9.0	94
45 - 54	11345	4372	17.1	38.5	122	1483	20.4	13.1	146	1667	15.8	14.7	113	1223	15.8	10.8	111
55 - 64	11635	4369	17.1	37.6	119	1234	17.0	10.6	118	1786	16.9	15.4	118	1348	17.4	11.6	121
65 OR OLDER	15061	4735	18.5	31.4	100	1376	18.9	9.1	102	2036	19.3	13.5	104	1322	17.1	8.8	99
18 - 34	28354	7340	28.7	25.9	82	2019	27.8	7.1	79	2788	26.4	9.8	76	2534	32.7	8.9	93
18 - 49	48339	14153	55.4	29.3	93	3821	52.5	7.9	88	5894	55.9	12.2	94	4438	57.3	9.2	96
25 - 54	45008	14424	56.4	32.0	102	3958	54.4	8.8	98	5944	56.4	13.2	101	4521	58.4	10.0	105
35 - 49	19985	6812	26.7	34.1	108	1802	24.8	9.0	100	3107	29.5	15.5	119	1904	24.6	9.5	100
50 OR OLDER	32647	11407	44.6	34.9	111	3454	47.5	10.6	118	4651	44.1	14.2	109	3303	42.7	10.1	106
GRADUATED COLLEGE	11155	4336	17.0	38.9	123	1012	13.9	9.1	101	1901	18.0	17.0	131	1423	18.4	12.8	133
ATTENDED COLLEGE	13682	4895	19.2	35.8	113	1191	16.4	8.7	97	2114	20.0	15.5	119	1590	20.5	11.6	122
GRADUATED HIGH SCHOOL	33880	10859	42.5	32.1	102	3405	46.8	10.1	112	4217	40.0	12.4	96	3236	41.8	9.6	100
DID NOT GRADUATE HIGH SCHOOL	22270	5470	21.4	24.6	78	1666	22.9	7.5	83	2312	21.9	10.4	80	1492	19.3	6.7	70
EMPLOYED	40306	13236	51.8	32.8	104	3446	47.4	8.5	95	5364	50.9	13.3	102	4426	57.2	11.0	115
EMPLOYED FULL-TIME	32850	10843	42.4	33.0	105	2827	38.9	8.6	96	4266	40.5	13.0	100	3750	48.4	11.4	119
EMPLOYED PART-TIME	7456	2393	9.4	32.1	102	618	8.5	8.3	92	1099	10.4	14.7	113	676	8.7	9.1	95
NOT EMPLOYED	40680	12324	48.2	30.3	96	3829	52.6	9.4	105	5180	49.1	12.7	98	3314	42.8	8.1	85
PROFESSIONAL/MANAGER	10392	4037	15.8	38.8	123	896	12.3	8.6	96	1684	16.0	16.2	124	1456	18.8	14.0	147
TECH/CLERICAL/SALES	17574	5758	22.5	32.8	104	1445	19.9	8.2	92	2276	21.6	13.0	99	2037	26.3	11.6	121
PRECISION/CRAFT	985	*314	1.2	31.9	101	**72	1.0	7.3	81	**159	1.5	16.1	124	**83	1.1	8.4	88
OTHER EMPLOYED	11354	3128	12.2	27.5	87	1033	14.2	9.1	101	1245	11.8	11.0	84	850	11.0	7.5	78
SINGLE	9863	2680	10.5	27.2	86	822	12.1	8.9	100	930	8.8	9.4	72	868	11.2	8.8	92
MARRIED	51375	17342	67.8	33.8	107	4806	66.1	9.4	104	7459	70.7	14.5	112	5077	65.6	9.9	103
DIVORCED/SEPARATED/WIDOWED	19748	5538	21.7	28.0	89	1587	21.8	8.0	89	2155	20.4	10.9	84	1795	23.2	9.1	95
PARENTS	32590	9459	37.0	29.0	92	2665	36.6	8.2	91	4100	38.9	12.6	97	2694	34.8	8.3	86
WHITE	70416	22904	89.6	32.5	103	6106	83.9	8.7	97	9684	91.8	13.8	106	7115	91.9	10.1	106
BLACK	8778	2079	8.1	23.7	75	1011	13.9	11.5	128	616	5.8	7.0	54	452	5.8	5.1	54
OTHER	1791	*577	2.3	32.2	102	**158	2.2	8.8	98	**245	2.3	13.7	105	**174	2.2	9.7	102
NORTHEAST-CENSUS	17786	6576	25.7	37.0	117	2092	28.8	11.8	131	2945	27.9	16.6	127	1539	19.9	8.7	91
NORTH CENTRAL	20741	7365	28.8	35.5	113	1974	27.1	9.5	106	3044	28.9	14.7	113	2348	30.3	11.3	118
SOUTH	27775	7204	28.2	25.9	82	2435	33.5	8.8	98	2557	24.2	9.2	71	2212	28.6	8.0	83
WEST	14683	4415	17.3	30.1	95	773	10.6	5.3	59	1999	19.0	13.6	105	1642	21.2	11.2	117
NORTHEAST-MKTG.	17961	6242	24.4	34.8	110	2144	29.5	11.9	133	2680	25.4	14.9	115	1418	18.3	7.9	83
EAST CENTRAL	11885	4170	16.3	35.1	111	1137	15.6	9.6	106	1868	17.7	15.7	121	1165	15.0	9.8	103
MET CENTRAL	14090	5009	19.6	35.6	113	1278	17.6	9.1	101	1990	18.9	14.1	108	1741	22.5	12.4	129
SOUTH	24081	6276	24.6	26.1	83	2044	28.1	8.5	94	2251	21.3	9.3	72	1982	25.6	8.2	86
PACIFIC	12969	3862	15.1	29.8	94	672	9.2	5.2	58	1756	16.7	13.5	104	1434	18.5	11.1	116
COUNTY SIZE A	32439	10630	41.6	32.8	104	3044	41.8	9.4	104	4331	41.1	13.4	103	3255	42.0	10.0	105
COUNTY SIZE B	24915	8005	31.3	32.1	102	2428	33.4	9.7	108	3355	31.8	13.5	103	2222	28.7	8.9	93
COUNTY SIZE C	12930	3949	15.4	30.5	97	987	13.6	7.6	85	1659	15.7	12.8	99	1303	16.8	10.1	105
COUNTY SIZE D	10703	2976	11.6	27.8	88	815	11.2	7.6	85	1200	11.4	11.2	86	961	12.4	9.0	94
METRO CENTRAL CITY	24518	7305	28.6	29.8	94	2470	34.0	10.1	112	2895	27.5	11.8	91	1941	25.1	7.9	83
METRO SUBURBAN	35919	12435	48.7	34.6	110	3229	44.4	9.0	100	5312	50.4	14.8	114	3894	50.3	10.8	113
NON METRO	20549	5820	22.8	28.3	90	1575	21.6	7.7	85	2338	22.2	11.4	87	1906	24.6	9.3	97
TOP 5 ADI'S	18341	6032	23.6	32.9	104	1914	26.3	10.4	116	2411	22.9	13.1	101	1707	22.1	9.3	97
TOP 10 ADI'S	25378	8330	32.6	32.8	104	2568	35.3	10.1	113	3328	31.6	13.1	101	2433	31.4	9.6	100
TOP 20 ADI'S	36488	11896	46.5	32.6	103	3331	45.8	9.1	102	4898	46.4	13.4	103	3667	47.4	10.0	105
HSHLD INC. \$50,000 OR MORE	6612	3102	12.1	46.9	149	836	11.5	12.6	141	1425	13.5	21.6	166	840	10.9	12.7	133
\$40,000 OR MORE	12659	5494	21.5	43.4	138	1455	20.0	11.5	128	2417	22.9	19.1	147	1623	21.0	12.8	134
\$30,000 OR MORE	24698	9812	38.4	39.7	126	2456	33.8	9.9	111	4321	41.0	17.5	134	3036	39.2	12.3	129
\$25,000 OR MORE	32077	12396	48.5	38.6	122	3194	43.9	10.0	111	5399	51.2	16.8	129	3802	49.1	11.9	124
\$20,000 - \$24,999	9144	2875	11.2	31.4	100	971	13.3	10.6	118	1001	9.5	10.9	84	903	11.7	9.9	103
\$15,000 - \$19,999	8728	2573	10.1	29.5	93	768	10.6	8.8	98	922	8.7	10.6	81	883	11.4	10.1	106
\$10,000 - \$14,999	12562	3252	12.7	25.9	82	998	13.7	7.9	88	1423	13.5	11.3	87	830	10.7	6.6	69
UNDER \$10,000	18475	4466	17.5	24.2	77	1343	18.5	7.3	81	1801	17.1	9.7	75	1322	17.1	7.2	75
HOUSEHOLD OF 1 PERSON	11987	3481	13.6	29.0	92	906	12.5	7.6	84	1300	12.3	10.8	83	1275	16.5	10.6	111
2 PEOPLE	26577	8836	34.6	33.2	105	2347	32.3	8.8	98	3747	35.5	14.1	108	2741	35.4	10.3	108
3 OR 4 PEOPLE	30617	10004	39.1	32.7	104	2896	39.8	9.5	105	4193	39.8	13.7	105	2915	37.7	9.5	100
5 OR MORE PEOPLE	11804	3239	12.7	27.4	87	1126	15.5	9.5	106	1305	12.4	11.1	85	809	10.5	6.9	72
NO CHILD IN HSHLD	46165	15380	60.2	33.3	106	4330	59.5	9.4	104	6182	58.6	13.4	103	4868	62.9	10.5	110
CHILD(REN) UNDER 2 YRS	5325	1276	5.0	24.0	76	*312	4.3	5.9	65	548	5.2	10.3	79	*417	5.4	7.8	82
2 - 5 YEARS	14221	3684	14.4	25.9	82	1217	16.7	8.6	95	1438	13.6	10.1	78	1029	13.3	7.2	76
6 - 11 YEARS	15117	4534	17.7	30.0	95	1361	18.7	9.0	100	1949	18.5	12.9	99	1223	15.8	8.1	85
12 - 17 YEARS	16611	5364	21.0	32.3	102	1619	22.3	9.7	108	2329	22.1	14.0	108	1416	18.3	8.5	89
RESIDENCE OWNED	55884	19596	76.7	35.1	111	5517	75.8	9.9	110	8343	79.1	14.9	115	5736	74.1	10.3	107
VALUE: \$50,000 OR MORE	31744	12392	48.5	39.0	124	3267	44.9	10.3	115	5300	50.3	16.7	128	3826	49.4	12.1	126
VALUE: UNDER \$50,000	24140	7205	28.2	29.8	95	2251	30.9	9.3	104	3044	28.9	12.6	97	1910	24.7	7.9	83

			TOTAL U.S. '000	USED FOOD BAGS				HEAVY USERS 3 OR MORE				MEDIUM USERS 1 - 2				LIGHT USERS LESS THAN ONE			
				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEMAKERS			80986	25560	100.0	31.6	100	7275	100.0	9.0	100	10545	100.0	13.0	100	7741	100.0	9.6	100
MAGAZINES	QUINTILE 1	15799	5948	23.3	37.6	119	1859	25.6	11.8	131	2594	24.6	16.4	126	1495	19.3	9.5	99	
	QUINTILE 2	17259	6062	23.7	35.1	111	1605	22.1	9.3	104	2643	25.1	15.3	118	1814	23.4	10.5	110	
	QUINTILE 3	13545	4298	16.8	31.7	101	1106	15.2	8.2	91	1780	16.9	13.1	101	1412	18.2	10.4	109	
	QUINTILE 4	15133	4211	16.5	27.8	88	1123	15.4	7.4	83	1586	15.0	10.5	80	1503	19.4	9.9	104	
	QUINTILE 5	19250	5041	19.7	26.2	83	1581	21.7	8.2	91	1943	18.4	10.1	78	1517	19.6	7.9	82	
NEWSPAPERS	QUINTILE 1	12413	4938	19.3	39.8	126	1487	20.4	12.0	133	2077	19.7	16.7	129	1374	17.7	11.1	111	
	QUINTILE 2	24116	8373	32.8	34.7	110	2375	32.6	9.8	110	3613	34.3	15.0	115	2385	30.8	9.9	103	
	QUINTILE 3	11261	3586	14.0	31.8	101	1171	16.1	10.4	116	1246	11.8	11.1	85	1169	15.1	10.4	109	
	QUINTILE 4	20255	5718	22.4	28.2	89	1355	18.6	6.7	74	2423	23.0	12.0	92	1940	25.1	9.6	100	
	QUINTILE 5	12940	2946	11.5	22.8	72	887	12.2	6.9	76	1185	11.2	9.2	70	874	11.3	6.8	71	
OUTDOOR	QUINTILE 1	14852	4483	17.5	30.2	96	1158	15.9	7.8	87	1807	17.1	12.2	93	1518	19.6	10.2	107	
	QUINTILE 2	15725	5264	20.6	33.5	106	1475	20.3	9.4	104	2182	20.7	13.9	107	1607	20.8	10.2	107	
	QUINTILE 3	16330	5489	21.5	33.6	107	1690	23.2	10.3	115	2377	22.5	14.6	112	1422	18.4	8.7	91	
	QUINTILE 4	16744	5283	20.7	31.6	100	1604	22.0	9.6	107	2055	19.5	12.3	94	1625	21.0	9.7	102	
	QUINTILE 5	17334	5041	19.7	29.1	92	1348	18.5	7.8	87	2124	20.1	12.3	94	1569	20.3	9.1	95	
RADIO-DRIVE TIME	QUINTILE 1	15911	5492	21.5	34.5	109	1533	21.1	9.6	107	2359	22.4	14.8	114	1600	20.7	10.1	105	
	QUINTILE 2	14837	4502	17.6	30.3	96	1338	18.4	9.0	100	1895	18.0	12.8	98	1269	16.4	8.6	89	
	QUINTILE 3	15339	4807	18.8	31.3	99	1266	17.4	8.3	92	2116	20.1	13.8	106	1426	18.4	9.3	97	
	QUINTILE 4	16723	5139	20.1	30.7	97	1454	20.0	8.7	97	2014	19.1	12.0	92	1672	21.6	10.0	105	
	QUINTILE 5	18176	5621	22.0	30.9	98	1685	23.2	9.3	103	2162	20.5	11.9	91	1774	22.9	9.8	102	
RADIO-MID- DAY	TERCILE 1	21020	6635	26.0	31.6	100	1802	24.8	8.6	95	2818	26.7	13.4	103	2015	26.0	9.6	100	
	TERCILE 2	21610	7463	29.2	34.5	109	2249	30.9	10.4	116	3222	30.6	14.9	115	1992	25.7	9.2	96	
	TERCILE 3	38355	11461	44.8	29.9	95	3223	44.3	8.4	94	4505	42.7	11.7	90	3734	48.2	9.7	102	
RADIO-TOTAL	QUINTILE 1	15988	5392	21.1	33.7	107	1487	20.4	9.3	104	2331	22.1	14.6	112	1574	20.3	9.8	103	
	QUINTILE 2	15626	4713	18.4	30.2	96	1368	18.8	8.8	97	1963	18.6	12.6	96	1382	17.9	8.8	93	
	QUINTILE 3	16723	5318	20.8	31.8	101	1473	20.2	8.8	98	2218	21.0	13.3	102	1627	21.0	9.7	102	
	QUINTILE 4	16342	5136	20.1	31.4	100	1513	20.8	9.3	103	2004	19.0	12.3	94	1619	20.9	9.9	104	
	QUINTILE 5	16306	5002	19.6	30.7	97	1435	19.7	8.8	98	2029	19.2	12.4	96	1539	19.9	9.4	99	
TV-PRIME TIME	QUINTILE 1	15953	5165	20.2	32.4	103	1704	23.4	10.7	119	1913	18.1	12.0	92	1548	20.0	9.7	102	
	QUINTILE 2	16137	5287	20.7	32.8	104	1590	21.9	9.9	110	2331	22.1	14.4	111	1367	17.7	8.5	89	
	QUINTILE 3	16420	5685	22.2	34.6	110	1351	18.6	8.2	92	2362	22.4	14.4	110	1973	25.5	12.0	126	
	QUINTILE 4	16687	4858	19.0	29.1	92	1385	19.0	8.3	92	2141	20.3	12.8	99	1333	17.2	8.0	84	
	QUINTILE 5	15789	4564	17.9	28.9	92	1245	17.1	7.9	88	1799	17.1	11.4	88	1520	19.6	9.6	101	
TV-DAYTIME	TERCILE 1	27736	7937	31.1	28.6	91	2537	34.9	9.1	102	3343	31.7	12.1	93	2057	26.6	7.4	78	
	TERCILE 2	26489	8952	35.0	33.8	107	2515	34.6	9.5	106	3763	35.7	14.2	109	2674	34.5	10.1	106	
	TERCILE 3	26761	8670	33.9	32.4	103	2223	30.6	8.3	92	3439	32.6	12.9	99	3009	38.9	11.2	118	
TV-TOTAL	QUINTILE 1	16345	4714	18.4	28.8	91	1496	20.6	9.2	102	1996	18.9	12.2	94	1222	15.8	7.5	78	
	QUINTILE 2	16447	5647	22.1	34.3	109	1573	21.6	9.6	106	2354	22.3	14.3	110	1720	22.2	10.5	109	
	QUINTILE 3	15980	5080	19.9	31.8	101	1652	22.7	10.3	115	2030	19.3	12.7	98	1399	18.1	8.8	92	
	QUINTILE 4	15887	5349	20.9	33.7	107	1403	19.3	8.8	98	2194	20.8	13.8	106	1752	22.6	11.0	115	
	QUINTILE 5	16326	4770	18.7	29.2	93	1151	15.8	7.1	78	1971	18.7	12.1	93	1648	21.3	10.1	106	
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	8221	32.2	39.7	126	2331	32.0	11.2	125	3672	34.8	17.7	136	2218	28.7	10.7	112	
	MAGAZINE IMPERATIVE	19186	5828	22.8	30.4	96	1612	22.2	8.4	94	2384	22.6	12.4	95	1832	23.7	9.5	100	
	NEWSPAPER IMPERATIVE	21899	6955	27.2	31.8	101	2111	29.0	9.6	107	2728	25.9	12.5	96	2115	27.3	9.7	101	
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	5635	22.0	36.5	116	1631	22.4	10.6	118	2410	22.9	15.6	120	1594	20.6	10.3	108	
	MAGAZINE IMPERATIVE	25953	9065	35.5	34.9	111	2538	34.9	9.8	109	4008	38.0	15.4	119	2518	32.5	9.7	102	
	OUTDOOR IMPERATIVE	24400	6954	27.2	28.5	90	1899	26.1	7.8	87	2724	25.8	11.2	86	2332	30.1	9.6	100	
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	6316	24.7	35.0	111	1818	25.0	10.1	112	2773	26.3	15.4	118	1725	22.3	9.6	100	
	MAGAZINE IMPERATIVE	23571	8411	32.9	35.7	113	2312	31.8	9.8	109	3639	34.5	15.4	119	2460	31.8	10.4	109	
	RADIO IMPERATIVE	23278	6529	25.5	28.0	89	1837	25.3	7.9	88	2592	24.6	11.1	86	2099	27.1	9.0	94	
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	5898	23.1	38.2	121	1649	22.7	10.7	119	2551	24.2	16.5	127	1698	21.9	11.0	115	
	MAGAZINE IMPERATIVE	25829	8681	34.0	33.6	106	2355	32.4	9.1	101	3686	35.0	14.3	110	2641	34.1	10.2	107	
	TELEVISION IMPERATIVE	26039	6985	27.3	26.8	85	2148	29.5	8.2	92	2756	26.1	10.6	81	2081	26.9	8.0	84	
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	5817	22.8	35.0	111	1599	22.0	9.6	107	2256	21.4	13.6	104	1962	25.3	11.8	124	
	NEWSPAPER IMPERATIVE	26834	9658	37.8	36.0	114	2945	40.5	11.0	122	4139	39.3	15.4	118	2573	33.2	9.6	100	
	OUTDOOR IMPERATIVE	23346	6651	26.0	28.5	90	1816	25.0	7.8	87	2902	27.5	12.4	95	1934	25.0	8.3	87	
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	6153	24.1	35.9	114	1900	26.1	11.1	123	2649	25.1	15.5	119	1604	20.7	9.4	98	
	NEWSPAPER IMPERATIVE	25892	9145	35.8	35.3	112	2650	36.4	10.2	114	3731	35.4	14.4	111	2764	35.7	10.7	112	
	RADIO IMPERATIVE	23167	6346	24.8	27.4	87	1590	21.9	6.9	76	2644	25.1	11.4	88	2112	27.3	9.1	95	
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	6199	24.3	36.1	114	1948	26.8	11.4	126	2564	24.3	14.9	115	1687	21.8	9.8	103	
	NEWSPAPER IMPERATIVE	26214	9282	36.3	35.4	112	2648	36.4	10.1	112	3860	36.6	14.7	113	2773	35.8	10.6	111	
	TELEVISION IMPERATIVE	23412	6299	24.6	26.9	85	1792	24.6	7.7	85	2605	24.7	11.1	85	1902	24.6	8.1	85	
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	4900	19.2	32.0	101	1275	17.5	8.3	93	2084	19.8	13.6	105	1540	19.9	10.1	105	
	OUTDOOR IMPERATIVE	24901	8086	31.6	32.5	103	2366	32.5	9.5	106	3231	30.6	13.0	100					

	TOTAL U.S. '000	USED FOOD BAGS				HEAVY USERS 3 OR MORE				MEDIUM USERS 1 - 2				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	25560	100.0	31.6	100	7275	100.0	9.0	100	10545	100.0	13.0	100	7741	100.0	9.6	100
ATLANTIC MONTHLY	415	*167	0.7	40.2	128	**94	1.3	22.7	252	**34	0.3	8.2	63	**39	0.5	9.4	98
BARRON'S	453	*245	1.0	54.1	171	**57	0.8	12.6	140	**104	1.0	23.0	176	**84	1.1	18.5	194
BETTER HOMES & GARDENS	16256	6150	24.1	37.8	120	1639	22.5	10.1	112	2713	25.7	16.7	128	1799	23.2	11.1	116
BON APPETIT	2535	1160	4.5	45.8	145	366	5.0	14.4	161	456	4.3	18.0	138	338	4.4	13.3	139
BUSINESS WEEK	1278	481	1.9	37.6	119	*131	1.8	10.3	114	*202	1.9	15.8	121	*147	1.9	11.5	120
CAR AND DRIVER	378	**108	0.4	28.6	91	**62	0.9	16.4	183	**29	0.3	7.7	59	**17	0.2	4.5	47
CBS MAGAZINE NETWORK (GROSS)	1498	477	1.9	31.8	101	*163	2.2	10.9	121	*231	2.2	15.4	118	**83	1.1	5.5	58
CHANGING TIMES	1505	601	2.4	39.9	127	*168	2.3	11.2	124	*296	2.8	19.7	151	*138	1.8	9.2	96
COLONIAL HOMES	1231	489	1.9	39.7	126	*181	2.5	14.7	164	*196	1.9	15.9	122	*112	1.4	9.1	95
CONDE NAST MAG. PKG. (GROSS)	14146	4709	18.4	33.3	105	1521	20.9	10.8	120	1971	18.7	13.9	107	1218	15.7	8.6	90
CONSUMERS DIGEST	1323	555	2.2	42.0	133	*147	2.0	11.1	124	*307	2.9	23.2	178	*101	1.3	7.6	80
COSMOPOLITAN	7102	2248	8.8	31.7	100	738	10.1	10.4	116	967	9.2	13.6	105	543	7.0	7.6	80
COUNTRY LIVING	2481	1038	4.1	41.8	133	278	3.8	11.2	125	556	5.3	22.4	172	204	2.6	8.2	86
CUISINE	1472	588	2.3	39.9	127	*207	2.8	14.1	157	*197	1.9	13.4	103	*184	2.4	12.5	131
CYCLE WORLD	425	**158	0.6	37.2	118	**45	0.6	10.6	118	**89	0.8	20.9	161	**24	0.3	5.6	59
DCI:CREATIVE IDEAS FOR LIV	2510	955	3.7	38.0	121	295	4.1	11.8	131	470	4.5	18.7	144	*191	2.5	7.6	80
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	2594	10.1	38.8	123	809	11.1	12.1	135	1090	10.3	16.3	125	695	9.0	10.4	109
DISCOVER	894	309	1.2	34.6	110	*88	1.2	9.8	110	*118	1.1	13.2	101	**103	1.3	11.5	121
EBONY	3507	881	3.4	25.1	80	432	5.9	12.3	137	216	2.0	6.2	47	233	3.0	6.6	70
ESQUIRE	1083	356	1.4	32.9	104	*160	2.2	14.8	164	**122	1.2	11.3	87	**74	1.0	6.8	71
ESSENCE	1830	500	2.0	27.3	87	211	2.9	11.5	128	*161	1.5	8.8	68	*128	1.7	7.0	73
FAMILY CIRCLE	15930	6028	23.6	37.8	120	1773	24.4	11.1	124	2693	25.5	16.9	130	1562	20.2	9.8	103
THE FAMILY HANDYMAN	1126	422	1.7	37.5	119	*113	1.6	10.0	112	*202	1.9	17.9	138	*107	1.4	9.5	99
FAMILY WEEKLY	11468	3710	14.5	32.4	103	1032	14.2	9.0	100	1546	14.7	13.5	104	1132	14.6	9.9	103
FIELD & STREAM	2234	735	2.9	32.9	104	*211	2.9	9.4	105	299	2.8	13.4	103	*226	2.9	10.1	106
FOOD & WINE	579	*171	0.7	29.5	94	**65	0.9	11.2	125	**80	0.8	13.8	106	**26	0.3	4.5	47
FORBES	728	276	1.1	37.9	120	*84	1.2	11.5	128	**95	0.9	13.0	100	**97	1.3	13.3	139
FORTUNE	906	346	1.4	38.2	121	*87	1.2	9.6	107	**126	1.2	13.9	107	*132	1.7	14.6	152
GENTLEMEN'S QUARTERLY	791	255	1.0	32.2	102	*109	1.5	13.8	153	**85	0.8	10.7	83	**62	0.8	7.8	82
GLAMOUR	5265	1771	6.9	33.6	107	541	7.4	10.3	114	751	7.1	14.3	110	479	6.2	9.1	95
GOLF DIGEST	636	*207	0.8	32.5	103	*92	1.3	14.5	161	**52	0.5	8.2	63	**63	0.8	9.9	104
GOLF DIGEST/TENNIS (GROSS)	1186	431	1.7	36.3	115	*149	2.0	12.6	140	**120	1.1	10.1	78	*162	2.1	13.7	143
GOLF MAGAZINE	441	**137	0.5	31.1	98	*71	1.0	16.1	179	**43	0.4	9.8	75	**23	0.3	5.2	55
GOLF MAGAZINE/SKI (GROSS)	922	308	1.2	33.4	106	*115	1.6	12.5	139	*124	1.2	13.4	103	**68	0.9	7.4	77
GOOD HOUSEKEEPING	16487	6275	24.6	38.1	121	1719	23.6	10.4	116	2690	25.5	16.3	125	1866	24.1	11.3	118
HARPER'S BAZAAR	2423	813	3.2	33.6	106	250	3.4	10.3	115	408	3.9	16.8	129	*156	2.0	6.4	67
HEALTH	1994	729	2.9	36.6	116	236	3.2	11.8	132	328	3.1	16.4	126	*165	2.1	8.3	87
HEARST MAG CORP. BUY (GROSS)	44101	15915	62.3	36.1	114	4769	65.6	10.8	120	6935	65.8	15.7	121	4211	54.4	9.5	100
HEARST MAN POWER (GROSS)	1993	721	2.8	36.2	115	286	3.9	14.4	160	310	2.9	15.6	119	*125	1.6	6.3	66
HEARST WOMAN POWER (GROSS)	31274	11142	43.6	35.6	113	3160	43.4	10.1	112	4782	45.3	15.3	117	3200	41.3	10.2	107
HOUSE BEAUTIFUL	3623	1344	5.3	37.1	118	506	7.0	14.0	155	525	5.0	14.5	111	312	4.0	8.6	90
INC.	283	*177	0.7	62.5	198	*34	0.5	12.0	134	**68	0.6	24.0	185	**75	1.0	26.5	277
JET	2928	756	3.0	25.8	82	367	5.0	12.5	140	225	2.1	7.7	59	*163	2.1	5.6	58
LADIES' HOME JOURNAL	11918	4327	16.9	36.3	115	1336	18.4	11.2	125	1812	17.2	15.2	117	1178	15.2	9.9	103
LHJ FAMILY GRP COMBO(GROSS)	16764	5917	23.1	35.3	112	1829	25.1	10.9	121	2498	23.7	14.9	114	1590	20.5	9.5	99
LIFE	4254	1415	5.5	33.3	105	526	7.2	12.4	138	495	4.7	11.6	89	394	5.1	9.3	97
L.A. TIMES HOME MAGAZINE	1145	417	1.6	36.4	115	*35	0.5	3.1	34	*259	2.5	22.6	174	*123	1.6	10.7	112
MADEMOISELLE	2884	904	3.5	31.3	99	263	3.6	9.1	102	455	4.3	15.8	121	*186	2.4	6.4	67
MC CALL'S	13460	4838	18.9	35.9	114	1315	18.1	9.8	109	2095	19.9	15.6	120	1429	18.5	10.6	111
MC CALL'S/MRK MOTHER (GROSS)	14606	5275	20.6	36.1	114	1478	20.3	10.1	113	2245	21.3	15.4	118	1553	20.1	10.6	111
MECHANIX ILLUSTRATED	772	280	1.1	36.3	115	*100	1.4	13.0	144	*116	1.1	15.0	115	*63	0.8	8.2	85
METROPOLITAN HOME	967	383	1.5	39.6	125	*85	1.2	8.8	98	*194	1.8	20.1	154	*104	1.3	10.8	113
MONEY	1588	746	2.9	47.0	149	*170	2.3	10.7	119	350	3.3	22.0	169	226	2.9	14.2	147
MOTHER EARTH NEWS	1002	386	1.5	38.5	122	*130	1.8	13.0	144	*177	1.7	17.7	136	*79	1.0	7.9	82
MS.	825	304	1.2	36.8	117	*125	1.7	15.2	169	*103	1.0	12.5	96	*77	1.0	9.3	98
NATIONAL ENQUIRER	10336	2900	11.3	28.1	89	1048	14.4	10.1	113	1178	11.2	11.4	88	674	8.7	6.5	68
NATIONAL GEOGRAPHIC	9597	3909	15.3	40.7	129	869	11.9	9.1	101	1835	17.4	19.1	147	1206	15.6	12.6	131
NATIONAL SUNDAY MAGAZINE PKG	49558	17023	66.6	34.3	109	4916	67.6	9.9	110	7089	67.2	14.3	110	5018	64.8	10.1	106
NATURAL HISTORY	573	278	1.1	48.5	154	*54	0.7	9.4	105	*133	1.3	23.2	178	*91	1.2	15.9	166
NEW WOMAN	1699	534	2.1	31.4	100	*213	2.9	12.5	140	206	2.0	12.1	93	*115	1.5	6.8	71
NEW YORK INCLUDING CUE	443	*162	0.6	36.6	116	*76	1.0	17.2	191	*45	0.4	10.2	78	*40	0.5	9.0	94
THE NEW YORKER	1270	548	2.1	43.1	137	*143	2.0	11.3	125	*188	1.8	14.8	114	*217	2.8	17.1	179
NEWSWEEK	6277	2380	9.3	37.9	120	662	9.1	10.5	117	1044	9.9	16.6	128	674	8.7	10.7	112
THE N.Y. TIMES DAILY EDITION	1205	485	1.9	40.2	128	*163	2.2	13.5	151	*194	1.8	16.1	124	*128	1.7	10.6	111
THE N.Y. TIMES MAGAZINE	2081	869	3.4	41.8	132	*223	3.1	10.7	119	367	3.5	17.6	135	279	3.6	13.4	140
OWNI	788	265	1.0	33.6	107	*83	1.1	10.5	117	*111	1.1	14.1	108	*70	0.9	8.9	93
ON CABLE	1158	358	1.4	30.9	98	*47	0.6	4.1	45	*216	2.0	18.7	143	*95	1.2	8.2	86
1001 HOME IDEAS	2852	862	3.4	30.2	96	257	3.5	9.0	100	358	3.4	12.6	96	*247	3.2	8.7	91
ORGANIC GARDENING	1658	658	2.6	39.7	126	*173	2.4	10.4	116	249	2.4	15.0	115	*236	3.0	14.2	149
OUTDOOR LIFE	896	429	1.7	47.9	152	*162	2.2	18.1	201	*165	1.6	18.4	141	*102	1.3	11.4	119
PARADE MAGAZINE	24275	8418	32.9	34.7	110	2553	35.1	10.5	117	3484	33.0	14.4	110	2381	30.8	9.8	103

	TOTAL U.S. '000	USED FOOD BAGS				HEAVY USERS 3 OR MORE				MEDIUM USERS 1 - 2				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	40986	25560	100.0	31.6	100	7275	100.0	9.0	100	10545	100.0	13.0	100	7741	100.0	9.6	100
PARENTS	3845	1120	4.4	29.1	92	321	4.4	8.3	93	528	5.0	13.7	105	271	3.5	7.0	74
PENTHOUSE	831	240	0.9	28.9	92	81	1.1	9.7	109	109	1.0	13.1	101	50	0.6	6.0	63
PEOPLE	11645	4045	15.8	34.7	110	1180	16.2	10.1	113	1768	16.8	15.2	117	1098	14.2	9.4	99
PLAYBOY	2006	663	2.6	33.1	105	177	2.4	8.8	98	249	2.4	12.4	95	236	3.0	11.8	123
POPULAR HOT RODDING	297	69	0.3	23.2	74	20	0.3	6.7	75	23	0.2	7.7	59	25	0.3	8.4	88
POPULAR MECHANICS	1018	353	1.4	34.7	110	127	1.7	12.5	139	192	1.8	18.9	145	34	0.4	3.3	35
POPULAR SCIENCE	878	352	1.4	40.1	127	111	1.5	12.6	141	147	1.4	16.7	129	94	1.2	10.7	112
PREVENTION	3913	1513	5.9	38.7	123	451	6.2	11.5	128	706	6.7	18.0	139	356	4.6	9.1	95
PSYCHOLOGY TODAY	1710	555	2.2	32.5	103	217	3.0	12.7	141	192	1.8	11.2	86	145	1.9	8.5	89
READER'S DIGEST	22204	8293	32.4	37.3	118	2308	31.7	10.4	116	3502	33.2	15.8	121	2483	32.1	11.2	117
REDDOOK	7684	2620	10.3	34.1	108	704	9.7	9.2	102	1126	10.7	14.7	113	791	10.2	10.3	108
ROAD & TRACK	410	96	0.4	23.4	74	24	0.3	5.9	65	58	0.6	14.1	109	14	0.2	3.4	36
ROLLING STONE	969	306	1.2	31.6	100	112	1.5	11.6	129	150	1.4	15.5	119	45	0.6	4.6	49
RUNNER'S WORLD	298	88	0.3	29.5	94	32	0.4	10.7	120	18	0.2	6.0	46	37	0.5	12.4	130
SATURDAY EVENING POST	1169	478	1.9	40.9	130	124	1.7	10.6	118	199	1.9	17.0	131	195	2.0	13.3	139
SCIENCE 84	587	209	0.8	35.6	113	71	1.0	12.1	135	46	0.4	7.8	60	91	1.2	15.5	162
SCIENCE DIGEST	482	174	0.7	36.1	114	65	0.9	13.5	150	53	0.5	11.0	84	56	0.7	11.6	122
SCIENTIFIC AMERICAN	594	239	0.9	40.2	127	107	1.5	18.0	201	75	0.7	12.6	97	57	0.7	9.6	100
SELF	2089	672	2.6	32.2	102	203	2.8	9.7	108	246	2.3	11.8	90	224	2.9	10.7	112
SEVENTEEN	2411	855	3.3	35.5	112	249	3.4	10.3	115	416	3.9	17.3	133	191	2.5	7.9	83
SKI	480	171	0.7	35.6	113	44	0.6	9.2	102	81	0.8	16.9	130	46	0.6	9.6	100
SMITHSONIAN	2760	1222	4.8	44.3	140	322	4.4	11.7	130	438	4.2	15.9	122	462	6.0	16.7	175
SOAP OPERA DIGEST	3013	874	3.4	29.0	92	339	4.7	11.3	125	319	3.0	10.6	81	217	2.8	7.2	75
SOUTHERN LIVING	4184	1639	6.4	39.2	124	514	7.1	12.3	137	620	5.9	14.8	114	505	6.5	12.1	126
SPORT	559	203	0.8	36.3	115	76	1.0	13.6	151	18	0.2	3.2	25	109	1.4	19.5	204
THE SPORTING NEWS	436	171	0.7	39.2	124	128	1.8	29.4	327	22	0.2	5.0	39	20	0.3	4.6	48
SPORTS AFIELD	493	194	0.8	39.4	125	94	1.3	19.1	212	65	0.6	13.2	101	36	0.5	7.3	76
SPORTS ILLUSTRATED	2758	1092	4.3	39.6	125	363	5.0	13.2	147	326	3.1	11.8	91	403	5.2	14.6	153
STAR	7456	2148	8.4	28.8	91	792	10.9	10.6	118	912	8.6	12.2	94	443	5.7	5.9	62
SUNDAY	24936	8989	35.2	36.0	114	2626	36.1	10.5	117	3825	36.3	15.3	118	2538	32.8	10.2	106
SUNSET	2124	886	3.5	41.7	132	159	2.2	7.5	83	353	3.3	16.6	128	374	4.8	17.6	184
TV GUIDE	21661	6719	26.3	31.0	98	2054	28.2	9.5	106	2945	27.9	13.6	104	1721	22.2	7.9	83
TENNIS	550	223	0.9	40.5	128	57	0.8	10.4	115	68	0.6	12.4	95	99	1.3	18.0	188
TIME	8880	3423	13.4	38.5	122	930	12.8	10.5	117	1405	13.3	15.8	122	1088	14.1	12.3	128
TOWN & COUNTRY	917	304	1.2	33.2	105	74	1.0	8.1	90	142	1.3	15.5	119	88	1.1	9.6	100
TRAVEL & LEISURE	972	396	1.5	40.7	129	115	1.6	11.8	132	148	1.4	15.2	117	133	1.7	13.7	143
TRUE STORY	3356	820	3.2	24.4	77	308	4.2	9.2	102	330	3.1	9.8	76	182	2.4	5.4	57
U.S. NEWS & WORLD REPORT	3410	1469	5.7	43.1	136	383	5.3	11.2	125	575	5.5	16.9	130	511	6.6	15.0	157
USA TODAY	1759	769	3.0	43.7	139	300	4.1	17.1	190	270	2.6	15.3	118	199	2.6	11.3	118
US	1873	645	2.5	34.4	109	185	2.5	9.9	110	283	2.7	15.1	116	177	2.3	9.5	99
VOGUE	3909	1361	5.3	34.8	110	513	7.1	13.1	146	519	4.9	13.3	102	329	4.3	8.4	88
WALL STREET JOURNAL	1886	724	2.8	38.4	122	206	2.8	10.9	122	329	3.1	17.4	134	189	2.4	10.0	105
WEIGHT WATCHERS	2120	778	3.0	36.7	116	186	2.6	8.8	98	266	2.5	12.5	96	327	4.2	15.4	161
WOMAN'S DAY	14172	5803	22.7	40.9	130	1866	25.6	13.2	147	2409	22.8	17.0	131	1528	19.7	10.8	113
WORKING WOMAN	1146	437	1.7	38.1	121	163	2.2	14.2	158	150	1.4	13.1	101	124	1.6	10.8	113
WORKING WOMAN	1322	527	2.1	39.9	126	165	2.3	12.5	139	207	2.0	15.7	120	155	2.0	11.7	123
WORLD TENNIS	163	56	0.2	34.4	109	21	0.3	12.9	143	24	0.2	14.7	113	11	0.1	6.7	71
ZIFF-DAVIS MAG NETWK (GROSS)	2532	869	3.4	34.3	109	353	4.9	13.9	155	414	3.9	16.4	126	102	1.3	4.0	42
BLAIR INSERTS	43657	15408	60.3	35.3	112	4572	62.8	10.5	117	6303	59.8	14.4	111	4532	58.5	10.4	109
DAILY NEWSPAPERS																	
READ ANY	51633	17844	69.8	34.6	109	5078	69.8	9.8	109	7538	71.5	14.6	112	5227	67.5	10.1	106
READ ONE	43463	14649	57.3	33.7	107	4165	57.3	9.6	107	6117	58.0	14.1	108	4367	56.4	10.0	105
READ TWO OR MORE	8170	3195	12.5	39.1	124	913	12.5	11.2	124	1421	13.5	17.4	134	861	11.1	10.5	110
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	18300	71.8	34.7	110	5282	72.6	10.0	112	7547	71.6	14.3	110	5471	70.7	10.4	109
READ ONE	46126	15600	61.0	33.8	107	4417	60.7	9.6	107	6432	61.0	13.9	107	4751	61.4	10.3	108
READ TWO OR MORE	6552	2699	10.6	41.2	131	864	11.9	13.2	147	1115	10.6	17.0	131	721	9.3	11.0	115
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.06				26.29				27.07				27.79			
30 DAY REACH	71455	22845	89.4	32.0	101	6578	90.4	9.2	102	9347	88.6	13.1	100	6921	89.4	9.7	101
50 SHWG - 30 DAY AV FREQ	14.56	14.35				13.83				14.39				14.80			
30 DAY REACH	67742	21594	84.5	31.9	101	6264	86.1	9.2	103	8824	83.7	13.0	100	6507	84.1	9.6	100
25 SHWG - 30 DAY AV FREQ	7.94	7.71				7.42				7.79				7.89			
30 DAY REACH	62117	20079	78.6	32.3	102	5854	80.5	9.4	105	8136	77.2	13.1	101	6088	78.6	9.8	103
CABLE TV: HOME WIRED	32077	11084	43.4	34.6	109	3220	44.3	10.0	112	4903	46.5	15.3	117	2960	38.2	9.2	97
HOME NOT WIRED	48909	14476	56.6	29.6	94	4054	55.7	8.3	92	5642	53.5	11.5	89	4781	61.8	9.8	102
HAVE PAY CABLE	15935	5687	22.2	35.7	113	1459	20.1	9.2	102	2711	25.7	17.0	131	1517	19.6	9.5	100

	TOTAL U.S. '000	USED FOOD BAGS				HEAVY USERS 3 OR MORE				MEDIUM USERS 1 - 2				LIGHT USERS LESS THAN ONE				
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	
TOTAL FEMALE HOMEOWNERS	80986	25560	100.0	31.6	100	7275	100.0	9.0	100	10545	100.0	13.0	100	7741	100.0	9.6	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	14164	55.4	32.2	102	4019	55.2	9.2	102	5940	56.3	13.5	104	4205	54.3	9.6	100	
10:00 AM - 3:00 PM	30659	10258	40.1	33.5	106	2905	39.9	9.5	105	4390	41.6	14.3	110	2963	38.3	9.7	101	
3:00 PM - 7:00 PM	31045	10011	39.2	32.2	102	2853	39.2	9.2	102	4193	39.8	13.5	104	2965	38.3	9.6	100	
7:00 PM - MIDNIGHT	15767	4953	19.4	31.4	100	1338	18.4	8.5	94	2051	19.4	13.0	100	1564	20.2	9.9	104	
MIDNIGHT - 6:00 AM	9120	3217	12.6	35.3	112	913	12.5	10.0	111	1308	12.4	14.3	110	996	12.9	10.9	114	
6:00 AM - MIDNIGHT	58527	18848	73.7	32.2	102	5339	73.4	9.1	102	7811	74.1	13.3	102	5697	73.6	9.7	102	
ENTIRE DAY	59311	19172	75.0	32.3	102	5439	74.8	9.2	102	7929	75.2	13.4	103	5805	75.0	9.8	102	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	5916	33.1	36.6	116	1498	20.6	9.3	103	2671	25.3	16.5	127	1747	22.6	10.8	113	
ALL NEWS	2256	889	3.5	39.4	125	236	3.2	10.5	116	411	3.9	18.2	140	*242	3.1	10.7	112	
ADR/PROGRESSIVE	3874	1142	4.5	29.5	93	286	3.9	7.4	82	500	4.7	12.9	99	356	4.6	9.2	96	
BEAUTIFUL MUSIC	5660	2108	8.2	37.2	118	579	8.0	10.2	114	854	8.1	15.1	116	676	8.7	11.9	125	
BLACK	2204	583	2.3	26.5	84	244	3.4	11.1	123	*192	1.8	8.7	67	*147	1.9	6.7	70	
CLASSICAL	1418	547	2.1	38.6	122	*154	2.1	10.9	121	*286	2.7	20.2	155	*107	1.4	7.5	79	
CNR/ROCK	9538	2810	11.0	29.5	93	796	10.9	8.3	93	1133	10.7	11.9	91	880	11.4	9.2	97	
COUNTRY	12648	3654	14.3	28.9	92	1061	14.6	8.4	93	1394	13.2	11.0	85	1199	15.5	9.5	99	
GOLDEN OLDIES	1191	*249	1.0	20.9	66	*71	1.0	6.0	66	*73	0.7	6.1	47	*105	1.4	8.8	92	
MOR/ROSTALGIA	4757	1611	6.3	33.9	107	540	7.4	11.4	126	649	6.2	13.6	105	421	5.4	8.9	93	
NEWS/TALK	3863	1284	5.0	33.2	105	312	4.3	8.1	90	545	5.2	14.1	108	428	5.5	11.1	116	
RELIGIOUS	3084	871	3.4	28.2	89	278	3.8	9.0	100	357	3.4	11.6	89	*236	3.0	7.7	80	
SOFT ROCK	521	*175	0.7	33.6	106	*46	0.6	8.8	98	*102	1.0	19.6	150	*27	0.3	5.2	54	
URBAN CONTEMPORARY	1585	385	1.5	24.3	77	226	3.1	14.3	159	*92	0.9	5.8	45	*67	0.9	4.2	44	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	911	3.6	27.9	89	*245	3.4	7.5	84	394	3.7	12.1	93	*272	3.5	8.3	87	
ABC DIRECTION	2316	800	3.1	34.5	109	*166	2.3	7.2	80	388	3.7	16.8	129	*246	3.2	10.6	111	
ABC ENTERTAINMENT	4834	1425	5.6	29.5	93	328	4.5	6.8	76	679	6.4	14.0	108	419	5.4	8.7	91	
ABC FM	2202	658	2.6	29.9	95	*251	3.5	11.4	127	*228	2.2	10.4	80	*179	2.3	8.1	85	
ABC INFORMATION	5425	1813	7.1	33.4	106	493	6.8	9.1	101	752	7.1	13.9	106	568	7.3	10.5	110	
ABC ROCK	1677	492	1.9	29.3	93	*133	1.8	7.9	88	*237	2.2	14.1	109	*122	1.6	7.3	76	
CBS	4430	1657	6.5	37.4	119	385	5.3	8.7	97	772	7.3	17.4	134	500	6.5	11.3	118	
MUTUAL	4992	1679	6.6	33.6	107	604	8.3	12.1	135	731	6.9	14.6	112	344	4.4	6.9	72	
NBC	4679	1789	7.0	38.2	121	415	5.7	8.9	99	776	7.4	16.6	127	598	7.7	12.8	134	
RADIORADIO	1994	484	1.9	24.3	77	*168	2.3	8.4	94	*171	1.6	8.6	66	*145	1.9	7.3	76	
RKO ONE	2298	609	2.4	26.5	84	*183	2.5	8.0	89	235	2.2	10.2	79	*191	2.5	8.3	87	
RKO TWO	3311	836	3.3	25.2	80	*226	3.1	6.8	76	347	3.3	10.5	80	263	3.4	7.9	83	
THE SOURCE	2114	682	2.7	32.3	102	*251	3.5	11.9	132	*220	2.1	10.4	80	*212	2.7	10.0	105	
NON-WIRED: BLAIR	8654	2758	10.8	31.9	101	772	10.6	8.9	99	1202	11.4	13.9	107	785	10.1	9.1	95	
INTERNET	12025	3757	14.7	31.2	99	1063	14.6	8.8	98	1560	14.8	13.0	100	1134	14.6	9.4	99	
KATZ RADIO GROUP	15359	5069	19.8	33.0	105	1276	17.5	8.3	92	2206	20.9	14.4	110	1588	20.5	10.3	108	
SUPERNET	10628	3411	13.3	32.1	102	963	13.2	9.1	101	1385	13.1	13.0	100	1062	13.7	10.0	105	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	2660	10.4	30.7	97	860	11.8	9.9	111	1140	10.8	13.2	101	660	8.5	7.6	80	
MKDAY 9:00 AM - 1:00 PM	12163	3464	13.6	28.5	90	1078	14.8	8.9	99	1461	13.9	12.0	92	925	11.9	7.6	80	
MKDAY 1:00 PM - 4:30 PM	16150	4601	18.0	28.5	90	1425	19.6	8.8	98	1911	18.1	11.8	91	1266	16.4	7.8	82	
MKDAY 4:30 PM - 7:30 PM	22463	6873	26.9	30.6	97	2078	28.6	9.3	103	2808	26.6	12.5	96	1986	25.7	8.8	92	
MKDAY 7:30 PM - 8:00 PM	31795	10202	39.9	32.1	102	2972	40.9	9.3	104	4137	39.2	13.0	100	3094	40.0	9.7	102	
MKDAY 11:00 PM - 11:30 PM	23977	8001	31.3	33.4	106	2373	32.6	9.9	110	3418	32.4	14.3	109	2210	28.5	9.2	96	
MKDAY 11:30 PM - 1:00 AM	7703	2528	9.9	32.8	104	713	9.8	9.3	103	1077	10.2	14.0	107	737	9.5	9.6	100	
M-SAT 8-11 PM-SUN 7-11 PM	33800	10982	43.0	32.5	103	3251	44.7	9.6	107	4474	42.4	13.2	102	3256	42.1	9.6	101	
MKDY DAYTIME NTHK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	1945	7.6	29.7	94	635	8.7	9.7	108	877	8.3	13.4	103	433	5.6	6.6	69
ANOTHER WORLD	N	4620	1386	5.4	30.0	95	417	5.7	9.0	100	582	5.5	12.6	97	388	5.0	8.4	88
AS THE WORLD TURNS	C	5614	1470	5.8	26.2	83	425	5.8	7.6	84	634	6.0	11.3	87	411	5.3	7.3	77
CAPITOL	C	3396	961	3.8	28.3	90	310	4.3	9.1	102	365	3.5	10.7	83	285	3.7	8.4	88
CBS MORN. NEWS 1	C	1446	465	1.8	32.2	102	167	2.3	11.5	129	211	2.0	14.6	112	86	1.1	5.9	62
CBS MORN. NEWS 2	C	1207	378	1.5	31.3	99	145	2.0	12.0	134	165	1.6	13.7	105	*68	0.9	5.6	59
DAYS OF OUR LIVES	N	5877	1800	7.0	30.6	97	577	7.9	9.8	109	764	7.2	13.0	100	459	5.9	7.8	82
FACTS OF LIFE - DAYTIME	N	2290	599	2.3	26.2	83	180	2.5	7.9	88	234	2.2	10.2	78	186	2.4	8.1	85
FAMILY FEUD	A	3023	716	2.8	23.7	75	201	2.8	6.6	74	266	2.5	8.8	68	250	3.2	8.3	87
GENERAL HOSPITAL	A	6097	1715	6.7	28.1	89	618	8.5	10.1	113	646	6.1	10.6	81	452	5.8	7.4	78
GOOD MORNING, AMERICA-730A	A	3515	1075	4.2	30.6	97	301	4.1	8.6	95	476	4.5	13.5	104	298	3.8	8.5	89
GOOD MORNING, AMERICA-830A	A	2818	854	3.3	30.3	96	248	3.4	8.8	98	370	3.5	13.1	101	236	3.0	8.4	88
GUIDING LIGHT	C	5339	1540	6.0	28.8	91	480	6.6	9.0	100	617	5.9	11.6	89	443	5.7	8.3	87
ONE LIFE TO LIVE	A	4478	1253	4.9	28.0	89	442	6.1	9.9	110	466	4.4	10.4	80	345	4.5	7.7	81
PRESS YOUR LUCK	C	2244	698	2.7	31.1	99	221	3.0	9.8	110	254	2.4	11.3	87	222	2.9	9.9	104
PRICE IS RIGHT 1	C	4348	1330	5.2	30.6	97	448											

	TOTAL U.S. '000	USED FOOD BAGS				HEAVY USERS 3 OR MORE				MEDIUM USERS 1 - 2				LIGHT USERS LESS THAN ONE			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
TOTAL FEMALE HOMEMAKERS	80986	25560	100.0	31.6	100	7275	100.0	9.0	100	10545	100.0	13.0	100	7741	100.0	9.6	100
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	8229	32.2	31.6	100	2487	34.2	9.5	106	3339	31.7	12.8	98	2403	31.0	9.2	96
NETWORK AFFILIATES - LATE	20261	6727	26.3	33.2	105	1992	27.4	9.8	109	2831	26.8	14.0	107	1905	24.6	9.4	98
INDEPENDENTS - LATE	2076	752	2.9	36.2	115	247	3.4	11.9	132	300	2.8	14.5	111	206	2.7	9.9	104
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	3053	11.9	29.2	93	820	11.3	7.8	87	1156	11.0	11.1	85	1077	13.9	10.3	108
ABC MONDAY NIGHT MOVIE	A 6412	2148	8.4	33.5	106	520	7.1	8.1	90	1019	9.7	15.9	122	610	7.9	9.5	100
ABC SUNDAY NIGHT MOVIE	A 12407	4227	16.5	34.1	108	1198	16.5	9.7	107	1713	16.2	13.8	106	1316	17.0	10.6	111
ABC WORLD NEWS TONIGHT	A 6176	1876	7.3	30.4	96	593	8.2	9.6	107	822	7.8	13.3	102	461	6.0	7.5	78
AFTERMASH	C 5863	1849	7.2	31.5	100	538	7.4	9.2	102	712	6.8	12.1	93	598	7.7	10.2	107
ALICE	C 9594	3031	11.9	31.6	100	859	11.8	9.0	100	1216	11.5	12.7	97	956	12.3	10.0	104
AMERICAN PARADE	C 6622	2114	8.3	31.9	101	623	8.6	9.4	105	841	8.0	12.7	98	650	8.4	9.8	103
BENSON	A 10886	3540	13.8	32.5	103	1038	14.3	9.5	106	1543	14.6	14.2	109	959	12.4	8.8	92
BLUE THUNDER	A 5036	1626	6.4	32.3	102	377	5.2	7.5	83	783	7.4	15.5	119	466	6.0	9.3	97
CAGNEY & LACEY	C 9965	3289	12.9	33.0	105	1003	13.8	10.1	112	1406	13.3	14.1	108	880	11.4	8.8	92
CBS EVENING NEWS-DEAN	C 3491	1194	4.7	34.2	108	347	4.8	9.9	111	532	5.0	15.2	117	315	4.1	9.0	94
CBS EVENING NEWS-RATHER	C 7123	2381	9.3	33.4	106	671	9.2	9.4	105	963	9.1	13.5	104	747	9.6	10.5	110
CBS SAT. NEWS-SCHIEFFER	C 3621	1100	4.3	30.4	96	324	4.5	8.9	100	413	3.9	11.4	88	363	4.7	10.0	105
CBS SATURDAY NIGHT MOVIE	C 5436	1769	6.9	32.5	103	593	8.2	10.9	121	751	7.1	13.8	106	425	5.5	7.8	82
CBS WEDNESDAY NIGHT MOVIE	C 6100	1896	7.4	31.1	98	471	6.5	7.7	86	758	7.2	12.4	95	667	8.6	10.9	114
CHEERS	N 8889	2755	10.8	31.0	98	958	13.2	10.8	120	1073	10.2	12.1	93	725	9.4	8.2	85
DALLAS	C 22109	7559	29.6	34.2	108	2361	32.5	10.7	119	2950	28.0	13.3	102	2248	29.0	10.2	106
DIFF'RENT STROKES	N 6940	2106	8.2	30.3	96	629	8.6	9.1	101	862	8.2	12.4	95	615	7.9	8.9	93
DOUBLE TROUBLE	N 7223	2367	9.3	32.8	104	667	9.2	9.2	103	1032	9.8	14.3	110	668	8.6	9.2	97
DUCK FACTORY	N 5595	1736	6.8	31.0	98	622	8.5	11.1	124	670	6.4	12.0	92	443	5.7	7.9	83
DUKES OF HAZZARD	C 5768	1756	6.9	30.4	96	553	7.6	9.6	107	627	5.9	10.9	83	576	7.4	10.0	104
DYNASTY	A 20053	6118	23.9	30.5	97	1896	26.1	9.5	105	2467	23.4	12.3	94	1755	22.7	8.8	92
FACTS OF LIFE	N 8087	2577	10.1	31.9	101	750	10.3	9.3	103	1092	10.4	13.5	104	735	9.5	9.1	95
FALCON CREST	C 20046	6893	27.0	34.4	109	2101	28.9	10.5	117	2584	24.5	12.9	99	2208	28.5	11.0	115
FALL GUY	A 9084	2786	10.9	30.7	97	760	10.4	8.4	93	1104	10.5	12.2	93	921	11.9	10.1	106
FAMILY TIES	N 7964	2489	9.7	31.3	99	792	10.9	9.9	111	1075	10.2	13.5	104	623	8.0	7.8	82
FANTASY ISLAND	A 7687	2415	9.4	31.4	100	717	9.9	9.3	104	1015	9.6	13.2	101	684	8.8	8.9	93
FOULUPS, BLEEPES & BLUNDERS	A 8861	2808	11.0	31.7	100	746	10.3	8.4	94	1270	12.0	14.3	110	791	10.2	8.9	93
FOUR SEASONS	C 5095	1689	6.6	33.2	105	519	7.1	10.2	113	617	5.9	12.1	93	553	7.1	10.9	114
GIMME A BREAK	N 8838	2660	10.4	30.1	95	823	11.3	9.3	104	1070	10.1	12.1	93	767	9.9	8.7	91
HART TO HART	A 8978	2762	10.8	30.8	97	739	10.2	8.2	92	1207	11.4	13.4	103	816	10.5	9.1	95
HILL STREET BLUES	N 8590	2691	10.5	31.3	99	824	11.3	9.6	107	1170	11.1	13.6	105	697	9.0	8.1	85
HOTEL	A 14085	4481	17.5	31.8	101	1406	19.3	10.0	111	1892	17.9	13.4	103	1184	15.3	8.4	88
JEFFERSONS	C 9360	2960	11.6	31.6	100	943	13.0	10.1	112	1188	11.3	12.7	97	829	10.7	8.9	93
JENNIFER SLEPT HERE	N 5841	1703	6.7	29.2	92	535	7.4	9.2	102	763	7.2	13.1	100	405	5.2	6.9	73
KATE & ALLIE	C 9206	2997	11.7	32.6	103	892	12.3	9.7	108	1306	12.4	14.2	109	799	10.3	8.7	91
KNIGHT RIDER	N 7076	2103	8.2	29.7	94	529	7.3	7.5	83	835	7.9	11.8	91	740	9.6	10.5	109
LOVE BOAT	A 12219	3672	14.4	30.1	95	1108	15.2	9.1	101	1468	13.9	12.0	92	1096	14.2	9.0	94
MAGNUM PI	C 11199	3506	13.7	31.3	99	996	13.7	8.9	99	1388	13.2	12.4	95	1122	14.5	10.0	105
MAMA'S FAMILY	N 6057	2023	7.9	33.4	106	699	9.6	11.5	128	754	7.2	12.4	96	570	7.4	9.4	98
MASTER, THE	N 3598	1046	4.1	29.1	92	312	4.3	8.7	97	373	3.5	10.4	80	361	4.7	10.0	105
MATT HOUSTON	A 6344	2034	8.0	32.1	102	465	6.4	7.3	82	912	8.6	14.4	110	657	8.5	10.4	108
NBC MONDAY NIGHT MOVIE	N 11994	3650	14.3	30.4	96	1010	13.9	8.4	94	1486	14.1	12.4	95	1154	14.9	9.6	101
NBC NIGHTLY NEWS	N 5132	1799	7.0	35.1	111	561	7.7	10.9	122	675	6.4	13.2	101	563	7.3	11.0	115
NBC NIGHTLY NEWS-SAT	N 3375	1153	4.5	34.2	108	402	5.5	11.9	133	434	4.1	12.9	99	317	4.1	9.4	98
NBC NIGHTLY NEWS-SUN	N 3130	996	3.9	31.8	101	288	4.0	9.2	102	427	4.0	13.6	105	282	3.6	9.0	94
NBC SUNDAY NIGHT MOVIE	N 8284	2485	9.7	30.0	95	790	10.9	9.5	106	999	9.5	12.1	93	697	9.0	8.4	88
NEMHART	C 9240	3109	12.2	33.6	107	949	13.0	10.3	114	1339	12.7	14.5	111	821	10.6	8.9	93
ONE DAY AT A TIME	C 7288	2271	8.9	31.2	99	704	9.7	9.7	108	880	8.3	12.1	93	687	8.9	9.4	99
PEOPLE ARE FUNNY	N 4855	1468	5.7	30.2	96	440	6.0	9.1	101	580	5.5	11.9	92	448	5.8	9.2	97
REAL PEOPLE	N 8869	2694	10.5	30.4	96	806	11.1	9.1	101	1090	10.3	12.3	94	797	10.3	9.0	94
REMINGTON STEELE	N 7743	2402	9.4	31.0	98	635	8.7	8.2	91	907	8.6	11.7	90	859	11.1	11.1	116
RIPLEY'S BELIEVE IT - NOT	A 5345	1817	7.1	34.0	108	411	5.6	7.7	86	780	7.4	14.6	112	627	8.1	11.7	123
RIPTIDE	N 6988	2168	8.5	31.0	98	616	8.5	8.8	98	863	8.2	12.3	95	689	8.9	9.9	103
SCARECROW & MRS. KING	C 10002	2947	11.5	29.5	93	818	11.2	8.2	91	1255	11.9	12.5	96	874	11.3	8.7	91
SIMON & SIMON	C 10638	3156	12.3	29.7	94	867	11.9	8.2	91	1283	12.2	12.1	93	1006	13.0	9.5	99
60 MINUTES	C 13293	4329	16.9	32.6	103	1227	16.9	9.2	103	1771	16.8	13.3	102	1332	17.2	10.0	105
ST. ELSEWHERE	N 7017	2216	8.7	31.6	100	648	8.9	9.2	103	909	8.6	13.0	99	659	8.5	9.4	98
THREE'S COMPANY	A 10917	3538	13.8	32.4	103	1206	16.6	11.0	123	1371	13.0	12.6	96				

PLASTIC FREEZER, SANDWICH OR FOOD BAGS: TYPES
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	USE PLASTIC FREEZER, SANDWICH OR FOOD BAGS				FREEZER BAGS				SANDWICH BAGS				FOOD BAGS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	56569	100.0	69.9	100	31014	100.0	38.3	100	44875	100.0	55.4	100	26042	100.0	32.2	100
18 - 24	9282	5404	9.6	58.2	83	2373	7.7	25.6	67	4780	10.7	51.5	93	2100	8.1	22.6	70
25 - 34	19072	13968	24.7	73.2	105	6762	21.8	35.5	93	12118	27.0	63.5	115	5453	20.9	28.6	89
35 - 44	14591	10970	19.4	75.2	108	5558	17.9	38.1	99	9333	20.8	64.0	115	4851	18.6	33.2	103
45 - 54	11345	8695	15.4	76.6	110	5194	16.7	45.8	120	6708	14.9	59.1	107	4451	17.1	39.2	122
55 - 64	11635	8309	14.7	71.4	102	5238	16.9	45.0	118	6119	13.6	52.6	95	4407	16.9	37.9	111
65 OR OLDER	15061	9224	16.3	61.2	88	5889	19.0	39.1	102	5818	13.0	38.6	70	4780	18.4	31.7	99
18 - 34	28354	19373	34.2	68.3	98	9136	29.5	32.2	84	16897	37.7	59.6	108	7553	29.0	26.6	83
18 - 49	48339	34521	61.0	71.4	102	17111	55.2	35.4	92	29465	65.7	61.0	110	14525	55.8	30.0	93
25 - 54	45008	33633	59.5	74.7	107	17514	56.5	38.9	102	28158	62.7	62.6	113	14756	56.7	32.8	102
35 - 49	19985	15149	26.8	75.8	109	7975	25.7	39.9	104	12568	28.0	62.9	113	6972	26.8	34.9	108
50 OR OLDER	32647	22048	39.0	67.5	97	13903	44.8	42.6	111	15409	34.3	47.2	85	11518	44.2	35.3	110
GRADUATED COLLEGE	11155	8396	14.8	75.3	108	4261	13.7	38.2	100	7251	16.2	65.0	117	4368	16.8	39.2	122
ATTENDED COLLEGE	13682	10430	18.4	76.2	109	5389	17.4	39.4	103	8851	19.7	64.7	117	4974	19.1	36.4	113
GRADUATED HIGH SCHOOL	33880	24128	42.7	71.2	102	12921	41.7	38.1	100	19531	43.5	57.6	104	11085	42.6	32.7	102
DID NOT GRADUATE HIGH SCHOOL	22270	13615	24.1	61.1	88	8442	27.2	37.9	99	9241	20.6	41.5	75	5614	21.6	25.2	78
EMPLOYED	40306	29463	52.1	73.1	105	14955	48.2	37.1	97	24670	55.0	61.2	110	13533	52.0	33.6	104
EMPLOYED FULL-TIME	32850	23994	42.4	73.0	105	12155	39.2	37.0	97	20178	45.0	61.4	111	11079	42.5	33.7	105
EMPLOYED PART-TIME	7456	5468	9.7	73.3	105	2800	9.0	37.6	98	4492	10.0	60.2	109	2454	9.4	32.9	102
NOT EMPLOYED	40680	27107	47.9	66.6	95	16059	51.8	39.5	103	20205	45.0	49.7	90	12510	48.0	30.8	96
PROFESSIONAL/MANAGER	10392	7909	14.0	76.1	109	3986	12.9	38.4	100	6783	15.1	65.3	118	4129	15.9	39.7	124
TECH/CLERICAL/SALLES	17574	12960	22.9	73.7	106	6568	21.2	37.4	98	11040	24.6	62.8	113	5885	22.6	33.5	104
PRECISION/CRAFT	985	714	1.3	72.5	104	266	0.9	27.0	71	594	1.3	60.3	109	337	1.3	34.0	106
OTHER EMPLOYED	11354	7879	13.9	69.4	99	4135	13.3	36.4	95	6254	13.9	55.1	99	3181	12.2	28.2	87
SINGLE	9863	5974	10.6	60.6	87	2931	9.5	29.7	78	4949	11.0	50.2	91	2757	10.6	28.0	87
MARRIED	51375	38300	67.7	74.5	107	21278	68.6	41.4	108	31104	69.3	60.5	109	17671	67.9	34.4	107
DIVORCED/SEPARATED/WIDOWED	19748	12295	21.7	62.3	89	6805	21.9	34.5	90	8821	19.7	44.7	81	5615	21.6	28.4	88
PARENTS	32590	23879	42.2	73.3	105	11807	38.1	36.2	95	20509	45.7	62.9	114	9697	37.2	29.8	93
WHITE	70416	50481	89.2	71.7	103	27008	87.1	38.4	100	40444	90.1	57.4	104	23332	89.6	33.1	103
BLACK	8778	5041	8.9	57.4	82	3417	11.0	38.9	102	3530	7.9	40.2	73	2119	8.1	24.1	75
OTHER	1791	1048	1.9	58.5	84	589	1.9	32.9	86	901	2.0	50.3	91	592	2.3	33.1	103
NORTHEAST-CENSUS	17786	12138	21.5	68.2	98	5927	19.1	33.3	87	9780	21.8	55.0	99	6701	25.7	37.7	117
NORTH CENTRAL	20741	15379	27.2	74.1	106	8273	26.7	39.9	104	12547	28.0	60.5	109	7521	28.9	36.3	113
SOUTH	27775	18510	32.7	66.6	95	11723	37.8	42.2	110	13345	29.7	48.0	87	7354	28.2	26.5	82
WEST	14683	10542	18.6	71.8	103	5091	16.4	34.7	91	9203	20.5	62.7	113	4467	17.2	30.4	95
NORTHEAST-MKTG.	17961	12039	21.3	67.0	96	5932	19.1	33.0	86	9688	21.6	53.9	97	6383	24.5	35.5	111
EAST CENTRAL	11885	8665	15.3	72.9	104	4866	15.7	40.9	107	6887	15.3	57.9	105	4247	16.3	35.7	111
WEST CENTRAL	14090	10473	18.5	74.3	106	5354	17.3	38.0	99	8562	19.1	60.8	110	5118	19.7	36.3	113
SOUTH	24081	16100	28.5	66.9	96	10358	33.4	43.0	112	11623	25.9	48.3	87	6410	24.6	26.6	83
PACIFIC	12969	9292	16.4	71.6	103	4503	14.5	34.7	91	8114	18.1	62.6	113	3884	14.9	29.9	93
COUNTY SIZE A	32439	21523	38.0	66.3	95	10723	34.6	33.1	86	17863	39.8	55.1	99	10805	41.5	33.3	104
COUNTY SIZE B	24915	18183	32.1	73.0	104	9856	31.8	39.6	103	14746	32.9	59.2	107	8167	31.4	32.8	102
COUNTY SIZE C	12930	9214	16.3	71.3	102	5251	16.9	40.6	106	7010	15.6	54.2	98	4015	15.4	31.1	97
COUNTY SIZE D	10703	7649	13.5	71.5	102	5183	16.7	48.4	126	5256	11.7	49.1	89	3056	11.7	28.6	86
METRO CENTRAL CITY	24518	15709	27.8	64.1	92	7872	25.4	32.1	84	12788	28.5	52.2	94	7441	28.6	30.3	94
METRO SUBURBAN	35919	26183	46.3	72.9	104	14100	45.5	39.3	103	21682	48.3	60.4	109	12671	48.7	35.3	110
NON METRO	20549	14677	25.9	71.4	102	9042	29.2	44.0	115	10405	23.2	50.6	91	5930	22.8	28.9	90
TOP 5 ADI'S	18341	11926	21.1	65.0	93	5666	18.3	30.9	81	10001	22.3	54.5	98	6102	23.4	33.3	103
TOP 10 ADI'S	25378	16760	29.6	66.0	95	8156	26.3	32.1	84	14129	31.5	55.7	100	8451	32.5	33.3	104
TOP 20 ADI'S	36488	24490	43.3	67.1	96	12321	39.7	33.8	88	20291	45.2	55.6	100	12055	46.3	33.0	103
MSHLD INC. \$50,000 OR MORE	6612	5482	9.7	82.9	119	2649	8.5	40.1	105	4684	10.4	70.8	128	3148	12.1	47.6	148
\$40,000 OR MORE	12659	10185	18.0	80.5	115	5210	16.8	41.2	107	8734	19.5	69.0	125	5563	21.4	43.9	137
\$30,000 OR MORE	24698	19494	34.5	78.9	113	10511	33.9	42.6	111	16586	37.0	67.2	121	9976	38.3	40.4	121
\$25,000 OR MORE	32077	25068	44.3	78.1	112	13068	42.1	40.7	106	21334	47.5	66.5	120	12638	48.5	39.4	123
\$20,000 - \$24,999	9144	6602	11.7	72.2	103	3451	11.1	37.7	99	5534	12.3	60.5	109	2899	11.1	31.7	99
\$15,000 - \$19,999	8728	6187	10.9	70.9	101	3184	10.3	36.5	95	4950	11.0	56.7	102	2624	10.1	30.1	93
\$10,000 - \$14,999	12562	8275	14.6	65.9	94	4779	15.4	38.0	99	6405	14.3	51.0	92	3338	12.8	26.6	83
UNDER \$10,000	18475	10437	18.5	56.5	81	6533	21.1	35.4	92	6652	14.8	36.0	65	4544	17.4	24.6	76
HOUSEHOLD OF 1 PERSON	11987	7041	12.4	58.7	84	3884	12.5	32.4	85	4919	11.0	41.0	74	3545	13.6	29.6	92
2 PEOPLE	26577	18480	32.7	69.5	100	10884	35.1	41.0	107	13718	30.6	51.6	93	8980	34.5	33.8	105
3 OR 4 PEOPLE	30617	22573	39.9	73.7	106	11846	38.2	38.7	101	19013	42.4	62.1	112	10168	39.0	33.2	103
5 OR MORE PEOPLE	11804	8476	15.0	71.8	103	4401	14.2	37.3	97	7225	16.1	61.2	110	3349	12.9	28.4	88
NO CHILD IN MSHLD	46165	31002	54.8	67.2	96	18136	58.5	39.3	103	22926	51.1	49.7	90	15624	60.0	33.8	105
CHILD(REN) UNDER 2 YRS	5325	3629	6.4	68.2	98	1766	5.7	33.2	87	3102	6.9	38.3	105	1333	5.1	25.0	78
2 - 5 YEARS	14221	10065	17.8	70.8	101	4928	15.9	34.7	90	8586	19.1	60.4	109	3727	14.3	26.2	82
6 - 11 YEARS	15117	11396	20.1	75.4	108	5908	19.0	39.1	102	9890	22.0	65.4	118	4686	18.0	31.0	96
12 - 17 YEARS	16611	12537	22.2	75.5	108	6377	20.6	38.4	100	10692	23.8	64.4	116	5479	21.0	33.0	103
RESIDENCE OWNED	55884	41773	73.8	74.7	107	23849	76.9	42.7	111	33079	73.7	59.2	107	19932	76.5	35.7	111
VALUE: \$50,000 OR MORE	31744	24386	43.1	76.8	110	13402	43.2	42.2	110	20212	45.0	63.7	115	12561	48.2	39.6	123
VALUE: UNDER \$50,000	24140	17387	30.7	72.0	103	10447	33.7	43.3	113	12867	28.7	53.3	96	7372	28.3	30.5	95

PLASTIC FREEZER, SANDWICH OR FOOD BAGS: TYPES
(FEMALE HOMEOWNERS)

		USE PLASTIC FREEZER, SANDWICH OR FOOD BAGS				FREEZER BAGS				SANDWICH BAGS				FOOD BAGS				
		TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	56569	100.0	69.9	100	31014	100.0	38.3	100	44875	100.0	55.4	100	26042	100.0	32.2	100
MAGAZINES	QUINTILE 1	15799	12250	21.7	77.5	111	7033	22.7	44.5	116	10067	22.4	63.7	115	6034	23.2	38.2	119
	QUINTILE 2	17259	12769	22.6	74.0	106	7059	22.8	40.9	107	10391	23.2	60.2	109	6163	23.7	35.7	111
	QUINTILE 3	13545	9506	16.8	70.2	100	4861	15.7	35.9	94	7638	17.0	56.4	102	4397	16.9	32.5	101
	QUINTILE 4	15133	10590	18.7	70.0	100	5354	17.3	35.4	92	8455	18.8	55.9	101	4272	16.4	28.2	88
	QUINTILE 5	19250	11454	20.2	59.5	85	6708	21.6	34.8	91	8324	18.5	43.2	78	5176	19.9	26.9	84
NEWSPAPERS	QUINTILE 1	12413	8999	15.9	72.5	104	5039	16.2	40.6	106	7155	15.9	57.6	104	4991	19.2	40.2	125
	QUINTILE 2	24116	17560	31.0	72.8	104	9438	30.4	39.1	102	14289	31.8	59.3	107	8494	32.6	35.2	110
	QUINTILE 3	11261	8202	14.5	72.8	104	4194	13.5	37.2	97	6837	15.2	60.7	110	3649	14.0	32.4	101
	QUINTILE 4	20255	13737	24.3	67.8	97	7266	23.4	35.9	94	10837	24.1	53.5	97	5830	22.4	28.8	90
	QUINTILE 5	12940	8072	14.3	62.4	89	5078	16.4	39.2	102	5757	12.8	44.5	80	3079	11.8	23.8	74
OUTDOOR	QUINTILE 1	14852	10701	18.9	72.1	103	5280	17.0	35.6	93	8819	19.7	59.4	107	4601	17.7	31.0	96
	QUINTILE 2	15725	11233	19.9	71.4	102	6077	19.6	38.6	101	9056	20.2	57.6	104	5347	20.5	34.0	106
	QUINTILE 3	16330	11503	20.3	70.4	101	6429	20.7	39.4	103	9231	20.6	56.5	102	5574	21.4	34.1	106
	QUINTILE 4	16744	11418	20.2	68.2	98	6425	20.7	38.4	100	8927	19.9	53.3	96	5391	20.7	32.2	100
	QUINTILE 5	17334	11714	20.7	67.6	97	6804	21.9	39.3	102	8843	19.7	51.0	92	5131	19.7	29.6	92
RADIO-DRIVE TIME	QUINTILE 1	15911	11624	20.5	73.1	105	6226	20.1	39.1	102	9338	20.8	58.7	106	5627	21.6	35.4	110
	QUINTILE 2	14837	10418	18.4	70.2	101	5535	17.8	37.3	97	8469	18.9	57.1	103	4632	17.8	31.2	97
	QUINTILE 3	15339	10758	19.0	70.1	100	5734	18.5	37.4	98	8779	19.6	57.2	103	4875	18.7	31.8	99
	QUINTILE 4	16723	11688	20.7	69.9	100	6181	19.9	37.0	97	9435	21.0	56.4	102	5233	20.1	31.3	97
	QUINTILE 5	18176	12082	21.4	66.5	95	7339	23.7	40.4	105	8853	19.7	48.7	88	5675	21.8	31.2	97
RADIO-MID- DAY	TERCILE 1	21020	14808	26.2	70.4	101	7626	24.6	36.3	95	12036	26.8	57.3	103	6760	26.0	32.2	100
	TERCILE 2	21610	15705	27.8	72.7	104	8710	28.1	40.3	105	12625	28.1	58.4	105	7645	29.4	35.4	110
	TERCILE 3	38355	26057	46.1	67.9	97	14678	47.3	38.3	100	20214	45.0	52.7	95	11638	44.7	30.3	94
	QUINTILE 1	15988	11603	20.5	72.6	104	6137	19.8	38.4	100	9418	21.0	58.9	106	5548	21.3	34.7	108
	QUINTILE 2	15626	11129	19.7	71.2	102	5805	18.7	37.1	97	8768	19.5	56.1	101	4806	18.5	30.8	96
RADIO-TOTAL	QUINTILE 3	16723	11721	20.7	70.1	100	6259	20.2	37.4	98	9715	21.6	58.1	105	5411	20.8	32.4	101
	QUINTILE 4	16342	11562	20.4	70.8	101	6462	20.8	39.5	103	9368	20.9	57.3	103	5246	20.1	32.1	100
	QUINTILE 5	16306	10554	18.7	64.7	93	6351	20.5	38.9	102	7605	16.9	46.6	84	5031	19.3	30.9	96
	QUINTILE 1	15953	10978	19.4	68.8	99	6428	20.7	40.3	105	8468	18.9	53.1	96	5236	20.1	32.8	102
	QUINTILE 2	16137	11521	20.4	71.4	102	6178	19.9	38.3	100	9310	20.7	57.7	104	5334	20.5	33.1	103
TV-PRIME TIME	QUINTILE 3	16420	11869	21.0	72.3	103	6466	20.8	39.4	103	9425	21.0	57.4	104	5822	22.4	35.5	110
	QUINTILE 4	16687	11412	20.2	68.4	98	5981	19.3	35.8	94	9408	21.0	56.4	102	4979	19.1	29.8	93
	QUINTILE 5	15789	10789	19.1	68.3	98	5961	19.2	37.8	99	8264	18.4	52.3	94	4671	17.9	29.6	92
	TERCILE 1	27736	18775	33.2	67.7	97	11200	36.1	40.4	105	14085	31.4	50.8	92	8114	31.2	29.3	91
	TERCILE 2	26489	18871	33.4	71.2	102	9900	31.9	37.4	98	15587	34.7	58.8	106	9086	34.9	34.3	107
TV-DAYTIME	TERCILE 3	26761	18924	33.5	70.7	101	9914	32.0	37.0	97	15203	33.9	56.8	103	8842	34.0	33.0	103
	QUINTILE 1	16345	10837	19.2	66.3	95	6627	21.4	40.5	106	8082	18.0	49.4	89	4787	18.4	29.3	91
	QUINTILE 2	16447	11687	20.7	71.1	102	6620	21.3	40.3	105	9161	20.4	55.7	101	5742	22.0	34.9	109
	QUINTILE 3	15980	11468	20.3	71.8	103	5926	19.1	37.1	97	9243	20.6	57.8	104	5158	19.8	32.3	100
	QUINTILE 4	15887	11295	20.0	71.1	102	5782	18.6	36.4	95	9520	21.2	59.9	108	5463	21.0	34.4	107
TV-TOTAL	QUINTILE 5	16326	11282	19.9	69.1	99	6058	19.5	37.1	97	8869	19.8	54.3	98	4893	18.8	30.0	93
	QUINTILE 1	20721	15621	27.6	75.4	108	8761	28.2	42.3	110	13013	29.0	62.8	113	8278	31.8	39.9	124
	QUINTILE 2	19186	14176	25.1	73.9	106	7803	25.2	40.7	106	11365	25.3	59.2	107	5992	23.0	31.2	97
	QUINTILE 3	21899	15016	26.5	68.6	98	7708	24.9	35.2	92	11795	26.3	53.9	97	7090	27.2	32.4	101
	QUINTILE 4	15451	11930	21.1	77.2	111	6404	20.6	41.4	108	9747	21.7	63.1	114	5720	22.0	37.0	115
MAGAZINES-NEWSPAPERS: DUAL	QUINTILE 5	25953	18834	33.3	72.6	104	10705	34.5	41.2	108	15108	33.7	58.2	105	9223	35.4	35.5	111
	MAGAZINE IMPERATIVE	24400	16185	28.6	66.3	95	8320	26.8	34.1	89	12921	28.8	53.0	96	7114	27.3	29.2	91
	OUTDOOR IMPERATIVE	18049	13620	24.1	75.5	108	7193	23.2	39.9	104	11026	24.6	61.1	110	6467	24.8	35.8	111
	MAGAZINE IMPERATIVE	23571	17332	30.6	73.5	105	9851	31.8	41.8	109	14196	31.6	60.2	109	8493	32.6	36.0	112
	RADIO IMPERATIVE	23278	15595	27.6	67.0	96	8119	26.2	34.9	91	12384	27.6	53.2	96	6690	25.7	28.7	89
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	23571	17332	30.6	73.5	105	9851	31.8	41.8	109	14196	31.6	60.2	109	8493	32.6	36.0	112
	RADIO IMPERATIVE	23278	15595	27.6	67.0	96	8119	26.2	34.9	91	12384	27.6	53.2	96	6690	25.7	28.7	89
	QUINTILE 1	15459	11385	20.1	73.6	105	6656	21.5	43.1	112	9166	20.4	59.3	107	5953	22.9	38.5	120
	MAGAZINE IMPERATIVE	25829	19370	34.2	75.0	107	10241	33.0	39.6	104	16078	35.8	62.2	112	8864	34.0	34.3	107
	TELEVISION IMPERATIVE	26039	16913	29.9	65.0	93	9429	30.4	36.2	95	12781	28.5	49.1	89	7115	27.3	27.3	85
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	12375	21.9	74.5	107	6325	20.4	38.1	99	10306	23.0	62.1	112	5889	22.6	35.5	110
	OUTDOOR IMPERATIVE	26834	19125	33.8	71.3	102	10667	34.3	39.8	104	15264	34.0	56.9	103	9801	37.6	36.5	114
	QUINTILE 1	23346	15817	28.0	67.8	97	8431	27.2	36.1	94	12603	28.1	54.0	97	6828	26.2	29.2	91
	QUINTILE 2	17133	12617	22.3	73.6	105	6879	22.2	40.2	105	10144	22.6	59.2	107	6218	23.9	36.3	113
	QUINTILE 3	25892	18582	32.8	71.8	103	10081	32.5	38.9	102	15165	33.8	58.6	106	9265	35.6	35.8	111
NEWSPAPERS-RADIO: DUAL	RADIO IMPERATIVE	23167	15994	28.3	69.0	99	8226	26.5	35.5	93	12864	28.7	55.5	100	6559	25.2	28.3	88
	QUINTILE 1	17159	12422	22.0	72.4	104	7219	23.3	42.1	110	9941	22.2	57.9	105	6308	24.2	36.8	114
	NEWSPAPER IMPERATIVE	26214	19076	33.7	72.8	104	9723	31.4	37.3									

	TOTAL U.S. '000	USE PLASTIC FREEZER, SANDWICH OR FOOD BAGS				FREEZER BAGS				SANDWICH BAGS				FOOD BAGS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	56569	100.0	69.9	100	31014	100.0	38.3	100	44875	100.0	55.4	100	26042	100.0	32.2	100
ATLANTIC MONTHLY	415	284	0.5	68.4	98	*166	0.5	40.0	104	254	0.6	61.2	110	*171	0.7	41.2	128
BARDON'S	453	359	0.6	79.2	113	*221	0.7	48.8	127	*306	0.7	67.5	122	*245	0.9	54.1	168
BETTER HOMES & GARDENS	16256	12436	22.0	76.5	110	7471	24.1	44.0	120	10084	22.5	62.0	112	6222	23.9	38.3	119
BON APPETIT	2535	2043	3.6	80.6	115	1239	4.0	48.9	128	1628	3.6	64.2	116	1160	4.5	45.8	142
BUSINESS WEEK	1278	864	1.5	67.6	97	468	1.5	36.6	96	768	1.7	60.1	108	501	1.9	39.2	121
CAR AND DRIVER	378	*237	0.4	62.7	90	*133	0.4	35.2	92	*207	0.5	54.8	99	*108	0.4	28.6	89
CBS MAGAZINE NETWORK (GROSS)	1498	1013	1.8	67.6	97	549	1.8	36.6	96	840	1.9	56.1	101	486	1.9	32.4	101
CHANGING TIMES	1505	1121	2.0	74.5	107	731	2.4	48.6	127	880	2.0	58.5	106	603	2.3	40.1	125
COLONIAL HOMES	1231	953	1.7	77.4	111	581	1.9	47.2	123	811	1.8	65.9	119	513	2.0	41.7	130
CONDE NAST MAG. PKG. (GROSS)	14146	9794	17.3	69.2	99	5215	16.8	36.9	96	8003	17.8	56.6	102	4834	18.6	34.2	106
CONSUMERS DIGEST	1323	974	1.7	73.6	105	628	2.0	47.5	124	821	1.8	62.1	112	555	2.1	42.0	130
COSMOPOLITAN	7102	5119	9.0	72.1	103	2456	7.9	34.6	90	4308	9.6	60.7	109	2298	8.8	32.4	101
COUNTRY LIVING	2481	2007	3.5	80.9	116	1131	3.6	45.6	119	1583	3.5	64.0	116	1068	4.1	43.0	134
CUISINE	1472	1080	1.9	73.4	105	664	2.1	45.1	118	876	2.0	59.5	107	590	2.3	40.1	125
CYCLE WORLD	425	*305	0.5	71.8	103	*180	0.6	42.4	111	*262	0.6	61.6	111	*162	0.6	38.1	119
DCI:CREATIVE IDEAS FOR LIV	2510	1910	3.4	76.1	109	1305	4.2	52.0	136	1568	3.5	62.5	113	962	3.7	38.3	119
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	5131	9.1	76.7	110	3519	11.3	52.6	137	3983	8.9	59.5	107	2613	10.0	39.0	121
DISCOVER	894	650	1.1	72.7	104	276	0.9	30.9	81	572	1.3	64.0	115	327	1.3	36.6	114
EBONY	3507	2130	3.8	60.7	87	1388	4.5	39.6	103	1618	3.6	46.1	83	888	3.4	25.3	79
ESQUIRE	1083	731	1.3	67.5	97	447	1.4	41.3	108	596	1.3	55.0	99	356	1.4	32.9	102
ESSENCE	1830	1098	1.9	60.0	86	727	2.3	39.7	104	863	1.9	47.2	85	500	1.9	27.3	85
FAMILY CIRCLE	15930	12124	21.4	76.1	109	6968	22.5	43.7	114	9984	22.2	62.7	113	6092	23.4	38.2	119
THE FAMILY HANDYMAN	1126	879	1.6	78.1	112	507	1.6	45.0	118	706	1.6	62.7	113	428	1.6	38.0	118
FAMILY WEEKLY	11468	8563	15.1	74.7	107	4769	15.4	41.6	109	6755	15.1	58.9	106	3751	14.4	32.7	102
FIELD & STREAM	2234	1848	3.3	82.7	118	1109	3.6	49.6	130	1359	3.0	60.8	110	735	2.8	32.9	102
FOOD & WINE	579	350	0.6	60.4	87	185	0.6	32.0	83	298	0.7	51.5	93	*171	0.7	29.5	92
FORBES	728	584	1.0	80.2	115	340	1.1	46.7	122	517	1.2	71.0	128	276	1.1	37.9	118
FORTUNE	906	674	1.2	74.4	107	314	1.0	34.7	91	593	1.3	65.5	118	351	1.3	38.7	120
GENTLEMAN'S QUARTERLY	791	523	0.9	66.1	95	300	1.0	37.9	99	483	1.1	61.1	110	255	1.0	32.2	100
GLAMOUR	5265	3698	6.5	70.2	101	1982	6.4	37.6	98	3041	6.8	57.8	104	1822	7.0	34.6	108
GOLF DIGEST	636	532	0.9	83.6	120	284	0.9	44.7	117	443	1.0	69.7	126	*207	0.8	32.5	101
GOLF DIGEST/TENNIS (GROSS)	1186	931	1.6	78.5	112	604	1.9	50.9	133	775	1.7	65.3	118	431	1.7	36.3	103
GOLF MAGAZINE	441	369	0.7	83.7	120	*227	0.7	51.5	134	297	0.7	67.3	122	*144	0.6	32.7	102
GOLF MAGAZINE/SKI (GROSS)	922	726	1.3	78.7	113	416	1.3	45.1	118	624	1.4	67.7	122	318	1.2	34.5	107
GOOD HOUSEKEEPING	16487	12573	22.2	76.3	109	7203	23.2	43.7	114	10191	22.7	61.8	112	6344	24.4	38.5	120
HARPER'S BAZAAR	2423	1670	3.0	68.9	99	938	3.0	38.7	101	1322	2.9	54.6	98	828	3.2	34.2	106
HEALTH	1994	1400	2.5	70.2	101	919	3.0	46.1	120	1049	2.3	52.6	95	733	2.8	36.8	114
HEARST MAG CORP. BUY (GROSS)	44101	33284	58.8	75.5	108	18425	59.4	41.8	109	27214	60.6	61.7	111	16179	62.1	36.7	114
HEARST MAN POWER (GROSS)	1993	1555	2.7	78.0	112	912	2.9	45.8	119	1341	3.0	67.3	121	733	2.8	36.8	114
HEARST WOMAN POWER (GROSS)	31274	23630	41.8	75.6	108	12894	41.6	41.2	108	19314	43.0	61.8	111	11306	43.4	36.2	112
HOUSE BEAUTIFUL	3623	2698	4.8	74.5	107	1521	4.9	42.0	110	2197	4.9	60.6	109	1363	5.2	37.6	117
INC.	283	*245	0.4	86.6	124	*145	0.5	51.2	134	*226	0.5	79.9	144	*177	0.7	62.5	195
JET	2928	1651	2.9	56.4	81	1032	3.3	35.2	92	1307	2.9	44.6	81	757	2.9	25.9	80
LADIES' HOME JOURNAL	11918	8932	15.8	74.9	107	5124	16.5	43.0	112	7101	15.8	59.6	108	4398	16.9	36.9	115
LHJ FAMILY GRP COMBO (GROSS)	16764	12467	22.0	74.4	106	7117	22.9	42.5	111	9905	22.1	59.1	107	6005	23.1	35.8	111
LIFE	4254	2955	5.2	69.5	99	1577	5.1	37.1	97	2474	5.5	58.2	105	1423	5.5	33.5	104
L.A. TIMES HOME MAGAZINE	1145	793	1.4	69.3	99	339	1.1	29.6	77	706	1.6	61.7	111	418	1.6	36.5	114
MADMOISELLE	2884	1988	3.5	68.9	99	1053	3.4	36.5	95	1601	3.6	55.5	100	937	3.6	32.5	101
MC CALL'S	13460	10130	17.9	75.3	108	5913	19.1	43.9	115	8115	18.1	60.3	109	4909	18.9	36.5	113
MC CALL'S/WRK MOTHER (GROSS)	14606	11009	19.5	75.4	108	6446	20.8	44.1	115	8861	19.7	60.7	109	5345	20.5	36.6	114
MECHANIX ILLUSTRATED	772	530	0.9	68.7	98	347	1.1	44.9	117	457	1.0	59.2	107	284	1.1	36.8	114
METROPOLITAN HOME	967	681	1.2	70.4	101	459	1.5	47.5	124	561	1.3	58.0	105	396	1.5	41.0	127
MONEY	1588	1197	2.1	75.4	108	715	2.3	45.0	118	964	2.1	60.7	110	759	2.9	47.8	149
MOTHER EARTH NEWS	1002	820	1.4	81.8	117	475	1.5	47.4	124	708	1.6	70.7	128	422	1.6	42.1	131
MS.	825	612	1.1	74.2	106	288	0.9	34.9	91	527	1.2	63.9	115	317	1.2	38.4	119
NATIONAL ENQUIRER	10336	7321	12.9	70.8	101	4173	13.5	40.4	105	5517	12.3	53.4	96	2951	11.3	28.6	89
NATIONAL GEOGRAPHIC	9597	7290	12.9	76.0	109	4093	13.2	42.6	111	6057	13.5	63.1	114	3992	15.3	41.6	129
NATIONAL SUNDAY MAGAZINE PKG	49558	35937	63.5	72.5	104	19298	62.2	38.9	102	29316	65.3	59.2	107	17292	66.4	34.9	109
NATURAL HISTORY	573	453	0.8	79.1	113	*236	0.8	41.2	108	412	0.9	71.9	130	278	1.1	48.5	151
NEW WOMAN	1699	1235	2.2	72.7	104	578	1.9	34.0	89	1053	2.3	62.0	112	566	2.2	33.3	104
NEW YORK INCLUDING CUE	443	283	0.5	63.9	91	*125	0.4	28.2	74	200	0.4	45.1	81	*171	0.7	38.6	120
THE NEW YORKER	1270	948	1.7	74.6	107	420	1.4	33.1	86	808	1.8	63.6	115	558	2.1	43.9	137
NEWSWEEK	6277	4720	8.3	75.2	108	2597	8.4	41.4	108	4009	8.9	63.9	115	2414	9.3	38.5	120
THE N.Y. TIMES DAILY EDITION	1205	816	1.4	67.7	97	412	1.3	34.2	89	678	1.5	56.3	102	489	1.9	40.6	126
THE N.Y. TIMES MAGAZINE	2081	1423	2.5	68.4	98	687	2.2	33.0	86	1132	2.5	54.4	98	870	3.3	41.8	130
OMNI	788	589	1.0	74.7	107	305	1.0	38.7	101	540	1.2	68.5	124	272	1.0	34.5	107
ON CABLE	1158	804	1.4	69.4	99	354	1.1	30.6	80	689	1.5	59.5	107	362	1.4	31.3	97
1001 HOME IDEAS	2852	2135	3.8	74.9	107	1074	3.5	37.7	98	1755	3.9	61.5	111	875	3.4	30.7	95
ORGANIC GARDENING	1658	1287	2.3	77.6	111	915	3.0	55.2	144	984	2.2	59.3	107	691	2.7	41.7	130
OUTDOOR LIFE	896	741	1.3	82.7	118	513	1.7	57.3	150	583	1.3	65.1	117	429	1.6	47.9	149
PARADE MAGAZINE	24275	17381	30.7	71.6	103	9727	31.4	40.1	105	14117	31.5	58.2	105	8578	32.9	35.3	110

PLASTIC FREEZER, SANDNICH OR FOOD BAGS: TYPES
(FEMALE HOME MAKERS)

	TOTAL U.S. '000	USE PLASTIC FREEZER, SANDNICH OR FOOD BAGS				FREEZER BAGS				SANDNICH BAGS				FOOD BAGS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOME MAKERS	80986	56569	100.0	69.9	100	31014	100.0	38.3	100	44875	100.0	55.4	100	24042	100.0	32.2	100
PARENTS	3845	2962	5.2	77.0	110	1470	4.7	38.2	100	2489	5.5	64.7	117	1133	4.4	29.5	92
PENTHOUSE	831	550	1.0	66.2	95	266	0.9	32.0	84	486	1.1	58.5	106	261	1.0	31.4	98
PEOPLE	11645	8780	15.5	75.4	108	4665	15.0	40.1	105	7390	16.5	63.5	115	4149	15.9	35.6	111
PLAYBOY	2006	1450	2.6	72.3	103	724	2.3	36.1	94	1197	2.7	59.7	108	676	2.6	33.7	105
POPULAR HOT RODDING	297	*202	0.4	68.0	97	**86	0.3	29.0	76	*161	0.4	54.2	98	**70	0.3	23.6	73
POPULAR MECHANICS	1018	820	1.4	80.6	115	509	1.6	50.0	131	675	1.5	66.3	120	356	1.4	35.0	109
POPULAR SCIENCE	878	693	1.2	78.9	113	392	1.3	44.6	117	561	1.3	63.9	115	352	1.4	40.1	125
PREVENTION	3913	3124	5.5	79.8	114	1783	5.7	45.6	119	2451	5.5	62.6	113	1545	5.9	39.5	123
PSYCHOLOGY TODAY	1710	1305	2.3	76.3	109	630	2.0	36.8	96	1143	2.5	66.8	121	581	2.2	34.0	106
READER'S DIGEST	22204	16919	29.9	76.2	109	9906	31.9	44.6	116	13314	29.7	60.0	108	8441	32.4	38.0	118
REDBOOK	7684	5938	10.5	77.3	111	3236	10.4	42.1	110	4815	10.7	62.7	113	2664	10.2	34.7	108
ROAD & TRACK	410	329	0.6	80.2	115	**117	0.4	28.5	75	*275	0.6	67.1	121	**96	0.4	23.4	73
ROLLING STONE	969	702	1.2	72.4	104	297	1.0	30.7	80	633	1.4	65.3	118	332	1.3	34.3	107
RUNNER'S WORLD	298	*263	0.5	88.3	126	**99	0.3	33.2	87	*231	0.5	77.5	140	**93	0.4	31.2	97
SATURDAY EVENING POST	1169	878	1.6	75.1	108	510	1.6	43.6	114	690	1.5	59.0	107	479	1.8	41.0	127
SCIENCE 84	587	468	0.8	79.7	114	329	1.1	56.0	146	407	0.9	69.3	125	*209	0.8	35.6	111
SCIENCE DIGEST	482	371	0.7	77.0	110	*186	0.6	38.6	101	329	0.7	68.3	123	*183	0.7	38.0	118
SCIENTIFIC AMERICAN	594	450	0.8	75.8	108	*184	0.6	31.0	81	413	0.9	69.5	125	*247	0.9	41.6	129
SELF	2089	1417	2.5	67.8	97	649	2.1	31.1	81	1240	2.8	59.4	107	692	2.7	34.1	103
SEVENTEEN	2411	1774	3.1	73.6	105	962	3.1	39.9	104	1531	3.4	63.5	115	869	3.3	36.0	112
SKI	480	357	0.6	74.4	106	*189	0.6	39.4	103	327	0.7	68.1	123	*174	0.7	36.3	113
SMITHSONIAN	2760	2084	3.7	75.5	108	1233	4.0	44.7	117	1794	4.0	65.0	117	1232	4.7	44.6	139
SOAP OPERA DIGEST	3013	2103	3.7	69.0	100	1139	3.7	37.8	99	1752	3.9	58.1	105	889	3.4	29.5	92
SOUTHERN LIVING	4184	3221	5.7	77.0	110	2214	7.1	52.9	138	2415	5.4	57.7	104	1651	6.3	39.5	123
SPORT	559	351	0.6	62.8	90	*249	0.8	44.5	116	275	0.6	49.2	89	*203	0.8	36.3	113
THE SPORTING NEWS	436	*384	0.7	88.1	126	*256	0.8	58.7	153	*320	0.7	73.4	132	**171	0.7	39.2	122
SPORTS AFIELD	493	365	0.6	74.0	106	*218	0.7	44.2	115	337	0.8	68.4	123	*194	0.7	39.4	122
SPORTS ILLUSTRATED	2758	2083	3.7	75.5	108	1032	3.3	37.4	98	1792	4.0	65.0	117	1108	4.3	40.2	125
STAR	7456	5118	9.0	68.6	98	3027	9.8	40.6	106	3962	8.8	53.1	96	2179	8.4	29.2	91
SUNDAY	24936	17886	31.6	71.7	103	9397	30.3	37.7	98	14588	32.5	58.5	106	9114	35.0	36.5	114
SUNSET	2124	1701	3.0	80.1	115	991	3.2	46.7	122	1525	3.4	71.8	130	892	3.4	42.0	131
TV GUIDE	21661	15877	28.1	73.3	105	8505	27.4	39.3	103	12612	28.1	58.2	105	6866	26.4	31.7	99
TENNIS	550	399	0.7	72.5	104	*320	1.0	58.2	152	332	0.7	60.4	109	*223	0.9	40.5	126
TIME	8880	6662	11.8	75.0	107	3420	11.0	38.5	101	5642	12.6	63.5	115	3483	13.4	39.2	122
TOWN & COUNTRY	917	646	1.1	70.4	101	388	1.3	42.3	110	547	1.2	59.7	108	304	1.2	33.2	103
TRAVEL & LEISURE	972	729	1.3	75.0	107	402	1.3	41.4	108	607	1.4	62.4	113	396	1.5	40.7	127
TRUE STORY	3356	2389	4.2	71.2	102	1426	4.6	42.5	111	1831	4.1	54.6	98	838	3.2	25.0	78
U.S. NEWS & WORLD REPORT	3410	2518	4.5	73.8	106	1439	4.6	42.2	110	1994	4.4	58.5	106	1486	5.7	43.6	136
USA TODAY	1759	1323	2.3	75.2	108	656	2.1	37.3	97	1140	2.5	64.8	117	782	3.0	44.5	138
US	1873	1356	2.4	72.4	104	646	2.1	34.5	90	1184	2.6	63.2	114	664	2.5	35.5	110
VOGUE	3909	2691	4.8	68.8	99	1531	4.9	39.2	102	2120	4.7	54.2	98	1383	5.3	35.4	110
MALL STREET JOURNAL	1886	1400	2.5	74.2	106	756	2.4	40.1	105	1134	2.5	60.1	109	726	2.8	38.5	120
WEIGHT WATCHERS	2120	1606	2.8	75.8	108	892	2.9	42.1	110	1412	3.1	66.6	120	790	3.0	37.3	116
WOMAN'S DAY	14172	11093	19.6	78.3	112	6293	20.3	44.4	116	9113	20.3	64.3	116	5862	22.5	41.4	129
WORKING WOMAN	1146	879	1.6	76.7	110	534	1.7	46.6	122	746	1.7	65.1	117	437	1.7	38.1	119
WORKING WOMAN	1322	1017	1.8	76.9	110	594	1.9	44.9	117	876	2.0	66.3	120	534	2.1	40.4	126
WORLD TENNIS	*163	*112	0.2	68.7	98	**92	0.3	56.4	147	**85	0.2	52.1	94	**56	0.2	34.4	107
ZIFF-DAVIS MAG NETWK (GROSS)	2532	1846	3.3	72.9	104	948	3.1	37.4	98	1562	3.5	61.7	111	878	3.4	34.7	108
BLAIR INSERTS	43657	31586	55.8	72.4	104	16871	54.4	38.6	101	25895	57.7	59.3	107	15642	60.1	35.8	111
DAILY NEWSPAPERS																	
READ ANY	51633	37028	65.5	71.7	103	20005	64.5	38.7	101	29739	66.3	57.6	104	18077	69.4	35.0	109
READ ONE	43463	31226	55.2	71.8	103	16638	53.6	38.3	100	25122	56.0	57.8	104	14844	57.0	34.2	106
READ TWO OR MORE	8170	5802	10.3	71.0	102	3368	10.9	41.2	108	4617	10.3	56.5	102	3234	12.4	39.6	123
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	38246	67.6	72.6	104	20397	65.8	38.7	101	31068	69.2	59.0	106	18595	71.4	35.3	110
READ ONE	46126	33441	59.1	72.5	104	17787	57.4	38.6	101	26985	60.1	58.5	106	15873	61.0	34.4	107
READ TWO OR MORE	6552	4805	8.5	73.3	105	2610	8.4	39.8	104	4084	9.1	62.3	112	2722	10.5	41.5	129
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.06				26.01				28.60				27.09			
30 DAY REACH	71455	50184	88.7	70.2	101	27172	87.6	38.0	99	40197	89.6	56.3	102	23285	89.4	32.6	101
50 SHWG - 30 DAY AV FREQ	14.56	14.79				13.71				15.06				14.36			
30 DAY REACH	67742	47748	84.4	70.5	101	25818	83.2	38.1	100	38234	85.2	56.4	102	22010	84.5	32.5	101
25 SHWG - 30 DAY AV FREQ	7.94	8.06				7.46				8.18				7.73			
30 DAY REACH	62117	43728	77.3	70.4	101	23691	76.4	38.1	100	35152	78.3	56.6	102	20441	78.5	32.9	102
CABLE TV: HOME WIRED	32077	23415	41.4	73.0	105	12986	41.9	40.5	106	18886	42.1	58.9	106	11273	43.3	35.1	109
HOME NOT WIRED	48909	33154	58.6	67.8	97	18028	58.1	36.9	96	25989	57.9	53.1	96	14770	56.7	30.2	94
HAVE PAY CABLE	15935	12069	21.3	75.7	108	6788	21.9	42.6	111	10094	22.5	63.3	114	5798	22.3	36.4	113

USE PLASTIC FREEZER,
SANDWICH OR
FOOD BAGS

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	56569	100.0	69.9	100	31014	100.0	38.3	100	44875	100.0	55.4	100	26042	100.0	32.2	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	31739	56.1	72.3	103	16920	54.6	38.5	101	25877	57.7	58.9	106	14453	55.5	32.9	102
10:00 AM - 3:00 PM	30659	22039	39.0	71.9	103	11865	38.3	38.7	101	17836	39.7	58.2	105	10465	40.2	34.1	106
3:00 PM - 7:00 PM	31045	22290	39.4	71.8	103	11297	36.4	36.4	95	18493	41.2	59.6	108	10248	39.4	33.0	103
7:00 PM - MIDNIGHT	15767	11217	19.8	71.1	102	5746	18.5	36.4	95	9220	20.5	58.5	106	5091	19.5	32.3	101
MIDNIGHT - 6:00 AM	9120	6764	12.0	74.2	106	3683	11.9	40.4	105	5394	12.0	59.1	107	3293	12.6	36.1	111
6:00 AM - MIDNIGHT	58527	41934	74.1	71.6	103	22332	72.0	38.2	100	34100	76.0	58.3	105	19222	73.8	32.8	102
ENTIRE DAY	59311	42497	75.1	71.7	103	22656	73.1	38.2	100	34521	76.9	58.2	105	19548	75.1	33.0	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	12061	21.3	74.6	107	6359	20.5	39.3	103	9838	21.9	60.8	110	6101	23.4	37.7	117
ALL NEWS	2256	1584	2.8	70.2	101	885	2.9	39.2	102	1221	2.7	54.1	98	901	3.5	39.9	124
ADULT/PROGRESSIVE	3874	2818	5.0	72.7	104	1306	4.2	33.7	88	2330	5.2	60.1	109	1178	4.5	30.4	95
BEAUTIFUL MUSIC	5660	4221	7.5	74.6	107	2291	7.4	40.5	106	3422	7.6	60.5	109	2156	8.3	38.1	118
BLACK	2204	1464	2.6	66.4	95	934	3.0	42.4	111	1133	2.5	51.4	93	594	2.3	27.0	84
CLASSICAL	1418	1014	1.8	71.5	102	561	1.8	39.6	103	867	1.9	61.1	110	552	2.1	38.9	121
CHR/ROCK	9538	6714	11.9	70.4	101	3282	10.6	34.4	90	5697	12.7	59.7	108	2895	11.1	30.4	94
COUNTRY	12648	9124	14.1	72.1	103	5160	16.6	40.8	107	7374	16.4	58.3	105	3718	14.3	29.4	91
GOLDEN OLDIES	1191	703	1.2	59.0	85	328	1.1	27.5	72	604	1.3	50.7	92	*259	1.0	21.1	68
MOR/ROCK	4757	3547	6.3	74.6	107	1927	6.2	40.5	106	2821	6.3	59.3	107	1632	6.3	34.3	107
NEWS/TALK	3863	2658	4.7	68.8	99	1332	4.3	34.5	90	2172	4.8	56.2	101	1288	4.9	33.3	104
RELIGIOUS	3084	2107	3.7	68.3	98	1142	3.7	37.0	97	1684	3.8	54.6	99	884	3.4	28.7	89
SOFT ROCK	521	356	0.6	68.3	98	*195	0.6	37.4	98	273	0.6	52.4	95	*175	0.7	33.6	104
URBAN CONTEMPORARY	1585	936	1.7	59.1	85	524	1.7	33.1	86	759	1.7	47.9	86	402	1.5	25.4	79
HIRED NETWORKS:																	
ABC CONTEMPORARY	3261	2312	4.1	70.9	102	1190	3.8	36.5	95	1797	4.0	55.1	99	953	3.7	29.2	91
ABC DIRECTION	2316	1611	2.8	69.6	100	968	3.1	41.8	109	1229	2.7	53.1	96	814	3.1	35.1	109
ABC ENTERTAINMENT	4834	3350	5.9	69.3	99	1786	5.8	36.9	96	2582	5.8	53.4	96	1464	5.6	30.3	94
ABC FM	2202	1495	2.6	67.9	97	700	2.3	31.8	83	1290	2.9	58.6	106	676	2.6	30.7	95
ABC INFORMATION	5425	4035	7.1	74.4	106	2131	6.9	39.3	103	3292	7.3	60.7	110	1827	7.0	33.7	105
ABC ROCK	1677	1170	2.1	69.8	100	556	1.8	33.2	87	1045	2.3	62.3	112	509	2.0	30.4	94
CBS	4430	3364	5.9	75.9	109	1840	5.9	41.5	108	2724	6.1	61.5	111	1704	6.5	38.5	120
MUTUAL	4992	3626	6.4	72.6	104	1966	6.3	39.4	103	2972	6.6	59.5	107	1720	6.6	34.5	107
NBC	4679	3452	6.1	73.8	106	2032	6.6	43.4	113	2780	6.2	59.4	107	1809	6.9	38.7	120
RADIO/ADULT	1994	1308	2.3	65.6	94	640	2.1	32.1	84	1148	2.6	57.6	104	509	2.0	25.5	79
RKO ONE	2298	1504	2.7	65.4	94	739	2.4	32.2	84	1207	2.7	52.5	95	634	2.4	27.6	86
RKO TWO	3311	2141	3.8	64.7	93	1151	3.7	34.8	91	1661	3.7	50.2	91	846	3.2	25.6	79
THE SOURCE	2114	1424	2.5	67.4	96	710	2.3	33.6	88	1158	2.6	54.8	99	690	2.6	32.6	102
NON-HIRED: BLAIR	8654	6365	11.3	73.5	105	3265	10.5	37.7	99	5097	11.4	58.9	106	2827	10.9	32.7	102
INTERNET	12025	8738	15.4	72.7	104	4412	14.2	36.7	96	7463	16.6	62.1	112	3821	14.7	31.8	99
KATZ RADIO GROUP	15359	10726	19.0	69.8	100	5678	18.3	37.0	97	8833	19.7	57.5	104	5187	19.9	33.8	105
SUPERNET	10628	7586	13.4	71.4	102	4271	13.8	40.2	105	6108	13.6	57.5	104	3471	13.3	32.7	102
TELEVISION AVG. HALF HOUR																	
MW 7:00 AM - 9:00 AM	8659	5943	10.5	68.6	98	3593	11.6	41.5	108	4493	10.0	51.9	94	2712	10.4	31.3	97
MW 9:00 AM - 1:00 PM	12163	8160	14.4	67.1	96	4760	15.3	39.1	102	6176	13.8	50.8	92	3529	13.6	29.0	90
MW 1:00 PM - 4:30 PM	16150	10845	19.2	67.2	96	6462	20.8	40.0	104	8174	18.2	50.6	91	4690	18.0	29.0	90
MW 4:30 PM - 7:30 PM	22463	15310	27.1	68.2	98	8760	28.2	39.0	102	11762	26.2	52.4	94	6997	26.9	31.1	97
MW 7:30 PM - 11:00 PM	31795	21939	38.8	69.0	99	12536	40.4	39.4	103	17061	38.0	53.7	97	10394	39.9	32.7	102
MW 11:00 PM - 1:00 AM	23977	16874	29.8	70.4	101	9557	30.8	39.9	104	13412	29.9	55.9	101	8134	31.2	33.9	105
MW 11:30 PM - 1:00 AM	7703	5355	9.5	69.5	100	3043	9.8	39.5	103	4307	9.6	55.9	101	2566	9.9	33.3	104
M-SAT 8-11 PM-SUN 7-11 PM	33800	23722	41.9	70.2	100	13192	42.5	39.0	102	18818	41.9	55.7	100	11160	42.9	33.0	103
MW DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	4365	7.7	66.8	96	2486	8.0	38.0	99	3605	8.0	55.1	100	1966	7.5	30.1	94
ANOTHER WORLD	N 4620	3226	5.7	69.8	100	2176	7.0	47.1	123	2295	5.1	49.7	90	1417	5.4	30.7	95
AS THE WORLD TURNS	C 5614	3728	6.6	66.4	95	2326	7.5	41.4	108	2617	5.8	46.6	84	1521	5.8	27.1	84
CAPITOL	C 3396	2141	3.8	63.0	90	1334	4.3	39.3	103	1454	3.2	42.8	77	985	3.8	29.0	90
CBS MORN. NEWS 1	C 1446	909	1.6	62.9	90	622	2.0	43.0	112	630	1.4	43.6	79	466	1.8	32.2	100
CBS MORN. NEWS 2	C 1207	781	1.4	64.7	93	504	1.6	41.8	109	568	1.3	47.1	85	378	1.5	31.3	97
DAYS OF OUR LIVES	N 5877	4133	7.3	70.3	101	2587	8.3	44.0	115	3087	6.9	52.5	95	1832	7.0	31.2	97
FACTS OF LIFE - DAYTIME	N 2290	1541	2.7	67.3	96	938	3.0	41.0	107	1127	2.5	49.2	89	620	2.4	27.1	84
FAMILY FEUD	A 3023	1923	3.4	63.6	91	967	3.1	32.0	84	1503	3.3	49.7	90	731	2.8	24.2	75
GENERAL HOSPITAL	A 6097	4085	7.2	67.0	96	2263	7.3	37.1	97	3224	7.2	52.9	95	1736	6.7	28.5	89
GOOD MORNING, AMERICA-730 A	A 3515	2474	4.4	70.4	101	1360	4.4	38.7	101	1905	4.2	54.2	98	1106	4.2	31.5	98
GOOD MORNING, AMERICA-830 A	A 2818	2076	3.7	73.7	105	1129	3.6	40.1	105	1621	3.6	57.5	104	877	3.4	31.1	97
GUIDING LIGHT	C 5339	3464	6.1	64.9	93	2161	7.0	40.5	106	2396	5.3	44.9	81	1591	6.1	29.8	93
ONE LIFE TO LIVE	A 4478	2994	5.3	66.9	96	1636	5.3	36.5	95	2435	5.4	54.4	98	1269	4.9	28.3	88
PRICE YOUR LUCK	C 2244	1597	2.8	71.2	102	949	3.1	42.3	110	1248	2.8	55.6	100	708	2.7	31.6	98
PRICE IS RIGHT 1	C 4348	2969	5.2	68.3	98	1834	5.9	42.2	110	2136	4.8	49.1	89	1337	5.1	30.7	96
PRICE IS RIGHT 2	C 5014	3379	6.0	67.4	96	2064	6.7	41.2	107	2413	5.4	48.1	87	1567	6.0	31.3	97
RYAN'S HOPE	A 3150	2080	3.7	66.0	95	1176	3.8	37.3	97	1656	3.7	52.6	95	795	3.1	25.2	78
SALE OF THE CENTURY	N 2695	1730	3.1	64.2	92	1043	3.4	38.7	101	1266	2.8	47.0	85	722	2.8	26.8	83
SEARCH FOR TOMORROW	N 2319	1560	2.8	67.3	96	1063	3.4	45.8	120	1077	2.4	46.4	84	687	2.6	29.6	92
TODAY SHOW 1	N 2693	1892	3.3	70.3	101	1226	4.0	45.5	119	1363	3.0	50.6	91	917	3.5	34.1	106
TODAY SHOW 2	N 2498	1689	3.0	67.6	97	1060	3.4	42.4	111	1176	2.6	47.1	85	834	3.2	33.4	104
\$25,000 PYRAMID	C 2753	1699	3.0	61.7	88	1115	3.6	40.5	106	1234	2.7	44.8	81	739	2.8	26.8	83
WHEEL OF FORTUNE	N 4388	2861	5.1	65.2	93	1716	5.5	39.1	102	2133	4.8	48.6	88	1297	5.0	29.6	92
YOUNG AND THE RESTLESS	C 5695	3963	7.0	69.6	100	237											

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	TOTAL U.S. '000	A '000	B %	C ACROSS DOWN	D % INDX	A '000	B %	C ACROSS DOWN	D % INDX	A '000	B %	C ACROSS DOWN	D % INDX	A '000	B %	C ACROSS DOWN	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	24532	100.0	30.3	100	19674	100.0	24.3	100	4156	100.0	5.1	100	4505	100.0	5.6	100
18 - 24	9282	2100	8.6	22.6	75	1777	9.0	19.1	79	*345	8.3	3.7	72	*358	7.9	3.9	69
25 - 34	19072	5795	23.6	30.4	100	5031	25.6	26.4	109	978	23.5	5.1	100	1153	25.6	6.0	109
35 - 44	14591	5216	21.3	35.7	118	3928	20.0	26.9	111	814	19.6	5.6	109	663	14.7	4.5	82
45 - 54	11345	4089	16.7	36.0	119	3353	17.0	29.6	122	764	18.4	6.7	131	585	13.0	5.2	93
55 - 64	11635	3715	15.1	31.9	105	2891	14.7	24.8	102	*504	12.1	4.3	84	743	16.5	6.4	113
65 OR OLDER	15061	3618	14.7	24.0	79	2695	13.7	17.9	74	750	18.0	5.0	97	1004	22.3	6.7	121
18 - 34	28354	7894	32.2	27.8	92	6808	34.6	24.0	99	1324	31.9	4.7	91	1511	33.5	5.3	96
35 - 49	48339	15097	61.5	31.2	103	12395	62.7	25.5	105	2597	62.5	5.4	105	2427	53.9	5.0	90
25 - 54	45008	15099	61.5	33.5	111	12311	62.6	27.4	113	2557	61.5	5.7	111	2400	53.3	5.3	96
35 - 49	19985	7203	29.4	36.0	119	5528	28.1	27.7	114	1273	30.6	6.4	124	916	20.3	4.6	82
50 OR OLDER	32647	9435	38.5	28.9	95	7339	37.3	22.5	93	1560	37.5	4.8	93	2077	46.1	6.4	114
GRADUATED COLLEGE	11155	3833	15.6	34.4	113	3189	16.2	28.6	118	626	15.1	5.6	109	573	12.7	5.1	92
ATTENDED COLLEGE	13682	4924	20.1	36.0	119	3971	20.2	29.0	119	741	17.8	5.4	106	810	18.0	5.9	106
GRADUATED HIGH SCHOOL	33880	10902	44.4	32.2	106	8314	42.3	24.5	101	1698	40.9	5.0	98	1845	41.0	5.4	98
DID NOT GRADUATE HIGH SCHOOL	22270	4873	19.9	21.9	72	4200	21.3	18.9	78	1091	26.3	4.9	95	1277	28.3	5.7	103
EMPLOYED	40306	13048	53.2	32.4	107	10380	52.8	25.8	106	2343	56.4	5.8	113	1852	41.1	4.6	83
EMPLOYED FULL-TIME	32850	10580	43.1	32.2	106	8615	43.8	26.2	108	1862	44.8	5.7	110	1428	31.7	4.3	78
EMPLOYED PART-TIME	7456	2468	10.1	33.1	109	1765	9.0	23.7	97	*481	11.6	6.5	126	*425	9.4	5.7	102
NOT EMPLOYED	40680	11484	46.8	28.2	93	9294	47.2	22.8	94	1813	43.6	4.5	87	2652	58.9	6.5	117
PROFESSIONAL/MANAGER	10392	3637	14.8	35.0	116	2670	13.6	25.7	106	*657	15.8	6.3	123	*444	9.9	4.3	77
TECH/CLERICAL/SALES	17574	5816	23.7	33.1	109	4765	24.2	27.1	112	825	19.9	4.7	91	737	16.4	4.2	75
PRECISION/CRAFT	985	*318	1.3	32.3	107	*208	1.1	21.1	87	*60	1.4	6.1	119	*60	1.3	6.1	119
OTHER EMPLOYED	11354	3277	13.4	28.9	95	2737	13.9	24.1	99	801	19.3	7.1	137	611	13.6	5.4	97
SINGLE	9863	2674	10.9	27.1	90	2016	10.2	20.4	84	540	13.0	5.5	107	557	12.4	5.6	102
MARRIED	51375	16337	66.6	31.8	105	14088	71.6	27.4	113	2512	60.4	4.9	95	2850	63.3	5.5	100
DIVORCED/SEPARATED/WIDOWED	19748	5522	22.5	28.0	92	3570	18.1	18.1	74	1104	26.6	5.6	109	1098	24.4	5.6	100
PARENTS	32590	10618	43.3	32.6	108	9012	45.8	27.7	114	1774	42.7	5.4	106	1817	40.3	5.6	100
WHITE	70416	22222	90.6	31.6	104	17611	89.5	25.0	103	3226	77.6	4.6	89	3695	82.0	5.2	94
BLACK	8778	1960	8.0	22.3	74	1619	8.2	18.4	76	841	20.2	9.6	187	745	16.5	8.5	153
OTHER	1791	*350	1.4	19.5	65	*445	2.3	24.8	102	*89	2.1	5.0	97	*64	1.4	3.6	64
NORTHEAST-CENSUS	17786	6095	24.8	34.3	113	4328	22.0	24.3	100	729	17.5	4.1	80	987	21.9	5.5	100
NORTH CENTRAL	20741	7224	29.4	34.8	115	6037	30.7	29.1	120	1016	24.4	4.9	95	1514	33.6	7.3	131
SOUTH	27775	6308	25.7	22.7	75	5551	28.2	20.0	82	1754	42.2	6.3	123	1538	34.1	5.5	100
WEST	14683	4906	20.0	33.4	110	3758	19.1	25.6	105	658	15.8	4.5	87	*466	10.3	3.2	57
NORTHEAST-MKTG.	17961	5505	22.4	30.6	101	4248	21.6	23.7	97	912	21.9	5.1	99	1114	24.7	6.2	111
EAST CENTRAL	11885	3864	15.8	32.5	107	3055	15.5	25.7	106	579	13.9	4.9	95	838	18.6	7.1	127
WEST CENTRAL	14090	5266	21.5	37.4	123	4137	21.0	29.4	121	659	15.9	4.7	91	895	19.9	6.4	114
SOUTH	24081	5656	23.1	23.5	78	4876	24.8	20.2	83	1442	34.7	6.0	117	1259	27.9	5.2	94
PACIFIC	12969	4241	17.3	32.7	108	3359	17.1	25.9	107	565	13.6	4.4	85	*399	8.9	3.1	55
COUNTY SIZE A	32439	9708	39.6	29.9	99	7902	40.2	24.4	100	1526	36.7	4.7	92	1737	38.6	5.4	96
COUNTY SIZE B	24915	7945	32.4	31.9	105	6455	32.8	25.9	107	1218	29.3	4.9	95	1160	25.7	4.7	84
COUNTY SIZE C	12930	3906	15.9	30.2	100	2853	14.5	22.1	91	736	17.7	5.7	111	570	12.7	4.4	79
COUNTY SIZE D	10703	2973	12.1	27.8	92	2464	12.5	23.0	95	676	16.3	6.3	123	1038	23.0	9.7	174
METRO CENTRAL CITY	24518	7096	28.9	28.9	96	5787	29.4	23.6	97	1125	27.1	4.6	89	1069	23.7	4.4	78
METRO SUBURBAN	35919	11464	46.7	31.9	105	9408	47.8	26.2	108	1767	42.5	4.9	96	1996	44.3	5.6	100
NON METRO	20549	5972	24.3	29.1	96	4478	22.8	21.8	90	1264	30.4	6.2	120	1439	31.9	7.0	126
TOP 5 ADI'S	18341	5677	23.1	31.0	102	4668	23.7	25.5	105	798	19.2	4.4	85	865	19.2	4.7	85
TOP 10 ADI'S	25378	7723	31.5	30.4	100	6104	31.0	24.1	99	1226	29.5	4.8	94	1306	29.0	5.1	93
TOP 20 ADI'S	36488	11220	45.7	30.7	102	8806	44.8	24.1	99	1848	44.5	5.1	99	1989	44.2	5.5	98
HSHLD INC. \$50,000 OR MORE	6612	2451	10.0	37.1	122	2277	11.6	34.4	142	*385	9.3	5.8	113	*279	6.2	4.2	76
\$40,000 OR MORE	12659	4504	18.4	35.6	117	4314	21.9	34.1	140	675	16.2	5.3	104	*557	12.4	4.4	79
\$30,000 OR MORE	24698	9078	37.0	36.8	121	8010	40.7	32.4	134	1228	29.5	5.0	97	1073	23.8	4.3	78
\$25,000 OR MORE	32077	11524	47.0	35.9	119	9878	50.2	30.8	127	1652	39.7	5.2	100	1529	33.9	4.8	86
\$20,000 - \$24,999	9144	2987	12.2	32.7	108	2236	11.4	24.5	101	*454	10.9	5.0	97	*485	10.8	5.3	95
\$15,000 - \$19,999	8728	2580	10.5	29.6	98	1977	10.0	22.7	93	*400	9.6	4.6	89	*473	10.5	5.4	97
\$10,000 - \$14,999	12562	3338	13.6	26.6	88	2726	13.9	21.7	89	654	15.7	5.2	101	830	18.4	6.6	119
UNDER \$10,000	18475	4103	16.7	22.2	73	2858	14.5	15.5	64	996	24.0	5.4	105	1188	26.4	6.4	116
HOUSEHOLD OF 1 PERSON	11987	3265	13.3	27.2	90	1956	9.9	16.3	67	499	12.0	4.2	81	610	13.5	5.1	91
2 PEOPLE	26577	7343	29.9	27.6	91	5771	29.3	21.7	89	1421	34.2	5.3	104	1515	33.6	5.7	102
3 OR 4 PEOPLE	30617	10089	41.1	33.0	109	8797	44.7	28.7	118	1638	39.4	5.3	104	1700	37.7	5.6	100
5 OR MORE PEOPLE	11804	3835	15.6	32.5	107	3150	16.0	26.7	110	*598	14.4	5.1	99	679	15.1	5.8	103
NO CHILD IN HSHLD	46165	13199	53.8	28.6	94	10146	51.6	22.0	90	2244	54.0	4.9	95	2585	57.4	5.6	101
CHILD(REN) UNDER 2 YRS	5325	1461	6.0	27.4	91	1188	6.0	22.3	92	*242	5.8	4.5	89	*289	6.4	5.4	98
2 - 5 YEARS	14221	4122	16.8	29.0	96	3502	17.8	24.6	101	692	16.7	4.9	95	819	18.2	5.8	104
6 - 11 YEARS	15117	5318	21.7	35.2	116	4122	21.0	27.3	112	836	20.1	5.5	108	962	21.4	6.4	114
12 - 17 YEARS	16611	5895	24.0	35.5	117	4895	24.9	29.5	121	940	22.6	5.7	110	859	19.1	5.2	93
RESIDENCE OWNED	55884	18235	74.3	32.6	108	14771	75.1	26.4	109	3018	72.6	5.4	105	3142	69.7	5.6	101
VALUE: \$50,000 OR MORE	31744	11079	45.2	34.9	115	9065	46.1	28.6	118	1764	42.4	5.6	108	1671	37.1	5.3	95
VALUE: UNDER \$50,000	24140	7155	29.2	29.6	98	5706	29.0	23.6	97	1254	30.2	5.2	101	1471	32.7	6.1	110

PLASTIC FREEZER, SANDWICH OR FOOD BAGS: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	BAGGIES				GLAD BAGS				HANDI-BAGS				HEFTY			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	24532	100.0	30.3	100	19674	100.0	24.3	100	4156	100.0	5.1	100	4505	100.0	5.6	100
MAGAZINES	QUINTILE 1	15799	5678	23.1	35.9	119	4536	23.1	28.7	118	679	16.3	4.3	84	724	16.1	4.6	82
	QUINTILE 2	17259	5948	24.2	34.5	114	4819	24.5	27.9	115	1026	24.7	5.9	116	1036	23.0	6.0	108
	QUINTILE 3	13545	4182	17.0	30.9	102	3304	16.8	24.4	100	775	18.6	5.7	111	802	17.8	5.9	106
	QUINTILE 4	15133	4489	18.3	29.7	98	3480	17.7	23.0	95	722	17.4	4.8	93	826	18.3	5.5	98
	QUINTILE 5	19250	4237	17.3	22.0	73	3535	18.0	18.4	76	955	23.0	5.0	97	1117	24.8	5.8	104
NEWSPAPERS	QUINTILE 1	12413	4528	18.5	36.5	120	3448	17.5	27.8	114	548	13.2	4.4	86	612	13.6	4.9	89
	QUINTILE 2	24116	7815	31.9	32.4	107	6025	30.6	25.0	103	1220	29.4	5.1	99	1375	30.5	5.7	102
	QUINTILE 3	11261	3878	15.8	34.4	114	2773	14.1	24.6	101	566	13.6	5.0	98	666	14.8	5.9	106
	QUINTILE 4	20255	5635	23.0	27.8	92	4876	24.8	24.1	99	1215	29.2	6.0	117	1140	25.3	5.6	101
	QUINTILE 5	12940	2677	10.9	20.7	68	2552	13.0	19.7	81	607	14.6	4.7	91	712	15.8	5.5	99
OUTDOOR	QUINTILE 1	14852	4880	19.9	32.9	108	3789	19.3	25.5	105	599	14.4	4.0	79	682	15.1	4.6	83
	QUINTILE 2	15725	5014	20.4	31.9	105	4100	20.8	26.1	107	880	21.2	5.6	109	1028	22.8	6.5	118
	QUINTILE 3	16330	4817	19.6	29.5	97	4091	20.8	25.1	103	753	18.1	4.6	90	852	18.9	5.2	94
	QUINTILE 4	16744	4826	19.7	28.8	95	3732	19.0	22.3	92	1118	26.9	6.7	130	967	21.5	5.8	104
	QUINTILE 5	17334	4996	20.4	28.8	95	3963	20.1	22.9	94	806	19.4	4.6	91	977	21.7	5.6	101
RADIO-DRIVE TIME	QUINTILE 1	15911	5310	21.6	33.4	110	4029	20.5	25.3	104	843	20.3	5.3	103	987	21.9	6.2	112
	QUINTILE 2	14837	4600	18.8	31.0	102	3652	18.6	24.6	101	776	18.7	5.2	102	782	17.4	5.3	95
	QUINTILE 3	15339	4473	18.2	29.2	96	3835	19.5	25.0	103	706	17.0	4.6	90	894	19.8	5.8	105
	QUINTILE 4	16723	5309	21.6	31.7	105	4082	20.7	24.4	100	953	22.9	5.7	111	954	21.2	5.7	103
	QUINTILE 5	18176	4840	19.7	26.6	88	4077	20.7	22.4	92	877	21.1	4.8	94	889	19.7	4.9	88
RADIO-MID- DAY	TERCILE 1	21020	6499	26.5	30.9	102	5129	26.1	24.4	100	1095	26.3	5.2	102	1171	26.0	5.6	100
	TERCILE 2	21610	7195	29.3	33.3	110	5535	28.1	25.6	105	1260	30.3	5.8	114	1497	33.2	6.9	125
	TERCILE 3	38355	10839	44.2	28.3	93	9010	45.8	23.5	97	1801	43.3	4.7	92	1837	40.8	4.8	86
RADIO-TOTAL	QUINTILE 1	15988	5183	21.1	32.4	107	4058	20.6	25.4	104	839	20.2	5.2	102	956	21.2	6.0	107
	QUINTILE 2	15626	4869	19.8	31.2	103	3731	19.0	23.9	98	879	21.2	5.6	110	882	19.6	5.6	101
	QUINTILE 3	16723	5569	22.7	33.3	110	4091	20.8	24.5	101	763	18.4	4.6	89	888	19.7	5.3	95
	QUINTILE 4	16342	4747	19.4	29.0	96	4253	21.6	26.0	107	868	20.9	5.3	104	977	21.7	6.0	107
	QUINTILE 5	16306	4164	17.0	25.5	84	3542	18.0	21.7	89	807	19.4	4.9	96	802	17.8	4.9	88
TV-PRIME TIME	QUINTILE 1	15953	4779	19.5	30.0	99	3910	19.9	24.5	101	930	22.4	5.8	114	1102	24.5	6.9	124
	QUINTILE 2	16137	5212	21.2	32.3	107	3780	19.2	23.4	96	851	20.5	5.3	103	943	20.9	5.8	105
	QUINTILE 3	16420	5128	20.9	31.2	103	4128	21.0	25.1	103	974	23.4	5.9	116	818	18.2	5.0	90
	QUINTILE 4	16687	4641	18.9	27.8	92	4164	21.2	25.0	103	623	15.0	3.7	73	762	16.9	4.6	82
	QUINTILE 5	15789	4773	19.5	30.2	100	3692	18.8	23.4	96	779	18.7	4.9	96	879	19.5	5.6	100
TV-DAYTIME	TERCILE 1	27736	7830	31.9	28.2	93	6158	31.3	22.2	91	1317	31.7	4.7	93	1743	38.7	6.3	113
	TERCILE 2	26489	8771	35.8	33.1	109	6954	35.3	26.3	108	1442	34.7	5.4	106	1499	33.3	5.7	102
	TERCILE 3	26761	7931	32.3	29.6	98	6563	33.4	24.5	101	1397	33.6	5.2	102	1263	28.0	4.7	85
TV-TOTAL	QUINTILE 1	16345	4555	18.6	27.9	92	3945	20.1	24.1	99	878	21.1	5.4	105	1204	26.7	7.4	132
	QUINTILE 2	16447	4995	20.4	30.4	100	3633	18.5	22.1	91	821	19.8	5.0	97	1098	24.4	6.7	120
	QUINTILE 3	15980	5213	21.2	32.6	108	3975	20.2	24.9	102	786	18.9	4.9	96	600	13.3	3.8	67
	QUINTILE 4	15887	5095	20.8	32.1	106	4048	20.6	25.5	105	933	22.4	5.9	114	718	15.9	4.5	81
	QUINTILE 5	16326	4675	19.1	28.6	95	4074	20.7	25.0	103	737	17.7	4.5	88	884	19.6	5.4	97
MAGAZINES-NEWSPAPERS: DUAL		20721	7420	30.2	35.8	118	5550	28.2	26.8	110	981	23.6	4.7	92	1005	22.3	4.9	87
MAGAZINE IMPERATIVE		19186	6194	25.2	32.3	107	5372	27.3	28.0	115	1100	26.5	5.7	112	1195	26.5	6.2	112
NEWSPAPER IMPERATIVE		21899	6870	28.0	31.4	104	5133	26.1	23.4	96	1098	26.4	5.0	98	1340	29.7	6.1	110
MAGAZINES-OUTDOOR: DUAL		15451	5493	22.4	35.6	117	4469	22.7	28.9	119	827	19.9	5.4	104	912	20.2	5.9	106
MAGAZINE IMPERATIVE		25953	8598	35.0	33.1	109	6788	34.5	26.2	108	1354	32.6	5.2	102	1337	29.7	5.2	93
OUTDOOR IMPERATIVE		24400	6895	28.1	28.3	93	5551	28.2	22.8	94	1074	25.8	4.4	86	1327	29.5	5.4	98
MAGAZINES-RADIO: DUAL		18049	6192	25.2	34.3	113	4808	24.4	26.6	110	876	21.1	4.9	95	883	19.6	4.9	88
MAGAZINE IMPERATIVE		23571	7989	32.6	33.9	112	6735	34.2	28.6	118	1271	30.6	5.4	105	1297	28.8	5.5	99
RADIO IMPERATIVE		23278	6637	27.1	28.5	94	5031	25.6	21.6	89	1222	29.4	5.2	102	1461	32.4	6.3	113
MAGAZINES-TELEVISION: DUAL		15459	5253	21.4	34.0	112	4251	21.6	27.5	113	743	17.9	4.8	94	1129	25.1	7.3	131
MAGAZINE IMPERATIVE		25829	9058	36.9	35.1	116	7243	36.8	28.0	115	1379	33.2	5.3	104	1074	23.8	4.2	75
TELEVISION IMPERATIVE		26039	6783	27.6	26.0	86	5355	27.2	20.6	85	1322	31.8	5.1	99	1541	34.2	5.9	106
NEWSPAPERS-OUTDOOR: DUAL		16605	5981	24.4	36.0	119	4545	23.1	27.4	113	872	21.0	5.3	102	820	18.2	4.9	89
NEWSPAPER IMPERATIVE		26834	8833	36.0	32.9	109	6670	33.9	24.9	102	1271	30.6	4.7	92	1539	34.2	5.7	103
OUTDOOR IMPERATIVE		23346	6357	25.9	27.2	90	5632	28.6	24.1	99	1092	26.3	4.7	91	1356	30.1	5.8	104
NEWSPAPERS-RADIO: DUAL		17133	5921	24.1	34.6	114	4577	23.3	26.7	110	832	20.0	4.9	95	1014	22.5	5.9	106
NEWSPAPER IMPERATIVE		25892	8543	34.8	33.0	109	6588	33.5	25.4	105	1247	30.0	4.8	94	1385	30.7	5.3	96
RADIO IMPERATIVE		23167	6727	27.4	29.0	96	5385	27.4	23.2	96	1266	30.5	5.5	106	1351	30.0	5.8	105
NEWSPAPERS-TELEVISION: DUAL		17159	5717	23.3	33.3	110	4236	21.5	24.7	102	814	19.6	4.7	92	1110	24.6	6.5	116
NEWSPAPER IMPERATIVE		26214	8982	36.6	34.3	113	6887	35.0	26.3	108	1322	31.8	5.0	98	1237	27.5	4.7	85
TELEVISION IMPERATIVE		23412	6133	25.0	26.2	86	5117	26.0	21.9	90	1242	29.9	5.3	103	1462	32.5	6.2	112
OUTDOOR-RADIO: DUAL		15303	5354	21.8	35.0	115	3871	19.7	25.3	104	800	19.2	5.2	102	929	20.6	6.1	109
OUTDOOR IMPERATIVE		24901	7461	30.4	30.0	99	6526	33.2	26.2	108	1123	27.0	4.5	88	1330	29.5	5.3	96
RADIO IMPERATIVE		26492	7958	32.4	30.0	99	6270	3										

	TOTAL U.S. '000	BAGGIES				GLAD BAGS				HANDI-BAGS				HEFTY			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	24532	100.0	30.3	100	19674	100.0	24.3	100	4156	100.0	5.1	100	4505	100.0	5.6	100
ATLANTIC MONTHLY	415	*156	0.6	37.6	124	*150	0.8	36.1	149	**10	0.2	2.4	47	**2	0.0	0.5	9
BARRON'S	453	*215	0.9	47.5	157	**185	0.9	40.8	168	**32	0.8	7.1	138	**25	0.6	5.5	99
BETTER HOMES & GARDENS	16256	5583	22.8	34.3	113	4640	23.6	28.5	117	697	16.8	4.3	84	807	17.9	5.0	89
BON APPETIT	2535	986	4.0	38.9	128	881	4.5	34.8	143	*195	4.7	7.7	150	**82	1.8	3.2	58
BUSINESS WEEK	1278	414	1.7	32.4	107	*253	1.3	19.8	81	**89	2.1	7.0	136	**74	1.6	5.8	104
CAR AND DRIVER	378	**69	0.3	18.3	60	**70	0.4	18.5	76	**34	0.8	9.0	175	**23	0.5	6.1	109
CBS MAGAZINE NETWORK (GROSS)	1498	450	1.8	30.0	99	406	2.1	27.1	112	**145	3.5	9.7	189	**100	2.2	6.7	120
CHANGING TIMES	1505	557	2.3	37.0	122	371	1.9	24.7	101	**52	1.3	3.5	67	**107	2.4	7.1	128
COLONIAL HOMES	1231	438	1.8	35.6	117	424	2.2	34.4	142	**58	1.4	4.7	92	**44	1.0	3.6	64
CONDE NAST MAG. PKG. (GROSS)	14146	4836	19.7	34.2	113	3434	17.5	24.3	100	576	13.9	4.1	79	739	16.4	5.2	94
CONSUMERS DIGEST	1323	560	2.3	42.3	140	341	1.7	25.8	106	**28	0.7	2.1	41	**73	1.6	5.5	99
COSMOPOLITAN	7102	2308	9.4	32.5	107	1902	9.7	26.8	110	371	8.9	5.2	102	399	8.9	5.6	101
COUNTRY LIVING	2481	819	3.3	33.0	109	812	4.1	32.7	135	*143	3.4	5.8	112	**112	2.5	4.5	81
CUISINE	1472	566	2.3	38.5	127	372	1.9	25.3	104	**103	2.5	7.0	136	**31	0.7	2.1	38
CYCLE WORLD	425	*180	0.7	42.4	140	**137	0.7	32.2	133	**67	1.6	15.8	307	**68	1.5	16.0	288
DCI: CREATIVE IDEAS FOR LIV	2510	870	3.5	34.7	114	645	3.3	25.7	106	**116	2.8	4.6	90	**82	1.8	3.3	59
DCI: CREAT IDEA/SO.LIV(GROSS)	6694	2125	8.7	31.7	105	1689	8.6	25.2	104	290	7.0	4.3	84	288	6.4	4.3	77
DISCOVER	894	322	1.3	36.0	119	247	1.3	27.6	114	*119	0.5	2.1	41	**33	0.7	3.7	66
EBONY	3507	947	3.9	27.0	89	684	3.5	19.5	80	276	6.6	7.9	153	318	7.1	9.1	163
ESQUIRE	1083	346	1.4	31.9	105	237	1.2	21.9	90	**51	1.2	4.7	92	**78	1.7	7.2	129
ESSENCE	1830	486	2.0	26.6	88	360	1.8	19.7	81	*179	4.3	9.8	191	*146	3.2	8.0	143
FAMILY CIRCLE	15930	5487	22.4	34.4	114	4469	22.7	28.1	115	783	18.8	4.9	96	912	20.2	5.7	103
THE FAMILY HANDYMAN	1126	419	1.7	37.2	123	310	1.6	27.5	113	**53	1.3	4.7	92	*96	2.1	8.5	153
FAMILY WEEKLY	11468	3948	16.1	34.4	114	3017	15.3	26.3	108	657	15.8	5.7	112	603	13.4	5.3	95
FIELD & STREAM	2234	806	3.3	36.1	119	662	3.4	29.6	122	**115	2.8	5.1	100	**173	3.8	7.7	139
FOOD & WINE	579	181	0.7	31.3	103	*137	0.7	23.7	97	**35	0.8	6.0	118	**20	0.4	3.5	62
FORBES	728	338	1.4	46.4	153	*243	1.2	33.4	137	**53	1.3	7.3	142	**24	0.5	3.3	59
FORTUNE	906	333	1.4	36.8	121	*316	1.6	34.9	144	**68	1.6	7.5	146	**22	0.5	2.4	44
GENTLEMEN'S QUARTERLY	791	267	1.1	33.8	111	*170	0.9	21.5	88	**19	0.5	2.4	47	**28	0.6	3.5	64
GLAMOUR	5265	1881	7.7	35.7	118	1230	6.3	23.4	96	*198	4.8	3.8	73	299	6.6	5.7	102
GOLF DIGEST	636	245	1.0	38.5	127	*219	1.1	34.4	142	**22	0.5	3.5	67	**7	0.2	1.1	20
GOLF DIGEST/TENNIS (GROSS)	1186	436	1.8	36.8	121	304	1.5	25.6	106	**39	0.9	3.3	64	**17	0.4	1.4	26
GOLF MAGAZINE	441	*148	0.6	33.6	111	**131	0.7	29.7	122	**10	0.2	2.3	44	**17	0.4	3.9	69
GOLF MAGAZINE/SKI (GROSS)	922	328	1.3	35.6	117	*278	1.4	30.2	124	*31	0.7	3.4	66	**29	0.6	3.1	57
GOOD HOUSEKEEPING	16487	5723	23.3	34.7	115	4624	23.5	28.0	115	902	21.7	5.5	107	944	21.0	5.7	103
HARPER'S BAZAAR	2423	830	3.4	34.3	113	566	2.9	23.4	96	**86	2.1	3.5	69	**102	2.3	4.2	76
HEALTH	1994	665	2.7	33.4	110	528	2.7	26.5	109	**118	2.8	5.9	115	*112	2.5	5.6	101
HEARST MAG CORP. BUY (GROSS)	44101	15079	61.5	34.2	113	12400	63.0	28.1	116	2159	51.9	4.9	95	2317	51.4	5.3	94
HEARST MAN POWER (GROSS)	1993	716	2.9	35.9	119	673	3.4	33.8	139	**56	1.3	2.8	55	*114	2.5	5.7	103
HEARST WOMAN POWER (GROSS)	31274	10726	43.7	34.3	113	8681	44.1	27.8	114	1635	39.3	5.2	102	1690	37.5	5.4	97
HOUSE BEAUTIFUL	3623	1163	4.7	32.1	106	942	4.8	26.0	107	*149	3.6	4.1	80	217	4.8	6.0	108
INC.	283	*137	0.6	48.4	160	**118	0.6	41.7	172	**27	0.6	9.5	186	**17	0.4	6.0	108
JET	2928	740	3.0	25.3	83	513	2.6	17.5	72	244	5.9	8.3	162	237	5.3	8.1	146
LADIES' HOME JOURNAL	11918	4211	17.2	35.3	117	3074	15.6	25.8	106	628	15.1	5.3	103	647	14.4	5.4	98
LHJ FAMILY GRP COMBO(GROSS)	16764	5853	23.9	34.9	115	4242	21.6	25.3	104	865	20.8	5.2	101	877	19.5	5.2	94
LIFE	4254	1358	5.5	31.9	105	1094	5.6	25.7	106	*202	4.9	4.7	93	*134	3.0	3.1	57
L.A. TIMES HOME MAGAZINE	1145	480	2.0	41.9	138	306	1.6	26.7	110	**34	0.8	3.0	58	**24	0.5	2.1	38
MADMOISELLE	2884	1001	4.1	34.7	115	679	3.5	23.5	97	*108	2.6	3.7	73	*171	3.8	5.9	107
MC CALL'S	13460	4571	18.6	34.0	112	3452	17.5	25.6	106	597	14.4	4.4	86	650	14.4	4.8	87
MC CALL'S/HRK MOTHER (GROSS)	14606	5010	20.4	34.3	113	3858	19.6	26.4	109	663	16.0	4.5	88	716	15.9	4.9	88
MECHANIC ILLUSTRATED	772	*256	1.0	33.2	109	*245	1.2	31.7	131	**12	0.3	1.6	30	**29	0.6	3.8	68
METROPOLITAN HOME	967	347	1.4	35.9	118	229	1.2	23.7	97	**28	0.7	2.9	56	**15	0.3	1.6	28
MONEY	1588	568	2.3	35.8	118	453	2.3	28.5	117	**100	2.4	6.3	123	**117	2.6	7.4	132
MOTHER EARTH NEWS	1002	263	1.1	26.2	87	274	1.4	27.3	113	*24	0.6	2.4	47	**34	0.8	3.4	61
MS.	825	317	1.3	38.4	127	*161	0.8	19.5	80	**22	0.5	2.7	52	**28	0.6	3.4	61
NATIONAL ENQUIRER	10336	3316	13.5	32.1	106	2469	12.5	23.9	98	513	12.3	5.0	97	527	11.7	5.1	92
NATIONAL GEOGRAPHIC	9597	3393	13.8	35.4	117	2631	13.4	27.4	113	477	11.5	5.0	97	501	11.1	5.2	94
NATIONAL SUNDAY MAGAZINE PKG	49558	16271	66.3	32.8	108	12953	65.8	26.1	108	2467	59.4	5.0	97	2788	61.9	5.6	101
NATURAL HISTORY	573	*237	1.0	41.4	137	*227	1.2	39.6	163	**69	1.7	12.0	235	**62	1.4	10.8	195
NEW WOMAN	1699	542	2.2	31.9	105	462	2.3	27.2	112	*117	2.8	6.9	134	**97	2.2	5.7	103
NEW YORK INCLUDING CUE	443	*155	0.6	35.0	116	*124	0.6	28.0	115	**15	0.4	3.4	66	**13	0.3	2.9	53
THE NEW YORKER	1270	509	2.1	40.1	132	428	2.2	33.7	139	**59	1.4	4.6	91	*31	0.7	2.4	44
NEWSWEEK	6277	2363	9.6	37.6	124	1805	9.2	28.8	118	262	6.3	4.2	81	311	6.9	5.0	89
THE N.Y. TIMES DAILY EDITION	1205	391	1.6	32.4	107	359	1.8	29.8	123	**22	0.5	1.8	36	**32	0.7	2.7	48
THE N.Y. TIMES MAGAZINE	2081	719	2.9	34.6	114	524	2.7	25.2	104	**50	1.2	2.4	47	**61	1.4	2.9	53
OMNI	788	306	1.2	38.8	128	*218	1.1	27.7	114	**54	1.3	6.9	134	**17	0.4	2.2	39
ON CABLE	1158	356	1.5	30.7	101	*322	1.6	27.8	114	**51	1.2	4.4	86	**45	1.0	3.9	70
1001 HOME IDEAS	2852	977	4.0	34.3	113	639	3.2	22.4	92	*119	2.9	4.2	81	*118	2.6	4.1	74
ORGANIC GARDENING	1658	605	2.5	36.5	120	471	2.4	28.4	117	*79	1.9	4.8	93	**111	2.5	6.7	120
OUTDOOR LIFE	896	396	1.6	44.2	146	*208	1.1	23.2	96	**59	1.4	6.6	128	**56	1.2	6.3	112
PARADE MAGAZINE	24275	7842	32.0	32.3	107	6320	32.1	26.0	107	1113	26.8	4.6	89	1488	33.0	6.1	110

PLASTIC FREEZER, SANDWICH OR FOOD BAGS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	BAGGIES				GLAD BAGS				HANDI-BAGS				HEFTY			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	24532	100.0	30.3	100	19674	100.0	24.3	100	4156	100.0	5.1	100	4505	100.0	5.6	100
PARENTS	3845	1426	5.8	37.1	122	1019	5.2	26.5	109	*185	4.5	4.8	94	*282	6.3	7.3	132
PENTHOUSE	831	*230	0.9	27.7	91	*197	1.0	23.7	98	*224	0.6	2.9	56	*229	0.6	3.5	63
PEOPLE	11645	3913	16.0	33.6	111	3134	15.9	26.9	111	570	13.7	4.9	95	617	13.7	5.3	95
PLAYBOY	2006	611	2.5	30.5	101	570	2.9	28.4	117	**124	3.0	6.2	120	**107	2.4	5.3	96
POPULAR HOT RODDING	297	**102	0.4	34.3	113	**66	0.3	22.2	91	**4	0.1	1.3	26	**25	0.6	8.4	151
POPULAR MECHANICS	1018	353	1.4	34.7	114	*422	2.1	41.5	171	**9	0.2	0.9	17	**46	1.0	4.5	81
POPULAR SCIENCE	878	*236	1.0	26.9	89	*287	1.5	32.7	135	**82	2.0	9.3	182	**25	0.6	2.8	51
PREVENTION	3913	1322	5.4	33.8	112	1047	5.3	26.8	110	*133	3.2	3.4	66	293	6.5	7.5	135
PSYCHOLOGY TODAY	1710	554	2.3	32.4	107	447	2.3	26.1	108	**64	1.5	3.7	73	**88	2.0	5.1	93
READER'S DIGEST	22204	7749	31.6	34.9	115	5823	29.6	26.2	108	1052	25.3	4.7	92	1249	27.7	5.6	101
REDBOOK	7684	2696	11.0	35.1	116	2155	11.0	28.0	115	361	8.7	4.7	92	347	7.7	4.5	81
ROAD & TRACK	410	**119	0.5	29.0	96	**129	0.7	31.5	130	**44	1.1	10.7	209	**9	0.2	2.2	39
ROLLING STONE	969	350	1.4	36.1	119	286	1.5	29.5	121	*21	0.5	2.2	42	*22	0.5	2.3	41
RUNNER'S WORLD	298	**115	0.5	33.6	127	**100	0.5	33.6	138	*26	0.6	8.7	170	*0	0.0	0.0	0
SATURDAY EVENING POST	1169	450	1.8	38.5	127	266	1.4	22.8	94	**54	1.3	4.6	90	**60	1.3	5.1	92
SCIENCE 84	587	*237	1.0	40.4	133	*185	0.9	31.5	130	*11	0.3	1.9	37	*24	0.5	4.1	74
SCIENCE DIGEST	482	*202	0.8	41.9	138	*145	0.7	30.1	124	*32	0.8	6.6	129	*29	0.6	6.0	108
SCIENTIFIC AMERICAN	594	*184	0.8	31.0	102	*192	1.0	32.3	133	*15	0.4	2.5	49	*29	0.6	4.9	88
SELF	2089	746	3.0	35.7	118	600	3.0	28.7	118	*82	2.0	3.9	76	*52	1.2	2.5	45
SEVENTEEN	2411	956	3.9	39.7	131	579	2.9	24.0	99	*146	3.5	6.1	118	*127	2.8	5.3	95
SKI	480	*180	0.7	37.5	124	*147	0.7	30.6	126	*21	0.5	4.4	85	*12	0.3	2.5	45
SMITHSONIAN	2760	1110	4.5	40.2	133	713	3.6	25.8	106	*142	3.4	5.1	100	*101	2.2	3.7	66
SOAP OPERA DIGEST	3013	1008	4.1	33.5	110	913	4.6	30.3	125	*215	5.2	7.1	139	*214	4.8	7.1	128
SOUTHERN LIVING	4184	1255	5.1	30.0	99	1044	5.3	25.0	107	*175	4.2	4.2	82	*207	4.6	4.9	89
SPORT	559	*126	0.5	22.5	74	*104	0.5	18.6	77	*26	0.6	4.7	91	*26	0.6	4.7	84
THE SPORTING NEWS	436	**117	0.5	26.8	89	*169	0.9	38.8	160	*12	0.3	2.8	54	*14	0.3	3.2	58
SPORTS AFIELD	493	*161	0.7	32.7	108	*106	0.5	21.5	89	*15	0.4	3.0	59	*39	0.9	7.9	142
SPORTS ILLUSTRATED	2758	921	3.8	33.4	110	817	4.2	29.6	122	*97	2.3	3.5	69	*124	2.8	4.5	81
STAR	7456	2503	10.2	33.6	111	1851	9.4	24.8	102	382	9.2	5.1	100	427	9.5	5.7	103
SUNDAY	24936	7931	32.3	31.8	105	6488	33.0	26.0	107	1314	31.6	5.3	103	1576	35.0	6.3	114
SUNSET	2124	829	3.4	39.0	129	540	2.7	25.4	105	*243	5.8	11.4	223	*90	2.0	4.2	76
TV GUIDE	21661	6923	28.2	32.0	106	5598	28.5	25.8	106	1152	27.7	5.3	104	1311	29.1	6.1	109
TENNIS	590	*191	0.8	34.7	115	*85	0.4	15.5	64	*17	0.4	3.1	60	*10	0.2	1.8	33
TIME	8880	3197	13.0	36.0	119	2524	12.8	28.4	117	523	12.6	5.9	115	364	8.1	4.1	74
TOWN & COUNTRY	917	370	1.5	40.3	133	268	1.4	29.2	120	*28	0.7	3.1	60	*12	0.3	1.3	24
TRAVEL & LEISURE	972	403	1.6	41.5	137	*195	1.0	20.1	83	*39	0.9	4.0	78	*28	0.6	2.9	52
TRUE STORY	3356	920	3.8	27.4	90	967	4.9	28.8	119	*143	3.4	4.3	83	231	5.1	6.9	124
U.S. NEWS & WORLD REPORT	3410	1262	5.1	37.0	122	1051	5.3	30.8	127	*174	4.2	5.1	99	*151	3.4	4.4	80
USA TODAY	1759	717	2.9	40.8	135	598	3.0	34.0	140	*119	2.9	6.8	132	*26	0.6	1.5	27
US	1873	631	2.6	33.7	111	503	2.6	26.9	111	*56	1.3	3.0	58	*92	2.0	4.9	88
VOGUE	3909	1209	4.9	30.9	102	926	4.7	23.7	98	*188	4.5	4.8	94	*216	4.8	5.5	99
MALL STREET JOURNAL	1886	677	2.8	35.9	119	573	2.9	30.4	125	*130	3.1	6.9	134	*91	2.0	4.8	87
WEIGHT MATCHERS	2120	801	3.3	37.8	125	619	3.1	29.2	120	*86	2.1	4.1	79	*160	3.6	7.5	136
WOMAN'S DAY	14172	5378	21.9	37.9	125	4106	20.9	29.0	119	734	17.7	5.2	101	868	19.3	6.1	110
WORKING MOTHER	1146	439	1.8	38.3	126	407	2.1	35.5	146	*66	1.6	5.8	112	*66	1.5	5.8	104
WORKING WOMAN	1322	612	2.5	46.3	153	379	1.9	28.7	118	*66	1.6	5.0	97	*58	1.3	4.4	79
WORLD TENNIS	*163	*447	0.2	28.8	95	*29	0.1	17.8	73	*9	0.2	5.5	108	*12	0.3	7.4	132
ZIFF-DAVIS MAG NETWK (GROSS)	2532	731	3.0	28.9	95	521	2.6	20.6	85	*103	2.5	4.1	79	*127	2.8	5.0	90
BLAIR INSERTS	43657	14344	58.5	32.9	108	11426	58.1	26.2	108	2222	53.5	5.1	99	2484	55.1	5.7	102
DAILY NEWSPAPERS																	
READ ANY	51633	16873	68.8	32.7	108	13110	66.6	25.4	105	2573	61.9	5.0	97	2873	63.8	5.6	100
READ ONE	43463	14008	57.1	32.2	106	10981	55.8	25.3	104	2217	53.3	5.1	99	2481	55.1	5.7	103
READ TWO OR MORE	8170	2865	11.7	35.1	116	2130	10.8	26.1	107	355	8.5	4.3	85	393	8.7	4.8	86
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	17621	71.8	33.5	110	13532	68.8	25.7	106	2677	64.4	5.1	99	2948	65.4	5.6	101
READ ONE	46126	15125	61.7	32.8	108	11626	59.1	25.2	104	2330	56.1	5.1	98	2649	58.8	5.7	103
READ TWO OR MORE	6552	2496	10.2	38.1	126	1906	9.7	29.1	120	347	8.3	5.3	103	299	6.6	4.6	82
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	28.83				28.51				26.11				27.66			
30 DAY REACH	71455	21843	89.0	30.6	101	17610	89.5	24.6	101	3752	90.3	5.3	102	3918	87.0	5.5	99
50 SHMG - 30 DAY AV FREQ	14.56	15.23				14.91				13.85				14.58			
30 DAY REACH	67742	20734	84.5	30.6	101	16881	85.8	24.9	103	3526	84.8	5.2	101	3717	82.5	5.5	99
25 SHMG - 30 DAY AV FREQ	7.94	8.26				8.20				7.54				7.79			
30 DAY REACH	62117	19081	77.8	30.7	101	15340	78.0	24.7	102	3235	77.8	5.2	101	3467	77.0	5.6	100
CABLE TV: HOME WIRED	32077	10997	44.8	34.3	113	8319	42.3	25.9	107	1500	36.1	4.7	91	1317	29.2	4.1	74
HOME NOT WIRED	48909	13535	55.2	27.7	91	11355	57.7	23.2	96	2656	63.9	5.4	106	3188	70.8	6.5	117
HAVE PAY CABLE	15935	5802	23.7	36.4	120	4487	22.8	28.2	116	889	21.4	5.6	109	653	14.5	4.1	74

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	24532	100.0	30.3	100	19674	100.0	24.3	100	4156	100.0	5.1	100	4505	100.0	5.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	14109	57.5	32.1	106	11365	57.8	25.9	107	2271	54.6	5.2	101	2442	54.2	5.6	100
10:00 AM - 3:00 PM	30659	9970	40.6	32.5	107	7710	39.2	25.1	104	1668	40.1	5.4	106	2017	44.8	6.6	118
3:00 PM - 7:00 PM	31045	9891	40.3	31.9	105	7729	39.3	24.9	102	1570	37.8	5.1	99	1719	38.2	5.5	100
7:00 PM - MIDNIGHT	15767	5054	20.6	32.1	106	3920	19.9	24.9	102	867	20.9	5.5	107	835	18.5	5.3	95
MIDNIGHT - 6:00 AM	9120	3031	12.4	33.2	110	2277	11.6	25.0	103	392	9.4	4.3	84	525	11.7	5.8	103
6:00 AM - MIDNIGHT	58527	18673	76.1	31.9	105	14745	74.9	25.2	104	2987	71.9	5.1	99	3367	74.7	5.8	103
ENTIRE DAY	59311	18920	77.1	31.9	105	14892	75.7	25.1	103	3022	72.7	5.1	99	3406	75.6	5.7	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	5529	22.5	34.2	113	4442	22.6	27.5	113	937	22.5	5.8	113	958	21.3	5.9	106
ALL NEWS	2256	787	3.2	34.9	115	617	3.1	27.3	113	**102	2.5	4.5	88	*199	4.4	8.8	159
AOR/PROGRESSIVE	3874	1328	5.4	34.3	113	881	4.5	22.7	94	**70	1.7	1.8	35	*193	4.3	5.0	90
BEAUTIFUL MUSIC	5660	1977	8.1	34.9	115	1520	7.7	26.9	111	408	9.8	7.2	140	296	6.6	5.2	94
BLACK	2204	563	2.3	25.5	84	552	2.8	25.0	103	*256	6.2	11.6	226	*165	3.7	7.5	135
CLASSICAL	1418	459	1.9	32.4	107	399	2.0	28.1	116	**117	2.8	8.3	161	**88	2.0	6.2	112
CHR/ROCK	9538	2821	11.5	29.6	98	2362	12.0	24.8	102	363	8.7	3.8	74	499	11.1	5.2	94
COUNTRY	12648	3927	16.0	31.0	102	3020	15.4	23.9	98	593	14.3	4.7	91	684	15.2	5.4	97
GOLDEN OLDIES	1191	295	1.2	24.8	82	*235	1.2	19.7	81	**58	1.4	4.9	95	**53	1.2	4.5	80
MOR/NOSTALGIA	4757	1649	6.7	34.7	114	1351	6.9	28.4	117	202	4.9	4.2	83	267	5.9	5.6	101
NEWS/TALK	3863	1363	5.6	35.3	116	880	4.5	22.8	94	*206	5.0	5.3	104	*184	4.1	4.8	86
RELIGIOUS	3084	773	3.2	25.1	83	698	3.5	22.6	93	*155	3.7	5.0	98	*205	4.6	6.6	119
SOFT ROCK	521	*160	0.7	30.7	101	**92	0.5	17.7	73	**73	1.8	14.0	273	**46	1.0	8.8	159
URBAN CONTEMPORARY	1585	472	1.9	29.8	98	343	1.7	21.6	89	**105	2.5	6.6	129	*181	4.0	11.4	205
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	866	3.5	26.6	88	798	4.1	24.5	101	*180	4.3	5.5	108	*227	5.0	7.0	125
ABC DIRECTION	2316	693	2.8	29.9	99	597	3.0	25.8	106	*87	2.1	3.8	73	*155	3.4	6.7	120
ABC ENTERTAINMENT	4834	1505	6.1	31.1	103	1280	6.5	26.5	109	*142	3.4	2.9	57	*269	6.0	5.6	100
ABC FM	2202	688	2.8	31.2	103	516	2.6	23.4	96	**122	2.9	5.5	108	*121	2.7	5.9	99
ABC INFORMATION	5425	1914	7.8	35.3	116	1327	6.7	24.5	101	304	7.3	5.6	109	341	7.6	6.3	113
ABC ROCK	1677	583	2.4	34.8	115	466	2.4	27.8	114	**66	1.6	3.9	77	**86	1.9	5.1	92
CBS	4430	1623	6.6	36.6	121	1353	6.9	30.5	126	298	7.2	6.7	131	296	6.6	6.7	120
MUTUAL	4992	1701	6.9	34.1	112	1261	6.4	25.3	104	294	7.1	5.9	115	304	6.7	6.1	109
NBC	4679	1725	7.0	36.9	122	1366	6.9	29.2	120	*248	6.0	5.3	103	350	7.8	7.5	134
RADIO/ADIO	1994	615	2.5	30.8	102	431	2.2	21.6	89	**88	2.1	4.4	86	**96	2.1	4.8	87
RKO ONE	2298	488	2.0	21.2	70	473	2.4	20.6	85	**101	2.4	4.4	86	**110	2.4	4.8	86
RKO TWO	3311	934	3.8	28.2	93	790	4.0	23.9	98	*171	4.1	5.2	101	*92	2.0	2.8	50
THE SOURCE	2114	580	2.4	27.4	91	485	2.5	22.9	94	**36	0.9	1.7	33	**101	2.2	4.8	86
NON-WIRED : BLAIR	8654	2886	11.8	33.3	110	2160	11.0	25.0	103	453	10.9	5.2	102	519	11.5	6.0	108
INTERNET	12025	3865	15.8	32.1	106	3244	16.5	27.0	111	731	17.6	6.1	118	640	14.2	5.3	96
KATZ RADIO GROUP	15359	4847	19.8	31.6	104	3886	19.8	25.3	104	713	17.2	4.6	90	865	19.2	5.6	101
SUPERNET	10628	3481	14.2	32.8	108	2609	13.3	24.5	101	548	13.2	5.2	100	576	12.8	5.4	97
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2564	10.5	29.6	98	1891	9.6	21.8	90	453	10.9	5.2	102	499	11.1	5.8	104
WKDAY 9:00 AM - 1:00 PM	12163	3395	13.8	27.9	92	2815	14.3	23.1	95	569	13.7	4.7	91	753	16.7	6.2	111
WKDAY 1:00 PM - 4:30 PM	16150	4557	18.6	28.2	93	3610	18.3	22.4	92	761	18.3	4.7	92	1098	24.4	6.8	122
WKDAY 4:30 PM - 7:30 PM	22463	6553	26.7	29.2	96	5242	26.6	23.3	96	1063	25.6	4.7	92	1345	29.9	6.0	108
WKDAY 7:30 PM - 8:00 PM	31795	9467	38.6	29.8	98	7382	37.5	23.2	96	1597	38.4	5.0	98	1900	42.2	6.0	107
WKDAY 11:00 PM - 11:30 PM	23977	7642	31.2	31.9	105	5881	29.9	24.5	101	1270	30.6	5.3	103	1526	33.9	6.4	114
WKDAY 11:30 PM - 1:00 AM	7703	2439	9.9	31.7	105	1952	9.9	25.3	104	444	10.7	5.8	112	543	12.1	7.0	127
M-SAT 8-11 PM-SUN 7-11 PM	33800	10381	42.3	30.7	101	8271	42.0	24.5	101	1809	43.5	5.4	104	2009	44.6	5.9	107
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1962	8.0	30.0	99	1581	8.0	24.2	100	359	8.6	5.5	107	395	8.8	6.0	109
ANOTHER WORLD	N 4620	1257	5.1	27.2	90	1125	5.7	24.4	100	243	5.8	5.3	102	353	7.8	7.6	137
AS THE WORLD TURNS	C 5614	1507	6.1	26.8	89	1203	6.1	21.4	88	183	4.4	3.3	64	348	7.7	6.2	111
CAPITOL	C 3396	937	3.8	27.6	91	767	3.9	22.6	93	112	2.7	3.3	64	267	5.9	7.9	141
CBS MORN. NEWS 1	C 1446	347	1.4	24.0	79	327	1.7	22.6	93	*57	1.4	3.9	77	119	2.6	8.2	148
CBS MORN. NEWS 2	C 1207	295	1.2	24.4	81	283	1.4	23.4	97	*35	0.8	2.9	57	*87	1.9	7.2	130
DAYS OF OUR LIVES	M 5877	1728	7.0	29.4	97	1352	6.9	23.0	95	268	6.4	4.6	89	467	10.4	7.9	143
FACTS OF LIFE - DAYTIME	M 2290	542	2.2	23.7	78	516	2.6	22.5	93	142	3.4	6.2	121	181	4.0	7.9	142
FAMILY FEUD	A 3023	813	3.3	26.9	89	599	3.0	19.8	82	95	2.3	3.1	61	160	3.6	5.3	95
GENERAL HOSPITAL	A 6097	1695	6.9	27.8	92	1316	6.7	21.6	89	306	7.4	5.0	98	365	8.1	6.0	108
GOOD MORNING, AMERICA-730 A	A 3515	1081	4.4	30.8	102	771	3.9	21.9	90	158	3.8	4.5	88	178	4.0	5.1	91
GOOD MORNING, AMERICA-830 A	A 2818	881	3.6	31.3	103	702	3.6	24.9	103	104	2.5	3.7	72	170	3.8	6.0	108
GUIDING LIGHT	C 5339	1457	5.9	27.3	90	1128	5.7	21.1	87	187	4.5	3.5	68	378	8.4	7.1	127
ONE LIFE TO LIVE	A 4478	1245	5.1	27.8	92	1027	5.2	22.9	94	222	5.3	5.0	97	280	6.2	6.3	112
PRESS YOUR LUCK	C 2244	645	2.6	28.7	95	611	3.1	27.2	112	*98	2.4	4.4	85	1585			

PLASTIC FREEZER, SANDWICH OR FOOD BAGS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	A '000	B %	C % ACROSS	D INDX	A '000	B %	C % ACROSS	D INDX	A '000	B %	C % ACROSS	D INDX	A '000	B %	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS	20406	24532	100.0	30.3	100	19674	100.0	24.3	100	4156	100.0	5.1	100	4505	100.0	5.6	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	7605	31.0	29.2	96	5930	30.1	22.8	94	1308	31.5	5.0	98	1487	33.0	5.7	103
NETWORK AFFILIATES - LATE	20261	6436	26.2	31.8	105	5006	25.4	24.7	102	1113	26.8	5.5	107	1282	28.5	6.3	114
INDEPENDENTS - LATE	2076	690	2.8	33.2	110	535	2.7	25.8	106	112	2.7	5.4	105	117	2.6	5.6	101
TV EVENING NEWS 6 PM - 2 AM																	
A TEAM	N 10453	3175	12.9	30.4	100	2381	12.1	22.8	94	617	14.8	5.9	115	678	15.0	6.5	117
ABC MONDAY NIGHT MOVIE	A 8412	2057	8.4	32.1	106	1607	8.2	25.1	103	394	9.5	6.1	120	363	8.1	5.7	102
ABC SUNDAY NIGHT MOVIE	A 12407	3979	16.2	32.1	106	3258	16.6	26.3	108	700	16.8	5.6	110	698	15.5	5.6	109
ABC WORLD NEWS TONIGHT	A 6176	1887	7.7	30.6	101	1442	7.3	23.3	96	260	6.3	4.2	82	329	7.3	5.3	99
AFTERMASH	A 5863	1815	7.4	31.0	102	1317	6.7	22.5	92	*328	7.9	5.6	109	349	7.7	6.0	101
ALICE	C 9594	2812	11.5	29.3	97	2165	11.0	22.6	93	577	13.9	6.0	117	572	12.7	6.0	107
AMERICAN PARADE	C 6622	1879	7.7	28.4	94	1351	6.9	20.4	84	375	9.0	5.7	110	355	7.9	5.4	96
ANIMON	A 10886	3111	12.7	28.6	94	2635	13.4	24.2	100	539	13.0	5.0	96	602	13.4	5.5	99
BLUE THUNDER	A 5036	1567	6.4	31.1	103	1244	6.3	24.7	102	316	7.6	6.3	122	293	6.5	5.8	105
CAGNEY & LACEY	C 9965	3159	12.9	31.7	105	2749	14.0	27.6	114	439	10.6	4.4	86	619	13.7	6.2	112
CBS EVENING NEWS-DEAN	C 3491	947	3.9	27.1	90	848	4.3	24.3	100	*151	3.6	4.3	84	*216	4.8	6.2	111
CBS EVENING NEWS-RATHER	C 7123	2200	9.0	30.9	102	1730	8.8	24.3	100	325	7.8	4.6	89	433	9.6	6.1	109
CBS SAT. NEWS-SCHIEFFER	C 3621	973	4.0	26.9	89	737	3.7	20.4	84	199	4.8	5.5	107	179	4.0	4.9	89
CBS SATURDAY NIGHT MOVIE	C 5436	1727	7.0	31.8	105	1381	7.0	25.4	105	307	7.4	5.6	110	315	7.0	5.8	104
CBS WEDNESDAY NIGHT MOVIE	C 6100	1816	7.4	29.8	98	1323	6.7	21.7	89	281	6.8	4.6	90	297	6.6	4.9	88
CHEERS	N 8889	2724	11.1	30.6	101	2438	12.4	27.4	113	447	10.8	5.0	98	513	11.4	5.8	104
DALLAS	C 22109	6940	28.3	31.4	104	5350	27.2	24.2	100	1087	26.2	4.9	96	1332	29.6	6.0	108
DIFF'RENT STROKES	N 6940	1855	7.6	26.7	88	1540	7.8	22.2	91	351	8.4	5.1	99	464	10.3	6.7	120
DOUBLE TROUBLE	N 7223	2318	9.4	32.1	106	2026	10.3	28.0	115	395	9.5	5.5	107	382	8.5	5.3	95
DUCK FACTORY	N 5595	1648	6.7	29.5	97	1459	7.4	26.1	107	335	8.1	6.0	117	341	7.6	6.1	110
DUKES OF HAZZARD	C 5768	1715	7.0	29.7	98	1341	6.8	23.2	96	265	6.4	4.6	90	349	7.7	6.1	109
DYNASTY	A 20053	5848	23.8	29.2	96	4522	23.0	22.6	93	1000	24.1	5.0	97	1182	26.2	5.9	106
FACTS OF LIFE	N 8087	2614	10.7	32.3	107	2218	11.3	27.4	113	451	10.9	5.6	109	447	9.9	5.5	99
FALCON CREST	C 20046	6185	25.2	30.9	102	4728	24.0	23.6	97	940	22.6	4.7	91	1294	28.7	6.5	116
FALL GUY	A 9084	3046	12.4	33.5	111	2136	10.9	23.5	97	482	11.6	5.3	103	544	12.1	6.0	108
FAMILY TIES	N 7964	2187	8.9	27.5	91	2052	10.4	25.8	106	399	9.6	5.0	98	535	11.9	6.7	121
FANTASY ISLAND	A 7687	2286	9.3	29.7	98	1794	9.1	23.3	96	322	7.7	4.2	82	539	12.0	7.0	126
FOULUPS, BLEEPs & BLUNDERS	A 8861	2634	10.7	29.7	98	2221	11.3	25.1	103	406	9.8	4.6	89	516	11.5	5.8	105
FOUR SEASONS	C 5095	1564	6.4	30.7	101	1198	6.1	23.5	97	*295	7.1	5.8	113	291	6.5	5.7	103
GIMME A BREAK	N 8838	2288	9.3	25.9	85	2195	11.2	24.8	102	493	11.9	5.6	109	673	14.9	7.6	137
HART TO HART	A 8978	2630	10.7	29.3	97	2013	10.2	22.4	92	483	11.6	5.4	105	469	10.4	5.2	94
HILL STREET BLUES	N 8590	2759	11.2	32.1	106	2295	11.7	26.7	110	453	10.9	5.3	103	546	12.1	6.4	114
HOTEL	A 14085	4140	16.9	29.4	97	3247	16.5	23.1	95	835	20.1	5.9	116	865	19.2	6.1	110
JEFFERSONS	C 9360	2790	11.4	29.8	98	2005	10.2	21.4	88	632	15.2	6.8	132	647	14.4	6.9	124
JENNIFER SLEPT HERE	N 5841	1599	6.5	27.4	90	1364	6.9	23.4	96	277	6.7	4.7	92	417	9.3	7.1	128
KATE & ALLIE	C 9206	2900	11.8	31.5	104	2300	11.7	25.0	103	509	12.2	5.5	108	457	10.1	5.0	89
KNIGHT RIDER	N 7076	2087	8.5	29.5	97	1624	8.3	23.0	94	454	10.9	6.4	125	388	8.6	5.5	99
LOVE BOAT	A 12219	3478	14.2	28.5	94	2792	14.2	22.8	94	593	14.3	4.9	95	821	18.2	6.7	121
MAGNUM PI	C 11199	3284	13.4	29.3	97	2601	13.2	23.2	96	523	12.6	4.7	91	588	13.1	5.3	94
MAMA'S FAMILY	N 6057	1818	7.4	30.0	99	1556	7.9	25.7	106	357	8.6	5.9	115	391	8.7	6.5	116
MASTER, THE	N 3598	993	4.0	27.6	91	795	4.0	22.1	91	*185	4.5	5.1	100	*208	4.6	5.8	104
MATT HOUSTON	A 6344	1910	7.8	30.1	99	1637	8.3	25.8	106	317	7.6	5.0	97	369	8.2	5.8	105
NBC MONDAY NIGHT MOVIE	N 11994	3587	14.6	29.9	99	3041	15.5	25.4	104	643	15.5	5.4	104	702	15.6	5.9	105
NBC NIGHTLY NEWS	N 5132	1498	6.1	29.2	96	1091	5.5	21.3	88	272	6.5	5.3	103	338	7.5	6.6	118
NBC NIGHTLY NEWS-SAT	N 3375	978	4.0	29.0	96	730	3.7	21.6	89	*197	4.7	5.8	114	*170	3.8	5.0	91
NBC NIGHTLY NEWS-SUN	N 3130	932	3.8	29.8	98	694	3.5	22.2	91	*178	4.3	5.7	111	*263	5.8	8.4	151
NBC SUNDAY NIGHT MOVIE	N 8284	2500	10.2	30.2	100	1933	9.8	23.3	96	562	13.5	6.8	132	601	13.3	7.3	130
NEW HART	C 9240	3018	12.3	32.7	108	2428	12.3	26.3	108	437	10.5	4.7	92	491	10.9	5.3	96
ONE DAY AT A TIME	C 7288	2087	8.5	28.6	95	1693	8.6	23.2	96	386	9.3	5.3	103	420	9.3	5.8	104
PEOPLE ARE FUNNY	N 4855	1467	6.0	30.2	100	1156	5.9	23.8	98	*224	5.4	4.6	90	268	5.9	5.5	99
REAL PEOPLE	N 8869	2479	10.1	28.0	92	2081	10.6	23.5	97	381	9.2	4.3	84	501	11.1	5.6	102
REMINISCENCE STEELE	N 7743	2324	9.5	30.0	99	1750	8.9	22.6	93	244	5.9	3.2	61	494	11.0	6.4	115
RIPLEY'S BELIEVE IT - NOT	A 5345	1719	7.0	32.2	106	1302	6.6	24.4	100	328	7.9	6.1	120	258	5.7	4.8	87
RIP TIDE	N 6988	2153	8.8	30.8	102	1833	9.3	26.2	108	407	9.8	5.8	113	577	12.8	8.3	148
SCARECROW & MRS. KING	C 10002	2887	11.8	28.9	95	2430	12.4	24.3	100	475	11.4	4.7	93	579	12.9	5.8	104
SINON & SIMON	C 10638	3186	13.0	29.9	99	2492	12.7	23.4	96	525	12.6	4.9	96	567	12.6	5.3	96
60 MINUTES	C 13293	3880	15.8	29.2	96	2976	15.1	22.4	92	690	16.6	5.2	101	680	15.1	5.1	92
ST. ELSEWHERE	N 7017	2447	10.0	34.9	115	2087	10.6	29.7	122	305	7.3	4.3	85	316	7.0	4.5	81
THREE'S COMPANY	A 10917	3188	13.0	29.2	96	2770	14.1	25.4	104	518	12.5	4.7	92	569	12.6	5.2	94
T.J. HOOKER	A 9204	2754	11.2	29.9	99	1935	9.8	21.0	87	428	10.3	4.7	91	478	10.6	5.2	93
TWILIGHT SHOW	N 2372	723	2.														

	TOTAL U.S. '000	ZIPLOC (DON)				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	27131	100.0	33.5	100																
18 - 24	9282	2248	8.3	24.2	72																
25 - 34	19072	6441	23.7	33.8	101																
35 - 44	14591	5076	18.7	34.8	104																
45 - 54	11345	4178	15.4	36.8	110																
55 - 64	11635	4491	16.6	38.6	115																
65 OR OLDER	15061	4698	17.3	31.2	93																
18 - 34	28354	8689	32.0	30.6	91																
18 - 49	48339	15848	58.4	32.8	98																
25 - 54	45008	15695	57.8	34.9	104																
35 - 49	19985	7159	26.4	35.8	107																
50 OR OLDER	32647	11283	41.6	34.6	103																
GRADUATED COLLEGE	11155	4036	14.9	36.2	108																
ATTENDED COLLEGE	13682	5180	19.1	37.9	113																
GRADUATED HIGH SCHOOL	33880	11421	42.1	33.7	101																
DID NOT GRADUATE HIGH SCHOOL	22270	6495	23.9	29.2	87																
EMPLOYED	40306	14066	51.8	34.9	104																
EMPLOYED FULL-TIME	32850	11521	42.5	35.1	105																
EMPLOYED PART-TIME	7456	2545	9.4	34.1	102																
NOT EMPLOYED	40680	13065	48.2	32.1	96																
PROFESSIONAL/MANAGER	10392	3885	14.3	37.4	112																
TECH/CLERICAL/SALES	17574	6153	22.7	35.0	105																
PRECISION/CRAFT	985	373	1.4	37.9	113																
OTHER EMPLOYED	11954	3655	13.5	32.2	96																
SINGLE	9863	2730	10.1	27.7	83																
MARRIED	51375	18778	69.2	36.6	109																
DIVORCED/SEPARATED/WIDOWED	19748	5624	20.7	28.5	85																
PARENTS	32590	10864	40.0	33.3	100																
WHITE	70416	24457	90.1	34.7	104																
BLACK	8778	2129	7.8	24.3	72																
OTHER	1791	9546	2.0	30.5	91																
NORTHEAST-CENSUS	17786	5236	19.3	29.4	88																
NORTH CENTRAL	20741	7319	27.0	35.3	105																
SOUTH	27775	9277	34.2	33.4	100																
WEST	14683	5299	19.5	36.1	108																
NORTHEAST-MKTG.	17961	4960	18.3	27.6	82																
EAST CENTRAL	11885	4211	15.5	35.4	106																
WEST CENTRAL	14090	4832	17.8	34.3	102																
SOUTH	24081	8390	30.9	34.8	104																
PACIFIC	12969	4738	17.5	36.5	109																
COUNTY SIZE A	32439	9641	35.5	29.7	89																
COUNTY SIZE B	24915	8919	32.9	35.8	107																
COUNTY SIZE C	12930	4940	18.2	38.2	114																
COUNTY SIZE D	10703	3631	13.4	33.9	101																
METRO CENTRAL CITY	24518	7268	26.8	29.6	88																
METRO SUBURBAN	35919	12452	45.9	34.7	103																
NON METRO	20549	7412	27.3	36.1	108																
TOP 5 ADI'S	18341	5034	18.6	27.4	82																
TOP 10 ADI'S	25378	7243	26.7	28.5	85																
TOP 20 ADI'S	36488	10890	40.1	29.8	89																
MSHLD INC. \$50,000 OR MORE	6612	2800	10.3	42.3	126																
\$40,000 OR MORE	12659	5159	19.0	40.8	122																
\$30,000 OR MORE	24698	9826	36.2	39.8	119																
\$25,000 OR MORE	32077	12424	45.8	38.7	116																
\$20,000 - \$24,999	9144	3104	11.4	33.9	101																
\$15,000 - \$19,999	8728	2785	10.3	31.9	95																
\$10,000 - \$14,999	12562	3907	14.4	31.1	93																
UNDER \$10,000	18475	4911	18.1	26.6	79																
HOUSEHOLD OF 1 PERSON	11987	3440	12.7	28.7	86																
2 PEOPLE	26577	9537	35.2	35.9	107																
3 OR 4 PEOPLE	30617	10342	38.1	33.8	101																
5 OR MORE PEOPLE	11804	3812	14.1	32.3	96																
NO CHILD IN MSHLD	46165	15423	56.8	33.4	100																
CHILD(REN) UNDER 2 YRS	5325	1585	5.8	29.8	89																
2 - 5 YEARS	14221	4728	17.4	33.2	99																
6 - 11 YEARS	15117	5320	19.6	35.2	105																
12 - 17 YEARS	16611	5632	20.8	33.9	101																
RESIDENCE OWNED	55884	20714	76.3	37.1	111																
VALUE: \$50,000 OR MORE	31744	12007	44.3	37.8	113																
VALUE: UNDER \$50,000	24140	8707	32.1	36.1	108																

PLASTIC FREEZER, SANDWICH OR FOOD BAGS: BRANDS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ZIPLOC (DOWN)															
			A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX	A '000	B % DOWN	C % ACROSS	D INDX
TOTAL FEMALE HOMEMAKERS		80986	27131	100.0	33.5	100												
MAGAZINES	QUINTILE 1	15799	6382	23.5	40.4	121												
	QUINTILE 2	17259	6409	23.6	37.1	111												
	QUINTILE 3	13545	4231	15.6	31.2	93												
	QUINTILE 4	15133	4864	17.9	32.1	96												
	QUINTILE 5	19250	5245	19.3	27.2	81												
NEWSPAPERS	QUINTILE 1	12413	4197	15.5	33.8	101												
	QUINTILE 2	24116	8770	32.3	36.4	109												
	QUINTILE 3	11261	4040	14.9	35.9	107												
	QUINTILE 4	20255	6356	23.4	31.4	94												
	QUINTILE 5	12940	3769	13.9	29.1	87												
OUTDOOR	QUINTILE 1	14852	4745	17.5	31.9	95												
	QUINTILE 2	15725	5287	19.5	33.6	100												
	QUINTILE 3	16330	5765	21.2	35.3	105												
	QUINTILE 4	16744	5833	21.5	34.8	104												
	QUINTILE 5	17334	5501	20.3	31.7	95												
RADIO-DRIVE TIME	QUINTILE 1	15911	5743	21.2	36.1	108												
	QUINTILE 2	14837	4705	17.3	31.7	95												
	QUINTILE 3	15339	5076	18.7	33.1	99												
	QUINTILE 4	16723	5901	20.3	32.9	98												
	QUINTILE 5	18176	6106	22.5	33.6	100												
RADIO-MID- DAY	TERCILE 1	21020	6904	25.4	32.8	98												
	TERCILE 2	21610	7808	28.8	36.1	108												
	TERCILE 3	38355	12420	45.8	32.4	97												
RADIO-TOTAL	QUINTILE 1	15988	5601	20.6	35.0	105												
	QUINTILE 2	15626	5104	18.8	32.7	98												
	QUINTILE 3	16723	5621	20.7	33.6	100												
	QUINTILE 4	16342	5385	19.8	33.0	98												
	QUINTILE 5	16306	5420	20.0	33.2	99												
TV-PRIME TIME	QUINTILE 1	15953	5636	20.8	35.3	105												
	QUINTILE 2	16137	5542	20.4	34.3	103												
	QUINTILE 3	16420	5861	21.6	35.7	107												
	QUINTILE 4	16687	5285	19.5	31.7	95												
	QUINTILE 5	15789	4807	17.7	30.4	91												
TV-DAYTIME	TERCILE 1	27736	9617	35.4	34.7	103												
	TERCILE 2	26489	8712	32.1	32.9	98												
	TERCILE 3	26761	8802	32.4	32.9	98												
TV-TOTAL	QUINTILE 1	16345	5469	20.2	33.5	100												
	QUINTILE 2	16447	5965	22.0	36.3	108												
	QUINTILE 3	15980	5530	20.4	34.6	103												
	QUINTILE 4	15887	5341	19.7	33.6	100												
	QUINTILE 5	16326	4826	17.8	29.6	88												
MAGAZINES-NEWSPAPERS: DUAL		20721	8203	30.2	39.6	118												
MAGAZINE IMPERATIVE		19186	6822	25.1	35.6	106												
NEWSPAPER IMPERATIVE		21899	6834	25.2	31.2	93												
MAGAZINES-OUTDOOR: DUAL		15451	5821	21.5	37.7	112												
MAGAZINE IMPERATIVE		25953	9579	35.3	36.9	110												
OUTDOOR IMPERATIVE		24400	7179	26.5	29.4	88												
MAGAZINES-RADIO: DUAL		18049	6850	25.2	38.0	113												
MAGAZINE IMPERATIVE		23571	8552	31.5	36.3	108												
RADIO IMPERATIVE		23278	6958	25.6	29.9	89												
MAGAZINES-TELEVISION: DUAL		15459	6142	22.6	39.7	119												
MAGAZINE IMPERATIVE		25829	9160	33.8	35.5	106												
TELEVISION IMPERATIVE		26039	7920	29.2	30.4	91												
NEWSPAPERS-OUTDOOR: DUAL		16605	5760	21.2	34.7	104												
NEWSPAPER IMPERATIVE		26834	9573	35.3	35.7	106												
OUTDOOR IMPERATIVE		23346	7397	27.3	31.7	95												
NEWSPAPERS-RADIO: DUAL		17133	6199	22.8	36.2	108												
NEWSPAPER IMPERATIVE		25892	9004	33.2	34.8	104												
RADIO IMPERATIVE		23167	7543	27.8	32.6	97												
NEWSPAPERS-TELEVISION: DUAL		17159	6270	23.1	36.5	109												
NEWSPAPER IMPERATIVE		26214	9081	33.5	34.6	103												
TELEVISION IMPERATIVE		23412	7593	28.0	32.4	97												
OUTDOOR-RADIO: DUAL		15303	5369	19.8	35.1	105												
OUTDOOR IMPERATIVE		24901	8094	29.8	32.5	97												
RADIO IMPERATIVE		26492	8796	32.4	33.2	99												
OUTDOOR-TELEVISION: DUAL		14794	5026	18.5	34.0	101												
OUTDOOR IMPERATIVE		25437	8275	30.5	32.5	97												
TELEVISION IMPERATIVE		27877	9757	36.0	35.0	104												
RADIO-TELEVISION: DUAL		15996	5762	21.2	36.0	108												
RADIO IMPERATIVE		25478	8265	30.5	32.4	97												
TELEVISION IMPERATIVE		26573	9180	33.8	34.5	103												

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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-NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ZIPLOC (DOWN)				A				B				C				D			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS:	80986	27131	100.0	33.5	100																
ATLANTIC MONTHLY	415	140	0.5	33.7	101																
BARRON'S	453	152	0.6	33.6	100																
BETTER HOMES & GARDENS	16256	6553	24.2	40.3	120																
BON APPETIT	2535	1071	3.9	42.2	126																
BUSINESS WEEK	1278	462	1.7	36.2	108																
CAR AND DRIVER	378	98	0.4	25.9	77																
CBS MAGAZINE NETWORK (GROSS)	1498	487	1.8	32.5	97																
CHANGING TIMES	1505	555	2.0	36.9	110																
COLONIAL HOMES	1231	465	1.7	37.8	113																
CONDE NAST MAG. PKG. (GROSS)	14146	4764	17.6	33.7	101																
CONSUMERS DIGEST	1323	449	1.7	33.9	101																
COSMOPOLITAN	7102	2400	8.8	33.8	101																
COUNTRY LIVING	2481	973	3.6	39.2	117																
CUISINE	1472	578	2.1	39.3	117																
CYCLE WORLD	425	145	0.5	34.1	102																
DCI:CREATIVE IDEAS FOR LIV	2510	1174	4.3	44.8	140																
DCI:CREAT IDEA/SO.LIV(GROSS)	6494	2979	11.0	44.5	133																
DISCOVER	894	314	1.2	35.1	105																
EBONY	3507	913	3.4	26.0	78																
ESQUIRE	1083	373	1.4	34.4	103																
ESSENCE	1830	493	1.8	26.9	80																
FAMILY CIRCLE	15930	6414	23.6	40.3	120																
THE FAMILY HANDYMAN	1126	440	1.6	39.1	117																
FAMILY WEEKLY	11468	4136	15.2	36.1	108																
FIELD & STREAM	2234	1010	3.7	45.2	135																
FOOD & WINE	579	151	0.6	26.1	78																
FORBES	728	248	0.9	34.1	102																
FORTUNE	906	329	1.2	36.3	108																
GENTLEMEN'S QUARTERLY	791	262	1.0	33.1	99																
GLAMOUR	5265	1883	6.9	35.8	107																
GOLF DIGEST	636	280	1.0	44.0	131																
GOLF DIGEST/TENNIS (GROSS)	1186	518	1.9	43.7	130																
GOLF MAGAZINE	441	222	0.8	30.2	90																
GOLF MAGAZINE/SKI (GROSS)	922	440	1.6	47.7	142																
GOOD HOUSEKEEPING	16487	6566	24.2	39.8	119																
HARPER'S BAZAAR	2423	845	3.1	34.9	104																
HEALTH	1994	706	2.6	35.4	106																
HEARST MAG CORP. BUY (GROSS)	44101	16950	62.5	38.4	115																
HEARST MAN POWER (GROSS)	1993	998	3.7	30.1	149																
HEARST WOMAN POWER (GROSS)	31274	11949	44.0	38.2	114																
HOUSE BEAUTIFUL	3623	1312	4.8	36.2	108																
INC.	283	151	0.6	53.4	159																
JET	2928	743	2.7	25.4	76																
LADIES' HOME JOURNAL	11918	4683	17.3	39.3	117																
LHJ FAMILY GRP COMBO(GROSS)	16764	6370	23.5	38.0	113																
LIFE	4254	1457	5.4	34.3	102																
L.A. TIMES HOME MAGAZINE	1145	486	1.8	42.4	127																
MADMOISELLE	2884	871	3.2	30.2	90																
MC CALL'S	13460	5292	19.5	39.3	117																
MC CALL'S/MRK MOTHER (GROSS)	14606	5657	20.9	38.7	116																
MECHANIX ILLUSTRATED	772	364	1.3	47.2	141																
METROPOLITAN HOME	967	365	1.3	37.7	113																
MONEY	1588	609	2.2	38.4	114																
MOTHER EARTH NEWS	1002	492	1.8	49.1	147																
MS.	825	307	1.1	37.2	111																
NATIONAL ENQUIRER	10336	3526	13.0	34.1	102																
NATIONAL GEOGRAPHIC	9597	4054	14.9	42.2	126																
NATIONAL SUNDAY MAGAZINE PKG	49558	17617	64.9	35.5	106																
NATURAL HISTORY	573	144	0.5	25.1	75																
NEW WOMAN	1699	572	2.1	33.7	100																
NEW YORK INCLUDING CUE	443	114	0.4	25.7	77																
THE NEW YORKER	1270	382	1.4	30.1	90																
NEWSWEEK	6277	2404	8.9	38.3	114																
THE N.Y. TIMES DAILY EDITION	1205	280	1.0	23.2	69																
THE N.Y. TIMES MAGAZINE	2081	500	1.8	24.0	72																
OMNI	788	261	1.0	33.1	99																
ON CABLE	1158	277	1.0	23.9	71																
1001 HOME IDEAS	2852	981	3.6	34.4	103																
ORGANIC GARDENING	1658	753	2.8	45.4	136																
OUTDOOR LIFE	896	409	1.5	45.6	136																
PARADE MAGAZINE	24275	8600	31.7	35.4	106																

PLASTIC FREEZER, SANDWICH OR FOOD BAGS: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ZIPLOC (DOH)				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	27131	100.0	33.5	100																
PARENTS	3845	1373	5.1	35.7	107																
PENTHOUSE	831	300	1.1	36.1	108																
PEOPLE	11645	4519	16.7	38.8	116																
PLAYBOY	2006	645	2.4	32.2	96																
POPULAR HOT RODDING	297	**58	0.2	19.5	58																
POPULAR MECHANICS	1018	571	2.1	56.1	167																
POPULAR SCIENCE	878	350	1.3	39.9	119																
PREVENTION	3913	1626	6.0	41.6	124																
PSYCHOLOGY TODAY	1710	635	2.3	37.1	111																
READER'S DIGEST	22204	8789	32.4	39.6	118																
REDBOOK	7684	2983	11.0	38.8	116																
ROAD & TRACK	410	**130	0.5	31.7	95																
ROLLING STONE	969	333	1.2	34.4	103																
RUNNER'S WORLD	298	**119	0.4	39.9	119																
SATURDAY EVENING POST	1169	451	1.7	38.6	115																
SCIENCE 84	587	330	1.2	56.2	168																
SCIENCE DIGEST	482	*187	0.7	38.8	116																
SCIENTIFIC AMERICAN	594	*208	0.8	35.0	105																
SELF	2089	529	1.9	25.3	76																
SEVENTEEN	2411	878	3.2	36.4	109																
SKI	480	*218	0.8	45.4	136																
SMITHSONIAN	2760	1080	4.0	39.1	117																
SOAP OPERA DIGEST	3013	896	3.3	29.7	89																
SOUTHERN LIVING	4184	1805	6.7	43.1	129																
SPORT	559	*177	0.7	31.7	95																
THE SPORTING NEWS	436	**119	0.4	27.3	81																
SPORTS AFIELD	493	*240	0.9	48.7	145																
SPORTS ILLUSTRATED	2758	1014	3.7	36.8	110																
STAR	7456	2544	9.4	34.1	102																
SUNDAY	24936	8720	32.1	35.0	104																
SUNSET	2124	1079	4.0	50.8	152																
TV GUIDE	21661	7354	27.1	34.0	101																
TENNIS	550	*239	0.9	43.5	130																
TIME	8880	3448	12.7	38.8	116																
TOWN & COUNTRY	917	314	1.2	34.2	102																
TRAVEL & LEISURE	972	373	1.4	38.4	115																
TRUE STORY	3356	1189	4.4	35.4	106																
U.S. NEWS & WORLD REPORT	3410	1429	5.3	41.9	125																
USA TODAY	1759	679	2.5	38.6	115																
US	1873	663	2.4	35.4	106																
VOGUE	3909	1481	5.5	37.9	113																
MALL STREET JOURNAL	1886	699	2.6	37.1	111																
WEIGHT WATCHERS	2120	774	2.9	36.5	109																
WOMAN'S DAY	14172	5931	21.9	41.9	125																
WORKING MOTHER	1146	365	1.3	31.8	95																
WORKING WOMAN	1322	563	2.1	42.6	127																
WORLD TENNIS	*163	**63	0.2	38.7	115																
ZIFF-DAVIS MAG MATHK (GROSS)	2532	1016	3.7	40.1	120																
BLAIR INSERTS	43657	15428	56.9	25.3	105																
DAILY NEWSPAPERS																					
READ ANY	51633	17919	66.0	34.7	104																
READ ONE	43463	15180	56.0	34.9	104																
READ TWO OR MORE	8170	2739	10.1	33.5	100																
WEEKEND/SUNDAY NEWSPAPERS																					
READ ANY	52678	18633	68.7	35.4	106																
READ ONE	46126	16429	60.6	35.6	106																
READ TWO OR MORE	6552	2204	8.1	33.6	100																
OUTDOOR																					
100 SHWG - 30 DAY AV FREQ	27.55	26.23																			
30 DAY REACH	71455	24120	88.9	33.8	101																
50 SHWG - 30 DAY AV FREQ	14.56	13.76																			
30 DAY REACH	67742	23022	84.9	34.0	101																
25 SHWG - 30 DAY AV FREQ	7.94	7.48																			
30 DAY REACH	62117	21102	77.8	34.0	101																
CABLE TV: HOME WIRED	32077	11817	43.6	36.8	110																
HOME NOT WIRED	48909	15314	56.4	31.3	93																
HAVE PAY CABLE	15935	5980	22.0	37.5	112																

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	ZIPLOC (DOM)				A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		A	B	C	D																
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	27131	100.0	33.5	100																
RADIO AVG. DAILY (M-F) CUME																					
6:00 AM - 10:00 AM	43921	19088	95.6	34.4	103																
10:00 AM - 3:00 PM	30659	10680	39.4	34.8	104																
3:00 PM - 7:00 PM	31045	10506	38.7	33.8	101																
7:00 PM - MIDNIGHT	18767	5223	19.3	33.1	99																
MIDNIGHT - 6:00 AM	9120	3096	11.3	33.5	100																
6:00 AM - MIDNIGHT	58527	19953	73.5	34.1	102																
ENTIRE DAY	59311	20221	74.5	34.1	102																
AVG DAILY M-F CUME: 6AM-MDNT																					
FORMATS: ADULT CONTEMPORARY	16172	5990	22.1	37.0	111																
ALL NEWS	8256	635	2.3	28.1	84																
ADR/PROGRESSIVE	3874	1469	5.4	37.9	113																
BEAUTIFUL MUSIC	5660	2069	7.6	36.6	109																
BLACK	2204	626	2.3	28.4	85																
CLASSICAL	1418	507	1.9	35.8	107																
CHR/ROCK	9538	3147	11.6	33.0	98																
COUNTRY	12648	4568	16.8	36.1	108																
GOLDEN OLDIES	1191	296	1.1	24.9	74																
MOR/NOSTALGIA	4757	1561	5.8	32.8	98																
NEWS/TALK	3863	1245	4.6	32.2	96																
RELIGIOUS	3084	899	3.3	29.2	87																
SOFT ROCK	521	*179	0.7	34.4	103																
URBAN CONTEMPORARY	1585	470	1.7	29.7	89																
HIRED NETWORKS:																					
ABC CONTEMPORARY	3261	1123	4.1	34.4	103																
ABC DIRECTION	2316	817	3.0	35.3	105																
ABC ENTERTAINMENT	4834	1562	5.8	32.3	96																
ABC FM	2202	692	2.6	31.4	94																
ABC INFORMATION	5425	1995	7.4	36.8	110																
ABC ROCK	1677	525	1.9	31.3	93																
CBS	4430	1533	5.7	34.6	103																
MUTUAL	4992	1857	6.8	37.2	111																
NBC	4679	1649	6.1	35.2	105																
RADIO/AM	1994	676	2.5	33.9	101																
RKO ONE	2298	683	2.5	29.7	89																
RKO TWO	3311	988	3.6	29.8	89																
THE SOURCE	2114	659	2.4	31.2	93																
NON-HIRED: BLAIR	8654	3065	11.3	35.4	106																
INTERNET	12025	4302	15.9	35.8	107																
KATZ RADIO GROUP	15359	5221	19.2	34.0	101																
SUPERNET	10628	3645	13.4	34.3	102																
TELEVISION AVG. HALF HOUR																					
WKDAY 7:00 AM - 9:00 AM	8659	3155	11.6	36.4	109																
WKDAY 9:00 AM - 1:00 PM	12163	4108	15.1	33.8	101																
WKDAY 1:00 PM - 4:30 PM	16150	5316	19.6	32.9	98																
WKDAY 4:30 PM - 7:30 PM	22463	7531	27.8	33.5	100																
WKDAY 7:30 PM - 8:00 PM	31795	10980	40.5	34.5	103																
WKDAY 11:00 PM - 11:30 PM	23977	8350	30.8	34.8	104																
WKDAY 11:30 PM - 1:00 AM	7703	2545	9.4	33.0	99																
W-SAT 8-11 PM-SUN 7-11 PM	33800	11703	43.1	34.6	103																
WEEKDAY DAYTIME NTHK 7AM-4:30PM																					
ALL MY CHILDREN	A	6538	2049	7.6	31.3	94															
ANOTHER WORLD	N	4620	1707	6.3	36.9	110															
AS THE WORLD TURNS	C	5614	1995	7.4	35.5	106															
CAPITOL	C	3396	1094	4.0	32.2	96															
CBS MORN. NEWS 1	C	1446	557	2.1	38.5	115															
CBS MORN. NEWS 2	C	1207	433	1.6	35.9	107															
DAYS OF OUR LIVES	M	5877	2105	7.8	35.8	107															
FACTS OF LIFE - DAYTIME	M	2290	753	2.8	32.9	98															
FAMILY FEUD	A	3023	877	3.2	29.0	87															
GENERAL HOSPITAL	A	6097	1690	6.2	27.7	83															
GOOD MORNING, AMERICA-730	A	3515	1209	4.5	34.4	103															
GOOD MORNING, AMERICA-830	A	2818	1021	3.8	36.2	108															
GUIDING LIGHT	C	5339	1900	7.0	35.6	106															
ONE LIFE TO LIVE	A	4478	1279	4.7	28.6	85															
PRESS YOUR LUCK	C	2244	845	3.1	37.7	112															
PRICE IS RIGHT 1	C	4348	1620	6.0	37.3	111															
PRICE IS RIGHT 2	C	5014	1798	6.6	35.9	107															
RYAN'S HOPE	A	3150	1054	3.9	33.5	100															
SALE OF THE CENTURY	N	2695	935	3.4	34.7	104															
SEARCH FOR TOMORROW	N	2319	945	3.5	40.8	122															
TODAY SHOW 1	N	2693	953	3.5	35.4	106															
TODAY SHOW 2	N	2498	851	3.1	34.1	102															
\$25,000 PYRAMID	C	2753	928	3.4	33.7	101															
WHEEL OF FORTUNE	N	4388	1471	5.4	33.5	100															
YOUNG AND THE RESTLESS	C	5695	1942	7.2	34.1	102															
WEEKEND DAYTIME NTHK PRE 6PM																					
ABC WIDE WORLD-SPORTS SAT	A	1760	637	2.3	36.2	108															
NBA PLAYOFF GAME -1	C	1136	373	1.4	32.8	98															
NBC MAJOR LEAGUE PRE-GAME	N	953	278	1.0	29.2	87															
SPORTSWORLD - SUN	N	1233	481	1.8	39.0	116															
SUNDAY MORNING	C	1611	552	2.0	34.3	102															

PLASTIC FREEZER, SANDMICH OR FOOD BAGS: BRANDS
(FEMALE HOMEMAKERS)

	TOTAL U.S. '000	ZIPLOC (DOWN)				A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
		A	B	C	D																
TOTAL FEMALE HOMEMAKERS	80986	27131	100.0	33.5	100																
WKDAY LOCAL EVENING TV NEWS																					
NETWORK AFFILIATES - EARLY	26063	9017	33.2	34.6	103																
NETWORK AFFILIATES - LATE	20261	7148	26.3	35.3	105																
INDEPENDENTS - LATE	2076	652	2.4	31.4	94																
TV EVENING NTWK 6 PM - 2 AM																					
A TEAM	N 10453	3810	14.0	36.4	109																
ABC MONDAY NIGHT MOVIE	A 6412	2232	8.2	34.8	104																
ABC SUNDAY NIGHT MOVIE	A 12407	4183	15.4	33.7	101																
ABC WORLD NEWS TONIGHT	A 6176	2046	7.5	33.1	99																
AFTERMASH	C 5863	2000	7.4	34.1	102																
ALICE	C 9594	3317	12.2	34.6	103																
AMERICAN PARADE	C 6622	2202	8.1	33.3	99																
BENSON	A 10886	3613	13.3	33.2	99																
BLUE THUNDER	A 5036	1860	6.9	36.9	110																
CAGNEY & LACEY	C 9965	3654	13.5	36.7	109																
CBS EVENING NEWS-DEAN	C 3491	1078	4.0	30.9	92																
CBS EVENING NEWS-RATHER	C 7123	2509	9.2	35.2	105																
CBS SAT. NEWS-SCHIEFFER	C 3621	1152	4.2	31.8	95																
CBS SATURDAY NIGHT MOVIE	C 5436	2110	7.8	38.8	116																
CBS WEDNESDAY NIGHT MOVIE	C 6100	2360	8.7	38.7	115																
CHEERS	N 8889	3044	11.2	34.2	102																
DALLAS	C 22109	7813	28.8	35.3	105																
DIFF'RENT STROKES	N 6940	2347	8.7	33.8	101																
DOUBLE TROUBLE	N 7223	2523	9.3	34.9	104																
DUCK FACTORY	N 5595	2045	7.5	36.6	109																
DUKES OF HAZZARD	C 5768	1960	7.2	34.0	101																
DYNASTY	A 20053	6955	25.6	34.7	104																
FACTS OF LIFE	N 8087	2537	9.4	31.4	94																
FALCON CREST	C 20046	7060	26.0	35.2	105																
FALL GUY	A 9084	3154	11.6	34.7	104																
FAMILY TIES	N 7964	2826	10.4	35.5	106																
FANTASY ISLAND	A 7687	2475	9.1	32.2	96																
FOULUPS, BLEEPs & BLUNDERS	A 8861	3002	11.1	33.9	101																
FOUR SEASONS	C 5095	1858	6.8	36.5	109																
GIMME A BREAK	N 8838	2940	10.8	33.3	99																
HART TO HART	A 8978	3168	11.7	35.3	105																
HILL STREET BLUES	N 8590	2854	10.5	33.2	99																
HOTEL	A 14085	4899	18.1	34.8	104																
JEFFERSONS	C 9360	3146	11.6	33.6	100																
JENNIFER SLEPT HERE	N 5841	1923	7.1	32.9	98																
KATE & ALLIE	C 9206	3206	11.8	34.8	104																
KNIGHT RIDER	N 7076	2487	9.2	35.1	105																
LOVE BOAT	A 12219	4037	14.9	33.0	99																
MAGNUM PI	C 11199	4276	15.8	38.2	114																
MAMA'S FAMILY	N 6057	1956	7.2	32.3	96																
MASTER, THE	N 3598	1303	4.8	36.2	108																
MATT HOUSTON	A 6344	2217	8.2	34.9	104																
NBC MONDAY NIGHT MOVIE	N 11994	3954	14.6	33.0	98																
NBC NIGHTLY NEWS	N 5132	1949	7.2	38.0	113																
NBC NIGHTLY NEWS-SAT	N 3375	1205	4.4	35.7	107																
NBC NIGHTLY NEWS-SUN	N 3130	1049	3.9	33.5	100																
NBC SUNDAY NIGHT MOVIE	N 8284	2784	10.3	33.6	100																
NEWMART	C 9240	3175	11.7	34.4	103																
ONE DAY AT A TIME	C 7288	2603	9.6	35.7	107																
PEOPLE ARE FUNNY	N 4855	1635	6.0	33.7	101																
REAL PEOPLE	N 8869	2946	10.9	33.2	99																
REHINGTON STEELE	N 7743	2628	9.7	33.9	101																
RIPLEY'S BELIEVE IT - NOT	A 5345	1895	7.0	35.5	106																
RIPTIDE	N 6988	2563	9.4	36.7	109																
SCARECROW & MRS. KING	C 10002	3635	13.4	36.3	108																
SIMON & SIMON	C 10638	3907	14.4	36.7	110																
60 MINUTES	C 13293	4670	17.2	35.1	105																
ST. ELSEWHERE	N 7017	2388	8.8	34.0	102																
THREE'S COMPANY	A 10917	3819	14.1	35.0	104																
T.J. HOOKER	A 9204	3272	12.1	35.5	106																
TONIGHT SHOW	N 2372	797	2.9	33.6	100																
TRAPPER JOHN, M.D.	C 9846	3710	13.7	37.7	112																
TV BLOOPERS & PRAC. JOKES	N 9105	3224	11.9	35.4	106																
20/20	A 9387	3351	12.4	35.7	107																
WEBSTER	A 11067	3704	13.7	33.5	100																
WORLD NEWS - SUN	A 3062	1165	4.3	38.0	114																
YELLOW ROSE	N 4978	1899	7.0	38.1	114																
TV VIEWING SPORTS EVENTS																					
BASEBALL	8878	3649	13.4	41.1	123																
BASKETBALL - COLLEGE GAMES	4080	1692	6.2	41.5	124																
BASKETBALL - PRO GAMES	3607	1373	5.1	38.1	114																
BOWLING	3883	1517	5.6	39.1	117																
BOXING	3928	1386	5.1	35.3	105																
FOOTBALL - COLLEGE GAMES	6366	2715	10.0	42.6	127																
FOOTBALL - PRO GAMES	11300	4634	17.1	41.0	122																
GOLF	3378	1387	5.1	41.1	123																
POST-SEASON COLL. FOOTBALL	4906	1953	7.2	39.8	119																
POST-SEASON PRO FOOTBALL	6120	2685	9.9	43.9	131																
TENNIS	3033	1179	4.3	38.9	116																
WRESTLING - PROFESSIONAL	3344	1329	4.9	39.7	119																

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PLASTIC TYPE KITCHEN WRAP

BASE = FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-23

		'000	%	UNWEIGHTED											
6A. DO YOU OR OTHER MEMBERS OF YOUR HOUSEHOLD USE IT?															
YES		60300	74.5	6986											
NO		20686	25.5	2449											
		ALL		SOLE		PRIMARY		SECONDARY							
		'000	%	'000	%	'000	%	'000	%					UNWEIGHTED	
IF YES															
6B. WHICH BRANDS ARE USED BY YOUR HOUSEHOLD?															
A & P		1057	1.3	217	.3	582	.7	258	.3					124	
GLAD WRAP		21830	27.0	7310	9.0	11302	14.0	3219	4.0					2467	
HANDI-WRAP		25304	31.2	9516	11.8	12009	14.8	3780	4.7					2887	
JIFFY		1194	1.5	516	.6	402	.5	276	.3					151	
REYNOLDS PLASTIC WRAP		13226	16.3	4438	5.5	6552	8.1	2236	2.8					1544	
SARAH WRAP		27206	33.6	9882	12.2	11758	14.5	5566	6.9					3188	
OTHER BRANDS		6470	8.0	3108	3.8	1994	2.5	1368	1.7					757	
DO NOT KNOW		156	.2											26	
		'000	%	UNWEIGHTED											

6C. ABOUT HOW MANY ROLLS OF PLASTIC-TYPE KITCHEN WRAP WERE USED BY YOUR ENTIRE HOUSEHOLD IN THE LAST 90 DAYS?

SIX OR MORE	H	2075	2.6	217
FIVE	H	711	.9	59
FOUR	H	1988	2.5	223
THREE	H	6439	8.0	693
TWO	M	13716	16.9	1542
ONE	M	16361	20.2	1899
LESS THAN ONE	L	18035	22.3	2195
NONE	L	975	1.2	118

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEMAKERS	80986	60300	100.0	74.5	100	11213	100.0	13.8	100	30078	100.0	37.1	100	19010	100.0	23.5	100
18 - 24	9282	6299	10.4	67.4	91	1128	10.1	12.2	88	2765	9.2	29.8	80	2366	12.4	25.5	109
25 - 34	19072	13691	22.7	71.8	96	2005	17.9	10.5	76	6835	22.7	35.8	96	4851	25.5	25.4	108
35 - 44	14591	10834	18.0	74.3	100	2103	18.8	14.4	104	5669	18.8	38.9	105	3062	16.1	21.0	89
45 - 54	11345	8958	14.9	79.0	106	2154	19.2	19.0	137	4565	15.2	40.2	108	2239	11.8	19.7	84
55 - 64	11635	9118	15.1	78.4	105	1690	15.1	14.5	103	4653	15.5	40.0	108	2774	14.6	23.8	102
65 OR OLDER	15061	11441	19.0	76.0	102	2133	19.0	14.2	102	5590	18.6	37.1	100	3717	19.6	24.7	105
18 - 34	28354	19949	33.1	70.4	94	3133	27.9	11.0	80	9600	31.9	33.9	91	7217	38.0	25.5	108
18 - 49	48339	35032	58.1	72.5	97	6243	55.7	12.9	93	17407	57.9	36.0	97	11382	59.9	23.5	100
25 - 54	33483	25483	55.5	74.4	100	6262	55.8	13.9	100	17069	56.7	37.9	102	10152	53.4	22.6	96
35 - 49	19985	15083	25.0	75.5	101	3110	27.7	15.6	112	7808	26.0	39.1	105	4165	21.9	20.8	89
50 OR OLDER	32647	25268	41.9	77.4	104	4970	44.3	15.2	110	12670	42.1	38.8	104	7628	40.1	23.4	100
GRADUATED COLLEGE	11195	8897	14.8	79.8	107	1297	11.6	11.6	84	4374	14.5	39.2	106	3226	17.0	28.9	123
ATTENDED COLLEGE	13682	10506	17.4	76.8	103	1647	14.7	12.0	87	5100	17.0	37.3	100	3759	19.8	27.5	117
GRADUATED HIGH SCHOOL	33880	25989	43.1	76.7	103	5016	44.7	14.8	107	13154	43.7	38.8	105	7820	41.1	23.1	98
DID NOT GRADUATE HIGH SCHOOL	22270	14908	24.7	66.9	90	3253	29.0	14.6	105	7450	24.8	33.5	90	4206	22.1	18.9	80
EMPLOYED	40306	30716	50.9	76.2	102	5353	47.7	13.3	96	15468	51.4	38.4	103	9894	52.0	24.5	105
EMPLOYED FULL-TIME	32850	25021	41.5	76.2	102	4434	39.5	13.5	97	12509	41.6	38.1	103	8078	42.5	24.6	105
EMPLOYED PART-TIME	7456	5695	9.4	76.4	103	919	8.2	12.3	89	2959	9.8	39.7	107	1816	9.6	24.4	104
NOT EMPLOYED	40680	29584	49.1	72.7	98	5860	52.3	14.4	104	14609	48.6	35.9	97	9116	48.0	22.4	95
PROFESSIONAL/MANAGER	10392	8081	13.4	77.8	104	1058	9.4	10.2	74	4077	13.6	39.2	106	2946	15.5	28.3	121
TECH/CLERICAL/SALES	17574	13632	22.6	77.6	104	2449	21.8	13.9	101	6996	23.3	39.8	107	4186	22.0	23.8	101
PRECISION/CRAFT	985	792	1.3	80.4	108	**126	1.1	12.8	92	**477	1.6	48.4	130	**190	1.0	19.3	82
OTHER EMPLOYED	11354	8212	13.6	72.3	97	1720	15.3	15.1	109	3919	13.0	34.5	93	2573	13.5	22.7	97
SINGLE	9863	7056	11.7	71.5	96	1291	11.5	13.1	95	3156	10.5	32.0	86	2610	13.7	26.5	113
MARRIED	51375	39248	65.1	76.4	103	7503	66.9	14.6	105	20243	67.3	39.4	106	11502	60.5	22.4	95
DIVORCED/SEPARATED/WIDOWED	19748	13996	23.2	70.9	95	2419	21.6	12.2	88	6678	22.2	33.8	91	4899	25.8	24.8	106
PARENTS	32590	23043	38.2	70.7	95	4626	41.3	14.2	103	11847	39.4	36.4	98	6570	34.6	20.2	86
WHITE	70416	53841	89.3	76.5	103	9555	85.2	13.6	98	27212	90.5	38.6	104	17074	89.8	24.2	103
BLACK	8778	5247	8.7	59.8	80	1442	12.9	16.4	119	2234	7.4	25.4	69	1571	8.3	17.9	76
OTHER	1791	1212	2.0	67.7	91	**216	1.9	12.1	87	**632	2.1	35.3	95	**364	1.9	20.3	87
NORTHEAST-CENSUS	17786	13614	22.6	76.5	103	3092	27.6	17.4	126	7369	24.5	41.4	112	3153	16.6	17.7	76
EAST CENTRAL	20741	15867	26.3	76.5	103	2698	24.1	13.0	94	7885	26.2	38.0	102	5283	27.8	25.5	109
SOUTH	27775	19788	32.8	71.2	96	3899	34.8	14.0	101	9673	32.2	34.8	94	6215	32.7	22.4	95
WEST	14683	11032	18.3	75.1	101	1523	13.6	10.4	75	5150	17.1	35.1	94	4359	22.9	29.7	126
NORTHEAST-MKTG.	17961	13332	22.1	74.2	100	3091	27.6	17.2	124	7358	24.5	41.0	110	2883	15.2	16.1	68
EAST CENTRAL	11885	9136	15.2	76.9	103	1684	15.0	14.2	102	4493	14.9	37.8	102	2960	15.6	24.9	106
WEST CENTRAL	14090	10963	18.2	77.8	104	1828	16.3	13.0	94	5343	17.8	37.9	102	3792	19.9	26.9	115
SOUTH	24081	17270	28.6	71.7	96	3317	29.6	13.8	99	8363	27.8	34.7	94	5590	29.4	23.2	99
PACIFIC	12969	9599	15.9	74.0	99	1292	11.5	10.0	72	4521	15.0	34.9	94	3786	19.9	29.2	124
COUNTY SIZE A	32439	23803	39.5	73.4	99	4204	37.5	13.0	94	12306	40.9	37.9	102	7293	38.4	22.5	96
COUNTY SIZE B	24915	18730	31.1	75.2	101	3786	33.8	15.2	110	9107	30.3	36.6	98	5837	30.7	23.4	100
COUNTY SIZE C	12930	9882	16.4	76.4	103	1753	15.6	13.6	98	4816	16.0	37.2	100	3313	17.4	25.6	109
COUNTY SIZE D	10703	7886	13.1	73.7	99	1470	13.1	13.7	99	3849	12.8	36.0	97	2566	13.5	24.0	102
METRO CENTRAL CITY	24518	17464	29.0	71.2	96	3565	31.8	14.5	105	8381	27.9	34.2	92	5518	29.0	22.5	96
METRO SUBURBAN	35919	27788	46.1	77.4	104	4643	41.4	12.9	93	14237	47.3	39.6	107	8908	46.9	24.8	106
NON METRO	20549	15049	25.0	73.2	98	3005	26.8	14.6	106	7460	24.8	36.3	98	4584	24.1	22.3	95
TOP 5 ADI'S	18341	13210	21.9	72.0	97	2440	21.8	13.3	96	7049	23.4	38.4	103	3721	19.6	20.3	86
TOP 10 ADI'S	25378	18456	30.6	72.7	98	3304	29.5	13.0	94	9601	31.9	37.8	102	5551	29.2	21.9	93
TOP 20 ADI'S	36488	26947	44.7	73.9	99	4773	42.6	13.1	94	13736	45.7	37.6	101	8438	44.4	23.1	99
HSHLD INC. \$50,000 OR MORE	6612	5521	9.2	83.5	112	1128	10.1	17.1	123	2869	9.5	43.4	117	1524	8.0	23.0	98
\$40,000 OR MORE	12659	10409	17.3	82.2	110	2061	18.4	16.3	118	5458	18.1	43.1	116	2890	15.2	22.8	97
\$30,000 OR MORE	24698	19802	32.8	80.2	108	3660	32.6	14.8	107	10537	35.0	42.7	115	5605	29.5	22.7	97
\$25,000 OR MORE	32077	25678	42.6	80.1	108	4628	41.3	14.4	104	13684	45.5	42.7	115	7366	38.7	23.0	98
\$20,000 - \$24,999	9144	7054	11.7	77.1	104	1209	10.8	13.2	95	3537	11.8	38.7	104	2308	12.1	25.2	108
\$15,000 - \$19,999	8728	6346	10.5	72.7	98	1224	10.9	14.0	101	3030	10.1	34.7	93	2093	11.0	24.0	102
\$10,000 - \$14,999	12562	9221	15.3	73.4	99	1836	16.4	14.6	106	4463	14.8	35.5	96	2921	15.4	23.3	99
UNDER \$10,000	18475	12001	19.9	65.0	87	2316	20.7	12.5	91	5363	17.8	29.0	78	4322	22.7	23.4	100
HOUSEHOLD OF 1 PERSON	11987	8896	14.8	74.2	100	1094	9.8	9.1	66	3985	13.2	33.2	90	3818	20.1	31.9	136
2 PEOPLE	26577	20690	34.3	77.8	105	3395	30.3	12.8	92	10439	34.7	39.3	106	6856	36.1	25.8	110
3 OR 4 PEOPLE	30617	22645	37.6	74.0	99	4755	42.4	15.5	112	11700	38.9	38.2	103	6190	32.6	20.2	86
5 OR MORE PEOPLE	11804	8069	13.4	68.4	92	1969	17.6	16.7	120	3954	13.1	33.5	90	2146	11.3	18.2	77
NO CHILD IN HSHLD	46165	35595	59.0	77.1	104	6203	55.3	13.4	97	17283	57.5	37.4	101	12109	63.7	26.2	112
CHILD(REN) UNDER 2 YRS	5325	3697	6.1	69.4	93	**541	4.8	10.2	73	1804	6.0	33.9	91	1351	7.1	25.4	108
2 - 5 YEARS	14221	9510	15.8	66.9	90	1872	16.7	13.2	95	4694	15.6	33.0	89	2944	15.5	20.7	78
6 - 11 YEARS	15117	10482	17.4	69.3	93	2364	21.1	15.6	113	5335	17.7	35.3	95	2783	14.6	18.4	88
12 - 17 YEARS	16611	12051	20.0	72.5	97	2834	25.3	17.1	123	6269	20.8	37.7	102	2949	15.5	17.8	76
RESIDENCE OWNED	55884	43800	72.6	78.4	105	7897	70.4	14.1	102	23040	76.6	41.2	111	12863	67.7	23.0	98
VALUE: \$50,000 OR MORE	25436	25436	42.2	80.1	108	4563	40.7	14.4	104	13636	45.3	43.0	116	7237	38.1	22.8	97
VALUE: UNDER \$50,000	24140	18364	30.5	76.1	102	3334	29.7	13.8	100	9404	31.3	39.0	105	5626	29.6	23.3	99

PLASTIC-TYPE KITCHEN WRAP: USAGE IN LAST 90 DAYS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	60300	100.0	74.5	100	11213	100.0	13.8	100	30078	100.0	37.1	100	19010	100.0	23.5	100
MAGAZINES	QUINTILE 1	15799	12443	20.6	78.8	106	2681	23.9	17.0	123	6149	20.4	38.9	105	3613	19.0	22.9	97
	QUINTILE 2	17259	13507	22.4	78.3	105	2574	23.0	14.9	108	6985	23.2	40.5	109	3949	20.8	22.9	97
	QUINTILE 3	13545	10426	17.3	77.0	103	1788	15.9	13.2	95	5219	17.4	38.5	104	3420	18.0	25.2	108
	QUINTILE 4	15133	11087	18.4	73.3	98	1830	16.3	12.1	87	5694	18.9	37.6	101	3564	18.7	23.6	100
	QUINTILE 5	19250	12837	21.3	66.7	90	2340	20.9	12.2	88	6031	20.1	31.3	84	4466	23.5	23.2	99
NEWSPAPERS	QUINTILE 1	12413	9582	15.9	77.2	104	2104	18.8	16.9	122	5151	17.1	41.5	112	2327	12.2	18.7	80
	QUINTILE 2	24116	18975	31.5	78.7	106	3441	30.7	14.3	103	9815	32.6	40.7	110	5719	30.1	23.7	101
	QUINTILE 3	11261	8709	14.4	77.3	104	1820	16.2	16.2	117	4045	13.4	35.9	97	2844	15.0	25.3	108
	QUINTILE 4	20255	14767	24.5	72.9	98	2386	21.3	11.8	85	6892	22.9	34.0	92	5489	28.9	27.1	115
	QUINTILE 5	12940	8267	13.7	63.9	86	1462	13.0	11.3	82	4175	13.9	32.3	87	2630	13.8	20.3	87
OUTDOOR	QUINTILE 1	14852	11178	18.5	75.3	101	1999	17.8	13.5	97	5520	18.4	37.2	100	3658	19.2	24.6	105
	QUINTILE 2	15725	11780	19.5	74.9	101	1963	17.5	12.5	90	6067	20.2	38.6	104	3750	19.7	23.8	102
	QUINTILE 3	16330	12528	20.8	76.7	103	2488	22.2	15.2	110	6165	20.5	37.8	102	3875	20.4	23.7	101
	QUINTILE 4	16744	12149	20.1	72.6	97	2571	22.9	15.4	111	5455	18.1	32.6	88	4123	21.7	24.6	105
	QUINTILE 5	17334	12666	21.0	73.1	98	2192	19.5	12.6	91	6871	22.8	39.6	107	3604	19.0	20.8	89
RADIO-DRIVE TIME	QUINTILE 1	15911	11811	19.6	74.2	100	2477	22.1	15.6	112	5989	19.9	37.6	101	3345	17.6	21.0	90
	QUINTILE 2	14837	11198	18.6	75.5	101	2019	18.0	13.6	98	5838	19.4	39.3	106	3341	17.6	22.5	96
	QUINTILE 3	15339	11547	19.1	75.3	101	1899	16.9	12.4	89	5876	19.5	38.3	103	3773	19.8	24.6	105
	QUINTILE 4	16723	12478	20.7	74.6	100	2511	22.4	15.0	108	6217	20.7	37.2	100	3750	19.7	22.4	96
	QUINTILE 5	18176	13266	22.0	73.0	98	2308	20.6	12.7	92	6158	20.5	33.9	91	4801	25.3	26.4	113
RADIO-MID- DAY	TERCILE 1	21020	15743	26.1	74.9	101	3145	28.0	15.0	108	7868	26.2	37.4	101	4730	24.9	22.5	96
	TERCILE 2	21610	16208	26.9	75.0	101	3277	29.2	15.2	110	8030	26.7	37.2	100	4900	25.8	22.7	97
	TERCILE 3	38355	28349	47.0	73.9	99	4790	42.7	12.5	90	14179	47.1	37.0	100	9380	49.3	24.5	104
RADIO-TOTAL	QUINTILE 1	15988	11940	19.8	74.7	100	2372	21.2	14.8	107	6171	20.5	38.6	104	3397	17.9	21.2	91
	QUINTILE 2	15626	11750	19.5	75.2	101	2285	20.4	14.6	106	5736	19.1	36.7	99	3730	19.6	23.9	102
	QUINTILE 3	16723	12699	21.1	75.9	102	2403	21.4	14.4	104	6392	21.3	38.2	103	3904	20.5	23.3	99
	QUINTILE 4	16342	12188	20.2	74.6	100	2138	19.1	13.1	94	6078	20.2	37.2	100	3972	20.9	24.3	104
	QUINTILE 5	16306	11723	19.4	71.9	97	2015	18.0	12.4	89	5701	19.0	35.0	94	4006	21.1	24.6	105
TV-PRIME TIME	QUINTILE 1	15953	12139	20.1	76.1	102	2309	20.6	14.5	105	6341	21.1	39.7	107	3490	18.4	21.9	93
	QUINTILE 2	16137	12023	19.9	74.5	100	2567	22.9	15.9	115	5939	19.7	36.8	99	3517	18.5	21.8	93
	QUINTILE 3	16420	12601	20.9	76.7	103	2134	19.0	13.0	94	6202	20.6	37.8	102	4265	22.4	26.0	111
	QUINTILE 4	16687	12006	19.9	71.9	97	2207	19.7	13.2	96	5977	19.9	35.8	96	3823	20.1	22.9	98
	QUINTILE 5	15789	11531	19.1	73.0	98	1996	17.8	12.6	91	5620	18.7	35.6	96	3916	20.6	24.8	106
TV-DAYTIME	TERCILE 1	27736	19804	32.8	71.4	96	4245	37.9	15.3	111	9818	32.6	35.4	95	5741	30.2	20.7	88
	TERCILE 2	26489	20069	33.3	75.8	102	3786	33.8	14.3	103	9877	32.8	37.3	100	6405	33.7	24.2	103
	TERCILE 3	26761	20427	33.9	76.3	103	3182	28.4	11.9	86	10382	34.5	38.8	104	6863	36.1	25.6	109
TV-TOTAL	QUINTILE 1	16345	11754	19.5	71.9	97	2461	21.9	15.1	109	6000	19.9	36.7	99	3293	17.3	20.1	86
	QUINTILE 2	16447	12704	21.1	77.2	104	2752	24.5	16.7	121	6146	20.4	37.4	101	3806	20.0	23.1	99
	QUINTILE 3	15980	11959	19.8	74.8	101	2201	19.6	13.8	99	6230	20.7	39.0	105	3527	18.6	22.1	94
	QUINTILE 4	15887	11756	19.5	74.0	99	1927	17.2	12.1	88	5626	18.7	35.4	95	4203	22.1	26.5	113
	QUINTILE 5	16326	12128	20.1	74.3	100	1871	16.7	11.5	83	6076	20.2	37.2	100	4181	22.0	25.6	109
MAGAZINES-NEWSPAPERS: DUAL		20721	16352	27.1	78.9	106	3369	30.0	16.3	117	8476	28.2	40.9	110	4507	23.7	21.8	93
MAGAZINE IMPERATIVE		19186	14579	24.2	76.0	102	2804	25.0	14.6	106	6914	23.0	36.0	97	4861	25.6	25.3	108
NEWSPAPER IMPERATIVE		21899	16750	27.8	76.5	103	3113	27.8	14.2	103	8681	28.9	39.6	107	4955	26.1	22.6	96
MAGAZINES-OUTDOOR: DUAL		15451	12439	20.6	80.5	108	2270	20.2	14.7	106	6412	21.3	41.5	112	3757	19.8	24.3	104
MAGAZINE IMPERATIVE		25953	19999	33.2	77.1	103	4066	36.3	15.7	113	9957	33.1	38.4	103	5977	31.4	23.0	98
OUTDOOR IMPERATIVE		24400	17389	28.8	71.3	96	2975	26.5	12.2	88	8530	28.4	35.0	94	5884	31.0	24.1	103
MAGAZINES-RADIO: DUAL		18049	14018	23.2	77.7	104	3009	26.8	16.7	120	7061	23.5	39.1	105	3948	20.8	21.9	93
MAGAZINE IMPERATIVE		23571	18504	30.7	78.5	105	3435	30.6	14.6	105	9296	30.9	39.4	106	5774	30.4	24.5	104
RADIO IMPERATIVE		23278	16788	27.8	72.1	97	2994	26.7	12.9	93	8385	27.9	36.0	97	5409	28.5	23.2	99
MAGAZINES-TELEVISION: DUAL		15459	12050	20.0	77.9	105	2669	23.8	17.3	125	6147	20.4	39.8	107	3234	17.0	20.9	89
MAGAZINE IMPERATIVE		25829	20128	33.4	77.9	105	3541	31.6	13.7	99	10195	33.9	39.5	106	6392	33.6	24.7	105
TELEVISION IMPERATIVE		26039	18564	30.8	71.3	96	3422	30.5	13.1	95	9205	30.6	35.4	95	5937	31.2	22.8	97
NEWSPAPERS-OUTDOOR: DUAL		16605	13319	22.1	80.2	108	2443	21.8	14.7	106	7085	23.6	42.7	115	3791	19.9	22.8	97
NEWSPAPER IMPERATIVE		26834	20664	34.3	77.0	103	4325	38.6	16.1	116	10404	34.6	38.8	104	5936	31.2	22.1	94
OUTDOOR IMPERATIVE		23346	16643	27.6	71.3	96	2897	25.8	12.4	90	7874	26.2	33.7	91	5872	30.9	25.2	107
NEWSPAPERS-RADIO: DUAL		17133	13486	22.4	78.7	106	2713	24.2	15.8	114	7106	23.6	41.5	112	3667	19.3	21.4	91
NEWSPAPER IMPERATIVE		25892	20077	33.3	77.5	104	3942	35.2	15.2	110	10124	33.7	39.1	105	6011	31.6	23.2	99
RADIO IMPERATIVE		23167	16578	27.5	71.6	96	2998	26.7	12.9	93	7895	26.2	34.1	92	5685	29.9	24.5	105
NEWSPAPERS-TELEVISION: DUAL		17159	13316	22.1	77.6	104	2912	26.0	17.0	123	7216	24.0	42.1	113	3187	16.8	18.6	79
NEWSPAPER IMPERATIVE		26214	20499	34.0	78.2	105	3589	32.0	13.7	99	10249	34.1	39.1	105	6661	35.0	25.4	108
TELEVISION IMPERATIVE		23412	16581	27.5	70.8	95	3159	28.2	13.5	97	7829	26.0	33.4	90	5594	29.4	23.9	102
OUTDOOR-RADIO: DUAL		15303	11624	19.3	76.0	102	2395	21.4	15.7	113	5592	18.6	36.5	98	3637	19.1	23.8	101
OUTDOOR																		

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	60300	100.0	74.5	100	11213	100.0	13.8	100	30078	100.0	37.1	100	19010	100.0	23.5	100
ATLANTIC MONTHLY	415	355	0.6	85.5	115	**89	0.8	21.4	155	*137	0.5	33.0	89	*129	0.7	31.1	132
BARRON'S	453	396	0.7	87.4	117	**75	0.7	16.6	120	*191	0.6	42.2	114	**130	0.7	28.7	122
BETTER HOMES & GARDENS	16256	13173	21.8	81.0	109	2718	24.2	16.7	121	6957	23.1	42.8	115	3498	18.4	21.5	92
BON APPETIT	2535	2104	3.5	83.0	111	363	3.2	14.3	103	1046	3.5	41.3	111	695	3.7	27.4	117
BUSINESS WEEK	1278	887	1.5	69.4	93	*163	1.5	12.8	92	372	1.2	29.1	78	352	1.9	27.5	117
CAR AND DRIVER	378	*230	0.4	60.8	82	**24	0.2	6.3	46	*159	0.5	42.1	113	**47	0.2	12.4	53
CBS MAGAZINE NETWORK (GROSS)	1498	1076	1.8	71.8	96	*211	1.9	14.1	102	555	1.8	37.0	100	310	1.6	20.7	88
CHANGING TIMES	1505	1218	2.0	80.9	109	*197	1.8	13.1	95	641	2.1	42.6	115	379	2.0	25.2	107
COLONIAL HOMES	1231	929	1.5	75.5	101	*181	1.6	14.7	106	481	1.6	39.1	105	267	1.4	21.7	92
CONDE NAST MAG. PKG. (GROSS)	14146	10991	18.2	77.7	104	2096	18.7	14.8	107	5293	17.6	37.4	101	3602	18.9	25.5	108
CONSUMERS DIGEST	1323	1068	1.8	80.7	108	*216	1.9	16.3	118	609	2.0	46.0	124	*243	1.3	18.4	78
COSMOPOLITAN	7102	5494	9.1	77.4	104	925	8.2	13.0	94	2928	9.7	41.2	111	1641	8.6	23.1	98
COUNTRY LIVING	2481	2030	3.4	81.8	110	360	3.2	14.5	105	1121	3.7	45.2	122	549	2.9	22.1	94
CUISINE	1472	1172	1.9	79.6	107	*210	1.9	14.3	103	617	2.1	41.9	113	345	1.8	23.4	100
CYCLE WORLD	425	333	0.6	78.4	105	**81	0.7	19.1	138	**180	0.6	42.4	114	**72	0.4	16.9	72
DCI:CREATIVE IDEAS FOR LIV	2510	2096	3.5	83.5	112	434	3.9	17.3	125	1128	3.8	44.9	121	534	2.8	21.3	91
DCI:CREAT IDEA/50.LIV(GROSS)	6694	5462	9.1	81.6	110	1062	9.5	15.9	115	2948	9.8	44.0	119	1452	7.6	21.7	92
DISCOVER	894	697	1.2	78.0	105	*177	1.6	19.8	143	273	0.9	30.5	82	247	1.3	27.6	118
EBONY	3507	2224	3.7	63.4	85	669	6.0	19.1	138	992	3.3	28.3	76	563	3.0	16.1	68
ESQUIRE	1083	749	1.2	69.2	93	*241	2.1	22.3	161	306	1.0	28.3	76	203	1.1	18.7	80
ESSENCE	1830	1209	2.0	66.1	89	404	3.6	22.1	159	475	1.6	26.0	70	330	1.7	18.0	77
FAMILY CIRCLE	15930	12803	21.2	80.4	108	2564	22.9	16.1	116	6635	22.1	41.7	112	3605	19.0	22.6	96
THE FAMILY HANDYMAN	1126	936	1.6	83.1	112	*208	1.9	18.5	133	510	1.7	45.3	122	*218	1.1	19.4	82
FAMILY WEEKLY	11468	9053	15.0	78.9	106	1629	14.5	14.2	103	4251	14.1	37.1	100	3173	16.7	27.7	118
FIELD & STREAM	2234	1723	2.9	77.1	104	406	3.6	18.2	131	886	2.9	39.7	107	431	2.3	19.3	82
FOOD & WINE	579	478	0.8	82.6	111	*102	0.9	17.6	127	246	0.8	42.5	114	*130	0.7	22.5	96
FORBES	728	593	1.0	81.5	109	**96	0.9	13.2	95	307	1.0	42.2	114	*190	1.0	26.1	111
FORTUNE	906	740	1.2	81.7	110	*174	1.6	19.2	139	289	1.0	31.9	86	*277	1.5	30.6	130
GENTLEMEN'S QUARTERLY	791	555	0.9	70.2	94	*203	1.8	25.7	185	*155	0.5	19.6	53	*197	1.0	24.9	106
GLAMOUR	5265	4174	6.9	79.3	106	751	6.7	14.3	103	2048	6.8	38.9	105	1375	7.2	26.1	111
GOLF DIGEST	636	534	0.9	84.0	113	**128	1.1	20.1	145	251	0.8	39.5	106	**155	0.8	24.4	104
GOLF DIGEST/TENNIS (GROSS)	1186	940	1.6	79.3	106	*162	1.4	13.7	99	490	1.6	41.3	111	*287	1.5	24.2	103
GOLF MAGAZINE	441	376	0.6	85.3	115	*83	0.7	18.8	136	*156	0.5	35.4	95	*137	0.7	31.1	132
GOLF MAGAZINE/SKI (GROSS)	922	720	1.2	78.1	105	*146	1.3	15.8	114	285	0.9	30.9	83	289	1.5	31.3	134
GOOD HOUSEKEEPING	16487	13081	21.7	79.3	107	2684	23.9	16.3	118	6718	22.3	40.7	110	3678	19.3	22.3	95
HARPER'S BAZAAR	2423	1853	3.1	76.5	103	435	3.9	18.0	130	840	2.8	34.7	93	577	3.0	23.8	101
HEALTH	1994	1559	2.6	78.2	105	306	2.7	15.3	111	778	2.6	39.0	105	475	2.5	23.8	101
HEARST MAG CORP. BUY (GROSS)	44101	34791	57.7	78.9	106	7013	62.5	15.9	115	17792	59.2	40.3	109	9986	52.5	22.6	96
HEARST MAN POWER (GROSS)	1993	1530	2.5	76.8	103	496	4.4	24.9	180	654	2.2	32.8	88	381	2.0	19.1	81
HEARST WOMAN POWER (GROSS)	31274	24693	41.0	79.0	106	4766	42.5	15.2	110	12873	42.8	41.2	111	7054	37.1	22.6	96
HOUSE BEAUTIFUL	3623	2866	4.8	79.1	106	600	5.4	16.6	120	1466	4.9	40.5	109	800	4.2	22.1	94
INC.	283	*229	0.4	80.9	109	**23	0.2	8.1	59	*112	0.4	39.6	107	*93	0.5	32.9	140
JET	2928	1869	3.1	63.8	86	642	5.7	21.9	158	848	2.8	29.0	78	379	2.0	12.9	55
LADIES' HOME JOURNAL	11918	9450	15.7	79.3	106	1852	16.5	15.5	112	4968	16.5	41.7	112	2630	13.8	22.1	94
LHJ FAMILY GRP COMBO(GROSS)	16764	13251	22.0	79.0	106	2533	22.6	15.1	109	6864	22.8	40.9	110	3853	20.3	23.0	98
LIFE	4254	3193	5.3	75.1	101	787	7.0	18.5	134	1512	5.0	35.5	96	894	4.7	21.0	90
L.A. TIMES HOME MAGAZINE	1145	862	1.4	75.3	101	**99	0.9	8.6	62	484	1.6	42.3	114	280	1.5	24.5	104
MADAMEELLE	2884	2268	3.8	78.6	106	421	3.8	14.6	105	1068	3.6	37.0	100	779	4.1	27.0	115
MC CALL'S	13460	10615	17.6	78.9	106	2244	20.0	16.7	120	5505	18.3	40.9	110	2866	15.1	21.3	91
MC CALL'S/WRK MOTHER (GROSS)	14606	11405	18.9	78.1	105	2426	21.6	16.6	120	5961	19.8	40.8	110	3019	15.9	20.7	88
MECHANIX ILLUSTRATED	772	551	0.9	71.4	96	**131	1.2	17.0	123	*274	0.9	35.5	96	*146	0.8	18.9	81
METROPOLITAN HOME	967	732	1.2	75.7	102	*96	0.9	9.9	72	386	1.3	39.9	107	249	1.3	25.7	110
MONEY	1588	1281	2.1	80.7	108	*194	1.7	12.2	88	626	2.1	39.4	106	462	2.4	29.1	124
MOTHER EARTH NEWS	1002	834	1.4	83.2	112	*164	1.5	16.4	118	374	1.2	37.3	100	296	1.6	29.5	126
MS.	825	654	1.1	79.3	106	*118	1.1	14.3	103	327	1.1	39.6	107	209	1.1	25.3	108
NATIONAL ENQUIRER	10336	7577	12.6	73.3	98	1918	17.1	18.6	134	3580	11.9	34.6	93	2078	10.9	20.1	86
NATIONAL GEOGRAPHIC	9597	7568	12.6	78.9	106	1470	13.1	15.3	111	3545	11.8	36.9	99	2554	13.4	26.6	113
NATIONAL SUNDAY MAGAZINE PKG	49558	38329	63.6	77.3	104	7454	66.5	15.0	109	19350	64.3	39.0	105	11525	60.6	23.3	99
NATURAL HISTORY	573	498	0.8	86.9	117	**100	0.9	17.5	126	*221	0.7	38.6	104	*177	0.9	30.9	132
NEW WOMAN	1699	1351	2.2	79.5	107	198	1.8	11.7	84	689	2.3	40.6	109	464	2.4	27.3	116
NEW YORK INCLUDING CUE	443	303	0.5	68.4	92	**105	0.9	23.7	171	*120	0.4	27.1	73	**78	0.4	17.6	75
THE NEW YORKER	1270	958	1.6	75.4	101	*176	1.6	13.9	100	491	1.6	38.7	104	291	1.5	22.9	98
NEWSWEEK	6277	5058	8.4	80.6	108	882	7.9	14.1	101	2542	8.5	40.5	109	1633	8.6	26.0	111
THE N.Y. TIMES DAILY EDITION	1205	941	1.6	78.1	105	*154	1.4	12.8	92	530	1.8	44.0	118	257	1.4	21.3	91
THE N.Y. TIMES MAGAZINE	2081	1564	2.6	75.2	101	268	2.4	12.9	93	860	2.9	41.3	111	436	2.3	21.0	89
OMNI	788	572	0.9	72.6	97	*100	0.9	12.7	92	252	0.8	32.0	86	*220	1.2	27.9	119
ON CABLE	1158	843	1.4	72.8	98	*153	1.4	13.2	95	429	1.4	37.0	100	*261	1.4	22.5	96
1001 HOME IDEAS	2852	2242	3.7	78.6	106	375	3.3	13.1	95	1118	3.7	39.2	106	749	3.9	26.3	112
ORGANIC GARDENING	1658	1358	2.3	81.9	110	243	2.2	14.7	106	669	2.2	40.3	109	446	2.3	26.9	115
OUTDOOR LIFE	896	713	1.2	79.6	107	*252	2.2	28.1	203	337	1.1	37.6	101	*124	0.7	13.8	59
PARADE MAGAZINE	24275	18719	31.0	77.1	104	3939	35.1	16.2	117	9663	32.1	39.8	107	5117	26.9	21.1	90

PLASTIC-TYPE KITCHEN WRAP: USAGE IN LAST 90 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX	'000	%	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	60300	100.0	74.5	100	11213	100.0	13.8	100	30078	100.0	37.1	100	19010	100.0	23.5	100
PARENTS	3845	2903	4.8	75.5	101	575	5.1	15.0	108	1538	5.1	40.0	108	790	4.2	20.5	88
PENTHOUSE	831	542	0.9	65.2	88	**107	1.0	12.9	93	*277	0.9	33.3	90	*158	0.8	19.0	81
PEOPLE	11645	8836	14.7	75.9	102	1706	15.2	14.7	106	4287	14.3	36.8	99	2843	15.0	24.4	104
PLAYBOY	2006	1494	2.5	74.5	100	244	2.2	12.2	88	725	2.4	36.1	97	*526	2.8	26.2	112
POPULAR HOT RODDING	297	*206	0.3	69.4	93	**47	0.4	15.8	114	**89	0.3	30.0	81	**69	0.4	23.2	99
POPULAR MECHANICS	1018	833	1.4	81.8	110	*291	2.6	28.6	206	385	1.3	37.8	102	*157	0.8	15.4	66
POPULAR SCIENCE	878	682	1.1	77.7	104	**128	1.1	14.6	105	323	1.1	36.8	99	*230	1.2	26.2	112
PREVENTION	3913	3220	5.3	82.3	111	642	5.7	16.4	118	1430	4.8	36.5	98	1148	6.0	29.3	125
PSYCHOLOGY TODAY	1710	1441	2.4	84.3	113	*248	2.2	14.5	105	684	2.3	40.0	108	510	2.7	29.8	127
READER'S DIGEST	22204	17714	29.4	79.8	107	3453	30.8	15.6	112	9058	30.1	40.8	110	5203	27.4	23.4	100
REDBOOK	7684	6118	10.1	79.6	107	1156	10.3	15.0	109	3227	10.7	42.0	113	1735	9.1	22.6	96
ROAD & TRACK	410	315	0.5	76.8	103	**29	0.3	7.1	51	*169	0.6	41.2	111	**118	0.6	28.8	123
ROLLING STONE	969	764	1.3	78.8	106	*186	1.7	19.2	139	348	1.2	35.9	97	230	1.2	23.7	101
RUNNER'S WORLD	298	263	0.4	88.3	119	*221	0.2	7.0	51	**99	0.3	33.2	89	*143	0.8	48.0	204
SATURDAY EVENING POST	1169	900	1.5	77.0	103	224	2.0	19.2	138	433	1.4	37.0	100	243	1.3	20.8	89
SCIENCE 84	587	459	0.8	78.2	105	**140	0.2	23.9	172	*180	0.6	30.7	83	*138	0.7	23.5	100
SCIENCE DIGEST	482	351	0.6	72.8	98	*104	0.9	21.6	156	*128	0.4	26.6	72	**119	0.6	24.7	105
SCIENTIFIC AMERICAN	594	500	0.8	84.2	113	**79	0.7	13.3	96	*137	0.5	23.1	62	*283	1.5	47.6	203
SELF	2089	1648	2.7	78.9	106	315	2.8	15.1	109	773	2.6	37.0	100	560	2.9	26.8	114
SEVENTEEN	2411	1822	3.0	75.6	101	438	3.9	18.2	131	855	2.8	35.5	95	529	2.8	21.9	93
SKI	480	345	0.6	71.9	97	**63	0.6	13.1	95	*129	0.4	26.9	72	*152	0.8	31.7	135
SMITHSONIAN	2760	2198	3.6	79.6	107	279	2.5	10.1	73	1148	3.8	41.6	112	771	4.1	27.9	119
SOAP OPERA DIGEST	3013	2044	3.4	67.8	91	617	5.5	20.5	148	1000	3.3	33.2	89	428	2.3	14.2	61
SOUTHERN LIVING	4184	3366	5.6	80.4	108	628	5.6	15.0	108	1821	6.1	43.5	117	918	4.8	21.9	93
SPORT	559	384	0.6	68.7	92	**77	0.7	13.8	99	*203	0.7	36.3	98	**104	0.5	18.6	79
THE SPORTING NEWS	436	*311	0.5	71.3	95	**97	0.9	22.2	161	*135	0.4	31.0	83	**79	0.4	18.1	77
SPORTS AFIELD	493	347	0.6	70.4	96	**101	0.9	20.5	148	*140	0.5	28.4	76	**105	0.6	21.3	91
SPORTS ILLUSTRATED	2758	2172	3.6	78.8	106	345	3.1	12.5	90	1036	3.4	37.6	101	790	4.2	28.6	122
STAR	7456	5511	9.1	73.9	99	1540	13.7	20.7	149	2586	8.6	34.7	93	1386	7.3	18.6	79
SUNDAY	24936	18971	31.5	76.1	102	3799	33.9	15.2	110	9705	32.3	38.9	105	5466	28.8	21.9	93
SUNSET	2124	1760	2.9	82.9	111	*165	1.5	7.8	56	869	2.9	40.9	110	726	3.8	34.2	146
TV GUIDE	21661	16166	26.8	74.6	100	3362	30.0	15.5	112	8139	27.1	37.6	101	4665	24.5	21.5	92
TENNIS	550	406	0.7	73.8	99	**34	0.3	6.2	45	*239	0.8	43.5	117	*132	0.7	24.0	102
TIME	8880	6931	11.5	78.1	105	1298	11.6	14.6	106	3478	11.6	39.2	105	2155	11.3	24.3	103
TOWN & COUNTRY	917	779	1.3	85.0	114	*152	1.4	16.6	120	329	1.1	35.9	97	297	1.6	32.4	138
TRAVEL & LEISURE	972	766	1.3	78.8	106	*142	1.3	14.6	106	343	1.1	35.3	95	281	1.5	28.9	123
TRUE STORY	3356	2235	3.7	66.6	89	641	5.7	19.1	138	949	3.2	28.3	76	645	3.4	19.2	82
U.S. NEWS & WORLD REPORT	3410	2764	4.6	81.1	109	566	5.0	16.6	120	1320	4.4	38.7	104	878	4.6	25.7	110
USA TODAY	1759	1380	2.3	78.5	105	345	3.1	19.6	142	566	1.9	32.2	87	469	2.5	26.7	114
US	1873	1456	2.4	77.7	104	*252	2.2	13.5	97	707	2.4	37.7	102	497	2.6	26.5	113
VOGUE	3909	2900	4.8	74.2	100	608	5.4	15.6	112	1405	4.7	35.9	97	887	4.7	22.7	97
WALL STREET JOURNAL	1886	1531	2.5	81.2	109	*260	2.3	13.8	100	777	2.6	41.2	111	493	2.6	26.1	111
WEIGHT WATCHERS	2120	1681	2.8	79.3	106	230	2.1	10.8	78	928	3.1	43.8	118	523	2.8	24.7	105
WOMAN'S DAY	14172	11194	18.6	79.0	106	2396	21.4	16.9	122	5630	18.7	39.7	107	3169	16.7	22.4	95
WORKING MOTHER	1146	790	1.3	68.9	93	*182	1.6	15.9	115	455	1.5	39.7	107	*152	0.8	13.3	57
WORKING WOMAN	1322	1046	1.7	79.1	106	230	2.1	17.4	126	426	1.4	32.2	87	390	2.1	29.5	126
WORLD TENNIS	*163	*117	0.2	71.8	96	**26	0.2	16.0	115	*31	0.1	19.0	51	**60	0.3	36.8	157
ZIFF-DAVIS MAG WETMK (GROSS)	2532	1889	3.1	74.6	100	326	2.9	12.9	93	925	3.1	36.5	98	638	3.4	25.2	107
BLAIR INSERTS	43657	33593	55.7	76.9	103	6501	58.0	14.9	108	17156	57.0	39.3	106	9936	52.3	22.8	97
DAILY NEWSPAPERS																	
READ ANY	51633	39850	66.1	77.2	104	7663	68.3	14.8	107	20155	67.0	39.0	105	12032	63.3	23.3	99
READ ONE	43463	33463	55.5	77.0	103	6374	56.8	14.7	106	16600	55.2	38.2	103	10489	55.2	24.1	103
READ TWO OR MORE	8170	6387	10.6	78.2	105	1289	11.5	15.8	114	3555	11.8	43.5	117	1543	8.1	18.9	80
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	40799	67.7	77.4	104	7828	69.8	14.9	107	20644	68.6	39.2	106	12327	64.8	23.4	100
READ ONE	46126	35780	59.3	77.6	104	6793	60.6	14.7	106	18100	60.2	39.2	106	10888	57.3	23.6	101
READ TWO OR MORE	6552	5019	8.3	76.6	103	1035	9.2	15.8	114	2545	8.5	38.8	105	1439	7.6	22.0	94
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	27.76				26.19				28.28				27.88			
30 DAY REACH	71455	53337	88.5	74.6	100	10013	89.3	14.0	101	26224	87.2	36.7	99	17101	90.0	23.9	102
50 SHWG - 30 DAY AV FREQ	14.56	14.66				13.77				15.01				14.63			
30 DAY REACH	67742	50629	84.0	74.7	100	9530	85.0	14.1	102	24754	82.3	36.5	98	16344	86.0	24.1	103
25 SHWG - 30 DAY AV FREQ	7.94	7.98				7.44				8.21				7.95			
30 DAY REACH	62117	46508	77.1	74.9	101	8799	78.5	14.2	102	22667	75.4	36.5	98	15042	79.1	24.2	103
CABLE TV: HOME WIRED	32077	24731	41.0	77.1	104	5029	44.8	15.7	113	11983	39.8	37.4	101	7720	40.6	24.1	103
HOME NOT WIRED	48909	35569	59.0	72.7	98	6183	55.1	12.6	91	18095	60.2	37.0	100	11290	59.4	23.1	98
HAVE PAY CABLE	15935	12208	20.2	76.6	103	2539	22.6	15.9	115	6162	20.5	38.7	104	3508	18.5	22.0	94

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	
TOTAL FEMALE HOMEMAKERS	80986	60300	100.0	74.5	100	11213	100.0	13.8	100	30078	100.0	37.1	100	19010	100.0	23.5	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	33141	55.0	75.5	101	6374	56.8	14.5	105	16933	56.3	38.6	104	9834	51.7	22.4	95	
10:00 AM - 3:00 PM	30659	23057	38.2	75.2	101	4680	41.7	15.3	110	11466	38.1	37.4	101	6912	36.4	22.5	96	
3:00 PM - 7:00 PM	31045	23176	38.4	74.7	100	4297	38.3	13.8	100	11665	38.8	37.6	101	7213	37.9	23.2	99	
7:00 PM - MIDNIGHT	15767	11830	19.6	75.0	101	2270	20.2	14.4	104	5732	19.1	36.4	98	3828	20.1	24.3	103	
MIDNIGHT - 6:00 AM	9120	7133	11.8	78.2	105	1289	11.5	14.1	102	3516	11.7	38.6	104	2328	12.2	25.5	109	
6:00 AM - MIDNIGHT	58527	44048	73.0	75.3	101	8440	75.3	14.4	104	22077	73.4	37.7	102	13531	71.2	23.1	98	
ENTIRE DAY	59311	44460	74.1	75.3	101	8528	76.1	14.4	104	22431	74.6	37.8	102	13702	72.1	23.1	98	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS:																		
ADULT CONTEMPORARY	16172	12333	20.5	76.3	102	2335	20.8	14.4	104	6105	20.3	37.8	102	3893	20.5	24.1	103	
ALL NEWS	2256	1736	2.9	77.0	103	318	2.8	14.1	102	926	3.1	41.0	111	492	2.6	21.8	93	
AOR/PROGRESSIVE	3874	3043	5.0	78.5	105	594	5.3	15.3	111	1576	5.2	40.7	110	874	4.6	22.6	96	
BEAUTIFUL MUSIC	5660	4630	7.7	81.8	110	1018	9.1	18.0	130	2457	8.2	43.4	117	1155	6.1	20.4	87	
BLACK	2204	1469	2.4	66.7	90	431	3.8	19.6	141	649	2.2	29.4	79	388	2.0	17.6	75	
CLASSICAL	1418	1141	1.9	80.5	108	*166	1.5	11.7	85	621	2.1	43.8	118	354	1.9	25.0	106	
CHR/ROCK	9538	6928	11.5	72.6	98	1285	11.5	13.5	97	3411	11.3	35.8	96	2231	11.7	23.4	100	
COUNTRY	12648	9599	15.9	75.9	102	1796	16.0	14.2	103	4795	15.9	37.9	102	3008	15.8	23.8	101	
GOLDEN OLDIES	1191	847	1.4	71.1	96	*206	1.8	17.3	125	432	1.4	36.3	98	*210	1.1	17.6	75	
MOR/NOSTALGIA	4757	3841	6.4	80.7	108	695	6.2	14.6	106	1987	6.6	41.8	112	1159	6.1	24.4	104	
NEWS/TALK	3863	2927	4.9	75.8	102	483	4.3	12.5	90	1520	5.1	39.3	106	924	4.9	23.9	102	
RELIGIOUS	3084	2197	3.6	71.2	96	310	2.8	10.1	73	1070	3.6	34.7	93	817	4.3	26.5	113	
SOFT ROCK	521	331	0.5	63.5	85	*45	0.4	8.6	62	*136	0.5	26.1	70	*151	0.8	29.0	123	
URBAN CONTEMPORARY	1585	1037	1.7	65.4	88	370	3.3	23.3	169	491	1.6	31.0	83	*176	0.9	11.1	47	
WIRED NETWORKS:																		
ABC CONTEMPORARY	3261	2187	3.6	67.1	90	505	4.5	15.5	112	1074	3.6	32.9	89	608	3.2	18.6	79	
ABC DIRECTION	2316	1720	2.9	74.3	100	487	4.3	21.0	152	682	2.3	29.4	79	551	2.9	23.8	101	
ABC ENTERTAINMENT	4834	3701	6.1	76.6	103	594	5.3	12.3	89	2066	6.9	42.7	115	1040	5.5	21.5	92	
ABC FM	2202	1597	2.6	72.5	97	363	3.2	16.5	119	673	2.2	30.6	82	561	3.0	25.5	109	
ABC INFORMATION	5425	4149	6.9	76.5	103	678	6.0	12.5	90	2030	6.7	37.4	101	1441	7.6	26.6	113	
ABC ROCK	1677	1241	2.1	74.0	99	*241	2.1	14.4	104	605	2.0	36.1	97	396	2.1	23.6	101	
CBS	4430	3570	5.9	80.6	108	537	4.8	12.1	88	1909	6.3	43.1	116	1123	5.9	25.3	108	
MUTUAL	4992	3769	6.3	75.5	101	747	6.7	15.0	108	2118	7.0	42.4	114	904	4.8	18.1	77	
NBC	4679	3719	6.2	79.5	107	727	6.5	15.5	112	1721	5.7	36.8	99	1271	6.7	27.2	116	
RADIORADIO	1994	1502	2.5	75.3	101	*328	2.9	16.4	119	810	2.7	40.6	109	363	1.9	18.2	78	
RKO ONE	2298	1677	2.8	73.0	98	260	2.3	11.3	82	858	2.9	37.3	101	558	2.9	24.3	103	
RKO TWO	3311	2436	4.0	73.6	99	500	4.5	15.1	109	1258	4.2	38.0	102	678	3.6	20.5	87	
THE SOURCE	2114	1547	2.6	73.2	98	*313	2.8	14.8	107	795	2.6	37.6	101	439	2.3	20.8	88	
NON-WIRED: BLAIR	8654	6952	10.9	75.7	102	1181	10.5	13.6	99	3302	11.0	38.2	103	2068	10.9	23.9	102	
INTERNET	12025	9253	15.3	76.9	103	1746	15.6	14.5	105	4622	15.4	38.4	103	2884	15.2	24.0	102	
KATZ RADIO GROUP	15359	11696	19.4	76.2	102	2315	20.6	15.1	109	5832	19.4	38.0	102	3550	18.7	23.1	98	
SUPERNET	10628	8178	13.6	76.9	103	1500	13.4	14.1	102	4132	13.7	38.9	105	2546	13.4	24.0	102	
TELEVISION AVG. HALF HOUR																		
WKDAY 7:00 AM - 9:00 AM	8659	6378	10.6	73.7	99	1227	10.9	14.2	102	3203	10.6	37.0	100	1947	10.2	22.5	96	
WKDAY 9:00 AM - 1:00 PM	12163	8647	14.3	71.1	95	1820	16.2	15.0	108	4220	14.0	34.7	93	2607	13.7	21.4	91	
WKDAY 1:00 PM - 4:30 PM	16150	11515	19.1	71.3	96	2462	22.0	15.2	110	5636	18.7	34.9	94	3417	18.0	21.2	90	
WKDAY 4:30 PM - 7:30 PM	22463	16608	27.5	73.9	99	3307	29.5	14.7	106	8190	27.2	36.5	98	5111	26.9	22.8	97	
WKDAY 7:30 PM - 8:00 PM	31795	23634	39.2	74.3	100	4659	41.5	14.7	106	11804	39.2	37.1	100	7171	37.7	22.6	96	
WKDAY 11:00 PM - 11:30 PM	23977	18168	30.1	75.8	102	3580	31.9	14.9	108	9106	30.3	38.0	102	5483	28.8	22.9	97	
WKDAY 11:30 PM - 1:00 AM	7703	5713	9.5	74.2	100	1147	10.2	14.9	108	2866	9.5	37.2	100	1700	8.9	22.1	94	
M-SAT 8-11 PM-SUN 7-11 PM	33800	25463	42.2	75.3	101	4881	43.5	14.4	104	12871	42.8	38.1	103	7711	40.6	22.8	97	
MIDY DAYTIME NTKM 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	4752	7.9	72.7	98	1174	10.5	18.0	130	2246	7.5	34.4	92	1332	7.0	20.4	87
ANOTHER WORLD	N	4620	3259	5.4	70.5	95	680	6.1	14.7	106	1729	5.7	37.4	101	849	4.5	18.4	78
AS THE WORLD TURNS	C	5614	3878	6.4	69.1	93	769	6.9	13.7	99	1850	6.2	33.0	89	1259	6.6	22.4	96
CAPITOL	C	3396	2265	3.8	66.7	90	569	5.1	16.8	121	997	3.3	29.4	79	699	3.7	20.6	88
CBS MORN. NEWS 1	C	1446	974	1.6	67.4	90	160	1.4	11.1	80	536	1.8	37.1	100	278	1.5	19.2	82
CBS MORN. NEWS 2	C	1207	842	1.4	69.8	94	159	1.4	13.2	95	422	1.4	35.0	94	261	1.4	21.6	92
DAYS OF OUR LIVES	N	5877	4219	7.0	71.8	96	834	7.4	14.2	102	2190	7.3	37.3	100	1195	6.3	20.3	87
FACTS OF LIFE - DAYTIME	N	2290	1460	2.4	63.8	86	315	2.8	13.8	99	764	2.5	33.4	90	380	2.0	16.6	71
FAMILY FEUD	A	3023	2158	3.6	71.4	96	466	4.2	15.4	111	1002	3.3	33.1	89	691	3.6	22.9	97
GENERAL HOSPITAL	A	6097	4394	7.3	72.1	97	1033	9.2	16.9	122	2209	7.3	36.2	98	1152	6.1	18.9	80
GOOD MORNING, AMERICA-730	A	3515	2738	4.5	77.9	105	469	4.2	13.3	96	1308	4.3	37.2	100	961	5.1	27.3	116
GOOD MORNING, AMERICA-830	A	2818	2251	3.7	79.9	107	478	4.3	17.0	123	1110	3.7	39.4	106	663	3.5	23.5	100
GUIDING LIGHT	C	5339	3671	6.1	68.8	92	798	7.1	14.9	108								

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	TOTAL U.S. '000	GLAD WRAP				HANDI-WRAP				NETFOLDS PLASTIC WRAP				SARAN WRAP			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS	80986	21830	100.0	27.0	100	25304	100.0	31.2	100	13226	100.0	16.3	100	27206	100.0	33.6	100
18 - 24	9282	2132	9.8	23.0	85	2399	9.5	25.8	83	1430	10.8	15.4	94	2398	8.8	25.8	77
25 - 34	19072	5440	24.9	28.5	106	5808	23.0	30.5	97	2838	21.5	14.9	91	6145	22.6	32.2	96
35 - 44	14591	3983	18.2	27.3	101	4879	19.3	33.4	107	2165	16.4	14.8	91	4688	17.2	32.1	96
45 - 54	11345	3316	15.2	29.2	108	3830	15.1	33.8	108	1852	14.0	16.3	100	4085	15.0	36.0	107
55 - 64	11635	3276	15.0	28.2	104	3685	14.6	31.7	101	2028	15.3	17.4	107	4312	15.8	37.1	110
65 OR OLDER	15061	3684	16.9	24.5	91	4703	18.6	31.2	100	2914	22.0	19.3	118	5578	20.5	37.0	110
18 - 34	28354	7572	34.7	26.7	99	8207	32.4	28.9	93	4268	32.3	15.1	92	8543	31.4	30.1	90
18 - 49	48339	13236	60.6	27.4	102	14982	59.2	31.0	99	7202	54.5	14.9	91	15096	55.5	31.2	93
25 - 54	45008	12739	58.4	28.3	105	14518	57.4	32.3	103	6854	51.8	15.2	93	14918	54.8	33.1	99
35 - 49	19985	5644	25.9	28.3	105	6775	26.8	33.9	108	2934	22.2	14.7	90	6553	24.1	32.8	98
50 OR OLDER	32647	8595	39.4	26.3	98	10322	40.8	31.6	101	6024	45.5	18.5	113	12110	44.5	37.1	110
GRADUATED COLLEGE	11155	3475	15.9	31.2	116	3726	14.7	33.4	107	1825	13.8	16.4	100	4576	16.8	41.0	122
ATTENDED COLLEGE	13682	4042	18.5	29.5	110	4777	18.9	34.9	112	2101	15.9	15.4	94	5009	18.4	36.6	109
GRADUATED HIGH SCHOOL	33880	9219	42.2	27.2	101	11001	43.5	32.5	104	5706	43.1	16.8	103	11545	42.4	34.1	101
DID NOT GRADUATE HIGH SCHOOL	22270	5094	23.3	22.9	85	5801	22.9	26.0	83	3594	27.2	16.1	99	6076	22.3	27.3	81
EMPLOYED	40306	11409	52.3	28.3	105	13154	52.0	32.6	104	6210	47.0	15.4	94	13773	50.6	34.2	102
EMPLOYED FULL-TIME	32850	9258	42.4	28.2	105	10594	41.9	32.2	103	5081	38.4	15.5	95	11215	41.2	34.1	102
EMPLOYED PART-TIME	7456	2151	9.9	28.8	107	2560	10.1	34.3	110	1129	8.5	15.1	93	2558	9.4	34.3	102
NOT EMPLOYED	40680	10421	47.7	25.6	95	12151	48.0	29.9	96	7016	53.0	17.2	106	13432	49.4	33.0	98
PROFESSIONAL/MANAGER	10392	3145	14.4	30.3	112	3498	13.8	33.7	108	1624	12.3	15.6	96	3704	13.6	35.6	106
TECH/CLERICAL/SALES	17574	4825	22.1	27.5	102	6074	24.0	34.6	111	2331	17.6	13.3	81	6498	23.9	37.0	110
PRECISION/CRAFT	985	321	1.5	32.6	121	308	1.2	31.3	100	128	1.0	13.0	80	358	1.3	36.3	108
OTHER EMPLOYED	11354	3118	14.3	27.5	102	3274	12.9	28.8	92	2128	16.1	18.7	115	3214	11.8	28.3	84
SINGLE	9863	2647	12.1	26.8	100	2715	10.7	27.5	88	1456	11.0	14.8	90	3055	11.2	31.0	92
MARRIED	51375	14304	65.5	27.8	103	16937	66.9	33.0	106	8307	62.8	16.2	99	18036	66.3	35.1	105
DIVORCED/SEPARATED/WIDOWED	19748	4880	22.4	24.7	92	5652	22.3	28.6	92	3464	26.2	17.5	107	6115	22.5	31.0	92
PARENTS	32590	9214	42.2	28.3	105	10115	40.0	31.0	99	4744	35.9	14.6	89	10138	37.3	31.1	93
WHITE	70416	19353	88.7	27.5	102	22903	90.5	32.5	104	11487	86.9	16.3	100	24772	91.1	35.2	105
BLACK	8778	2040	9.3	23.2	86	1904	7.5	21.7	69	1447	10.9	16.5	101	1821	6.7	20.7	62
OTHER	1791	437	2.0	24.4	91	498	2.0	27.8	89	292	2.2	16.3	100	613	2.3	34.2	102
NORTHEAST-CENSUS	17786	4940	22.6	27.8	103	5168	20.4	29.1	93	3416	25.8	19.2	118	6202	22.8	34.9	104
NORTH CENTRAL	20741	6389	29.3	30.8	114	7415	29.3	35.8	114	3182	24.1	15.3	94	7468	27.4	36.0	107
SOUTH	27775	6442	29.5	23.2	86	7988	31.6	28.8	92	4013	30.3	14.4	88	8421	31.0	30.3	90
WEST	14683	4060	18.6	27.7	103	4733	18.7	32.2	103	2615	19.8	17.8	109	5115	18.8	34.8	104
NORTHEAST-MKTG.	17961	4650	21.3	25.9	96	4795	18.9	26.7	85	3434	26.0	19.1	117	5933	21.8	33.0	98
EAST CENTRAL	11885	3554	16.3	29.9	111	4026	15.9	33.9	108	1647	12.5	13.9	85	4044	14.9	34.0	101
WEST CENTRAL	14090	4367	20.0	31.0	115	5271	20.8	37.4	120	2254	17.0	16.0	98	5411	19.9	38.4	114
SOUTH	24081	5677	26.0	23.6	87	7126	28.2	29.6	95	3545	26.8	14.7	90	7552	27.8	31.4	93
PACIFIC	12969	3583	16.4	27.6	102	4086	16.1	31.5	101	2346	17.7	18.1	111	4266	15.7	32.9	98
COUNTY SIZE A	32439	8856	40.6	27.3	101	9063	35.8	27.9	89	5322	40.2	16.4	100	10564	38.8	32.6	97
COUNTY SIZE B	24915	6756	30.9	27.1	101	7955	31.4	31.9	102	4206	31.8	16.9	103	8465	31.1	34.0	101
COUNTY SIZE C	12930	3480	15.9	26.9	100	4452	17.6	34.4	110	2151	16.3	16.6	102	4513	16.6	34.9	104
COUNTY SIZE D	10703	2739	12.5	25.6	95	3835	15.2	35.8	115	1547	11.7	14.5	89	3664	13.5	34.2	102
METRO CENTRAL CITY	24518	6633	30.4	27.1	100	6940	27.4	28.3	91	3737	28.3	15.2	93	7530	27.7	30.7	91
METRO SUBURBAN	35919	9913	45.4	27.6	102	11297	44.6	31.5	101	6206	46.9	17.3	106	12717	46.7	35.4	105
NON METRO	20549	5284	24.2	25.7	95	7068	27.9	34.4	110	3283	24.8	16.0	98	6959	25.6	33.9	101
TOP 5 ADI'S	18341	4971	22.8	27.1	101	4909	19.4	26.8	86	3249	24.6	17.7	108	6070	22.3	33.1	99
TOP 10 ADI'S	25378	6651	30.5	26.2	97	6648	26.3	26.2	84	4323	32.7	17.0	104	8306	30.5	32.7	97
TOP 20 ADI'S	36488	9671	44.3	26.5	98	10613	41.9	29.1	93	6057	45.8	16.6	102	11976	44.0	32.8	98
HSHLD INC. \$50,000 OR MORE	6612	2188	10.0	33.1	123	2491	9.8	37.7	121	952	7.2	14.4	88	2653	9.8	40.1	119
\$30,000 OR MORE	12659	4062	18.6	32.1	119	4699	18.6	37.1	119	1921	14.5	15.2	93	5018	18.4	39.6	118
\$20,000 OR MORE	24698	7429	34.0	30.1	112	8883	35.1	36.0	115	4086	30.9	16.5	101	9565	35.2	38.7	115
\$25,000 OR MORE	32077	9639	44.2	30.0	111	11395	45.0	35.5	114	5293	40.0	16.5	101	12163	44.7	37.9	113
\$20,000 - \$24,999	9144	2591	11.9	28.3	105	3095	12.2	33.8	108	1792	13.9	19.6	120	3375	12.4	36.9	110
\$15,000 - \$19,999	8728	2088	9.6	23.9	89	2506	9.9	28.7	92	1395	10.5	16.0	98	2878	10.6	33.0	98
\$10,000 - \$14,999	12562	3385	15.5	26.9	100	3924	15.5	31.2	100	1879	14.2	15.0	92	3764	13.8	30.0	89
UNDER \$10,000	18475	4128	18.9	22.3	83	4385	17.3	23.7	76	2867	21.7	15.5	95	5027	18.5	27.2	81
HOUSEHOLD OF 1 PERSON	11987	2935	13.4	24.5	91	3474	13.7	29.0	93	1975	14.9	16.5	101	4308	15.8	35.9	107
2 PEOPLE	26577	8623	31.3	25.7	95	8657	34.2	32.6	104	4740	35.8	17.8	109	9421	34.6	35.4	106
3 OR 4 PEOPLE	30617	8621	39.5	28.2	104	10003	39.5	32.7	105	4864	36.8	15.9	97	9776	35.9	31.9	95
5 OR MORE PEOPLE	11804	3451	15.8	29.2	108	3171	12.5	26.9	86	1647	12.5	14.0	85	3701	13.6	31.4	93
NO CHILD IN HSHLD	46165	12064	55.3	26.1	97	14535	57.4	31.5	101	8083	61.1	17.5	107	16393	60.3	35.5	106
CHILD(REN) UNDER 2 YRS	5325	1509	6.9	28.3	105	1532	6.1	28.8	92	737	5.6	13.8	85	1732	6.4	32.5	97
2 - 5 YEARS	14221	3903	17.9	27.4	102	3860	15.3	27.1	87	1994	15.1	14.0	86	4367	16.1	30.7	91
6 - 11 YEARS	15117	4393	20.1	29.1	108	4533	17.9	30.0	96	2183	16.5	14.4	88	4626	17.0	30.6	91
12 - 17 YEARS	16611	4744	21.7	28.6	106	5465	21.6	32.9	105	2349	17.8	14.1	87	5375	19.8	32.4	96
RESIDENCE OWNED	55884	15880	72.7	28.4	105	19196	75.9	34.3	110	9389	71.0	16.8	103	20844	76.6	37.3	111
VALUE: \$50,000 OR MORE	31744	9618	44.1	30.3	112	11341	44.8	35.7	114	5321	40.2	16.8	103	12388	45.5	39.0	116
VALUE: UNDER \$50,000	24140	6262	28.7	25.9	96	7855	31.0	32.5	104	4068	30.8	16.9	103	8456	31.1	35.0	104

PLASTIC-TYPE KITCHEN WRAP: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	A	GLAD B	WRAP C	D	A	HANDI-WRAP B	C	D	REYNOLDS PLASTIC WRAP				A	SARAN B	WRAP C	D
			'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS		80986	21830	100.0	27.0	100	25304	100.0	31.2	100	13226	100.0	16.3	100	27206	100.0	33.6	100
MAGAZINES	QUINTILE 1	15799	4799	22.0	30.4	113	5456	21.6	34.5	111	3002	22.7	19.0	116	5803	21.3	36.7	109
	QUINTILE 2	17259	5011	23.0	29.0	108	5710	22.6	33.1	106	2981	22.5	17.3	106	6575	24.2	38.1	113
	QUINTILE 3	13545	3856	17.7	28.5	106	4304	17.0	31.8	102	2405	18.2	17.8	109	4514	16.6	33.3	99
	QUINTILE 4	15133	4028	18.5	26.6	99	4660	18.4	30.8	99	2149	16.2	14.2	87	4836	17.8	32.0	95
	QUINTILE 5	19250	4136	18.9	21.5	80	5176	20.5	26.9	86	2690	20.3	14.0	86	5478	20.1	28.5	85
NEWSPAPERS	QUINTILE 1	12413	3653	16.7	29.4	109	3953	15.6	31.8	102	2236	16.9	18.0	110	4894	18.0	39.4	117
	QUINTILE 2	24116	7045	32.3	29.2	108	7841	31.0	32.5	104	4108	31.1	17.0	104	8775	32.3	36.4	108
	QUINTILE 3	11261	3041	13.9	27.0	100	3849	15.2	34.2	109	2054	15.5	18.2	112	3850	14.2	34.2	102
	QUINTILE 4	20255	5503	25.2	27.2	101	6267	24.8	30.9	99	2909	22.0	14.4	88	6345	23.3	31.3	93
	QUINTILE 5	12940	2589	11.9	20.0	74	3394	13.4	26.2	84	1919	14.5	14.8	91	3342	12.3	25.8	77
OUTDOOR	QUINTILE 1	14852	4363	20.0	29.4	109	4436	17.5	29.9	96	2565	19.4	17.3	106	5326	19.6	35.9	107
	QUINTILE 2	15725	4198	19.2	26.7	99	5189	20.5	33.0	106	2695	20.4	17.1	105	5110	18.8	32.5	97
	QUINTILE 3	16330	4690	21.5	28.7	107	5130	20.3	31.4	101	2803	21.2	17.2	105	5802	21.3	35.5	106
	QUINTILE 4	16744	4350	19.9	26.0	96	5226	20.7	31.2	100	2696	20.4	16.1	99	5443	20.0	32.5	97
	QUINTILE 5	17334	4230	19.4	24.4	91	5323	21.0	30.7	98	2467	18.7	14.2	87	5525	20.3	31.9	95
RADIO-DRIVE TIME	QUINTILE 1	15911	4595	21.0	28.9	107	5130	20.3	32.2	103	2619	19.8	16.5	101	5528	20.3	34.7	103
	QUINTILE 2	14837	4038	18.5	27.2	101	5006	19.8	33.7	108	2515	19.0	17.0	104	4907	18.0	33.1	98
	QUINTILE 3	15339	4191	19.2	27.3	101	4582	18.1	29.9	96	2537	19.2	16.5	101	5436	20.0	35.4	105
	QUINTILE 4	16723	4451	20.4	26.6	99	5185	20.5	31.0	99	2686	20.3	16.1	98	5429	20.0	32.5	97
	QUINTILE 5	18176	4555	20.9	25.1	93	5402	21.3	29.7	95	2869	21.7	15.8	97	5905	21.7	32.5	97
RADIO-MID- DAY	TERCILE 1	21020	5996	27.5	28.5	106	6680	26.4	31.8	102	3284	24.8	15.6	96	7008	25.8	33.3	99
	TERCILE 2	21610	5939	27.2	27.5	102	7066	27.9	32.7	105	3511	26.5	16.2	99	7891	29.0	36.5	109
	TERCILE 3	38355	9895	45.3	25.8	96	11558	45.7	30.1	96	6431	48.6	16.8	103	12306	45.2	32.1	96
RADIO-TOTAL	QUINTILE 1	15988	4589	21.0	28.7	106	5106	20.2	31.9	102	2657	20.1	16.6	102	5315	19.5	33.2	99
	QUINTILE 2	15626	4267	19.5	27.3	101	5208	20.6	33.3	107	2554	19.3	16.3	100	5395	19.8	34.5	103
	QUINTILE 3	16723	4644	21.3	27.8	103	5315	21.0	31.8	102	2699	20.4	16.1	99	5778	21.2	34.6	103
	QUINTILE 4	16342	4357	20.0	26.7	99	5147	20.3	31.5	101	2555	19.3	15.6	96	5530	20.3	33.8	101
	QUINTILE 5	16306	3973	18.2	24.4	90	4528	17.9	27.8	89	2762	20.9	16.9	104	5189	19.1	31.8	95
TV-PRIME TIME	QUINTILE 1	15953	4359	20.0	27.3	101	5367	21.2	33.6	108	2895	21.9	18.1	111	5717	21.0	35.8	107
	QUINTILE 2	16137	4440	20.3	27.5	102	5169	20.4	32.0	103	2799	21.2	17.3	106	5275	19.4	32.7	97
	QUINTILE 3	16420	4626	21.2	28.2	105	5341	21.1	32.5	104	2530	19.1	15.4	94	5695	20.9	34.7	103
	QUINTILE 4	16687	4226	19.4	25.3	94	4593	18.2	27.5	88	2579	19.5	15.5	95	5438	20.0	32.6	97
	QUINTILE 5	15789	4179	19.1	26.5	98	4835	19.1	30.6	98	2424	18.3	15.4	94	5080	18.7	32.2	96
TV-DAYTIME	TERCILE 1	27736	7241	33.2	26.1	97	8412	33.2	30.3	97	4628	35.0	16.7	102	8908	32.7	32.1	96
	TERCILE 2	26489	7314	33.5	27.6	102	8315	32.9	31.4	100	4288	32.4	16.2	99	8966	33.0	33.8	101
	TERCILE 3	26761	7276	33.3	27.2	101	8577	33.9	32.1	103	4310	32.6	16.1	99	9332	34.3	34.9	104
TV-TOTAL	QUINTILE 1	16345	4316	19.8	26.4	98	5027	19.9	30.8	98	3053	23.1	18.7	114	5269	19.4	32.2	96
	QUINTILE 2	16447	4660	21.3	28.3	105	5460	21.6	33.2	106	2732	20.7	16.6	102	5575	20.5	33.9	101
	QUINTILE 3	15980	4477	20.5	28.0	104	4847	19.2	30.3	97	2500	18.9	15.6	96	5639	20.7	35.3	105
	QUINTILE 4	15887	3976	18.2	25.0	93	4931	19.5	31.0	99	2377	18.0	15.0	92	5446	20.0	34.3	102
	QUINTILE 5	16326	4402	20.2	27.0	100	5039	19.9	30.9	99	2564	19.4	15.7	96	5278	19.4	32.3	96
MAGAZINES-NEWSPAPERS: DUAL	MAGAZINE IMPERATIVE	20721	5832	26.7	28.1	104	6818	26.9	32.9	105	3759	28.4	18.1	111	8039	29.5	38.8	115
	NEWSPAPER IMPERATIVE	19186	5657	25.9	29.5	109	6361	25.1	33.2	106	3393	25.7	17.7	108	6496	23.9	33.9	101
		21899	6307	28.9	28.8	107	6993	27.6	31.9	102	3627	27.4	16.6	101	7550	27.8	34.5	103
MAGAZINES-OUTDOOR: DUAL	MAGAZINE IMPERATIVE	15451	4678	21.4	30.3	112	5178	20.5	33.5	107	3004	22.7	19.4	119	6186	22.7	40.0	119
	OUTDOOR IMPERATIVE	25953	7451	34.1	28.7	107	8738	34.5	33.7	108	4464	33.8	17.2	105	9059	33.3	34.9	104
		24400	6305	28.9	25.8	96	7227	28.6	29.6	95	3769	28.5	15.4	95	7280	26.8	29.8	89
MAGAZINES-RADIO: DUAL	MAGAZINE IMPERATIVE	18049	5423	24.8	30.0	111	6057	23.9	33.6	107	3319	25.1	18.4	113	6574	24.2	36.4	108
	RADIO IMPERATIVE	23571	6780	31.1	28.8	107	7608	30.1	32.3	103	4244	32.1	18.0	110	8691	31.9	36.9	110
		23278	5981	27.4	25.7	95	7315	28.9	31.4	101	3332	25.2	14.3	88	7256	26.7	31.2	93
MAGAZINES-TELEVISION: DUAL	MAGAZINE IMPERATIVE	15459	4834	22.1	31.3	116	5346	21.1	34.6	111	2958	22.4	19.1	117	5831	21.4	37.7	112
	TELEVISION IMPERATIVE	25829	7272	33.3	28.2	104	8384	33.1	32.5	104	4427	33.5	17.1	105	9218	33.9	35.7	106
		26039	6392	29.3	24.5	91	7585	30.0	29.1	93	3979	30.1	15.3	94	8031	29.5	30.8	92
NEWSPAPERS-OUTDOOR: DUAL	NEWSPAPER IMPERATIVE	16605	5382	24.7	32.4	120	5258	20.8	31.7	101	3188	24.1	19.2	118	6482	23.8	39.0	116
	OUTDOOR IMPERATIVE	26834	7374	33.8	27.5	102	8811	34.8	32.8	105	4463	33.7	16.6	102	9750	35.8	36.3	108
		23346	5806	26.6	24.9	92	7177	28.4	30.7	98	3660	27.7	15.7	96	7137	26.2	30.6	91
NEWSPAPERS-RADIO: DUAL	NEWSPAPER IMPERATIVE	17133	5071	23.2	29.6	110	5712	22.6	33.3	107	2962	22.4	17.3	106	6621	24.3	38.6	115
	RADIO IMPERATIVE	25892	7311	33.5	28.2	105	8269	32.7	31.9	102	4492	34.0	17.3	106	9308	34.2	35.9	107
		23167	5964	27.3	25.7	96	7272	28.7	31.4	100	3563	26.9	15.4	94	7082	26.0	30.6	91
NEWSPAPERS-TELEVISION: DUAL	NEWSPAPER IMPERATIVE	17159	4963	22.7	28.9	107	5506	21.8	32.1	103	3059	23.1	17.8	109	6394	23.5	37.3	111
	TELEVISION IMPERATIVE	26214	7501	34.4	28.6	106	8450	33.4	32.2	103	4363	33.0	16.6	102	9686	35.6	36.9	110
		23412	5970	27.3	25.5	95	7212	28.5	30.8	99	3750	28.4	16.0	98	6930	25.5	29.6	88
OUTDOOR-RADIO: DUAL	OUTDOOR IMPERATIVE	15303	4306	19.7	28.1	104	5174	20.4	33.8	108	2544							

	TOTAL U.S. '000	GLAD WRAP				HANDI-WRAP				REYNOLDS PLASTIC WRAP				SARAN WRAP			
		A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	21830	100.0	27.0	100	25304	100.0	31.2	100	13226	100.0	16.3	100	27206	100.0	33.6	100
ATLANTIC MONTHLY	415	*179	0.8	43.1	160	*93	0.4	22.4	72	*90	0.7	21.7	133	*166	0.6	40.0	119
BARRON'S	453	*200	0.9	44.2	164	*206	0.8	45.5	146	*36	0.3	7.9	49	*171	0.6	37.7	112
BETTER HOMES & GARDENS	16256	4967	22.8	30.6	113	5798	22.9	35.7	114	3346	25.3	20.6	126	6480	23.8	39.9	119
BON APPETIT	2535	785	3.6	31.0	115	719	2.8	28.4	91	473	3.6	18.7	114	1136	4.2	44.8	133
BUSINESS WEEK	1278	335	1.5	26.2	97	411	1.6	32.2	103	*157	1.2	12.3	75	436	1.6	34.1	102
CAR AND DRIVER	378	*75	0.3	19.8	74	*117	0.5	31.0	99	*55	0.4	14.6	89	*79	0.3	20.9	62
CBS MAGAZINE NETWORK (GROSS)	1498	469	2.1	31.3	116	543	2.1	36.2	116	*261	2.0	17.4	107	375	1.4	25.0	75
CHANGING TIMES	1505	513	2.3	34.1	126	525	2.1	34.9	112	335	2.5	22.3	136	603	2.2	40.1	119
COLONIAL HOMES	1231	350	1.6	28.4	105	367	1.5	29.8	95	*190	1.4	15.4	95	403	1.5	32.7	97
CONDE NAST MAG. PKG. (GROSS)	14146	3946	18.1	27.9	103	4598	18.2	32.5	104	2515	19.0	17.8	109	5285	19.4	37.4	111
CONSUMERS DIGEST	1323	418	1.9	31.6	117	433	1.7	32.7	105	224	1.7	16.9	104	458	1.7	34.6	103
COSMOPOLITAN	7102	2014	9.2	28.4	105	2381	9.4	33.5	107	1216	9.2	17.1	105	2348	8.6	33.1	98
COUNTRY LIVING	2481	729	3.3	29.4	109	958	3.8	38.6	124	411	3.1	16.6	101	1069	3.9	43.1	128
CUISINE	1472	468	2.1	31.8	118	469	1.9	31.9	102	*210	1.6	14.3	87	559	2.1	38.0	113
CYCLE WORLD	425	*183	0.8	43.1	160	*192	0.8	45.2	145	*68	0.5	16.0	98	*114	0.4	26.8	80
DCI:CREATIVE IDEAS FOR LIV	2510	737	3.4	29.4	109	901	3.6	35.9	115	392	3.0	15.6	96	1120	4.1	44.6	133
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1771	8.1	26.5	98	2445	9.7	36.5	117	899	6.8	13.4	82	2818	10.4	42.1	125
DISCOVER	894	256	1.2	28.6	106	270	1.1	30.2	97	*146	1.1	16.3	100	311	1.1	34.8	104
EBONY	3507	892	4.1	25.4	94	886	3.5	25.3	81	627	4.7	17.9	109	817	3.0	23.3	69
ESQUIRE	1083	343	1.6	31.7	117	339	1.3	31.3	100	*165	1.2	15.2	93	304	1.1	28.1	84
ESSENCE	1830	475	2.2	26.0	96	569	2.2	31.1	100	298	2.3	16.3	100	445	1.6	24.3	72
FAMILY CIRCLE	15930	4813	22.0	30.2	112	5547	21.9	34.8	111	3199	24.2	20.1	123	6045	22.2	37.9	113
THE FAMILY HANDYMAN	1126	381	1.7	33.8	126	428	1.7	38.0	122	*222	1.7	19.7	121	470	1.7	41.7	124
FAMILY WEEKLY	11468	3323	15.2	29.0	107	4135	16.3	36.1	115	2071	15.7	18.1	111	4355	16.0	38.0	113
FIELD & STREAM	2234	723	3.3	32.4	120	757	3.0	33.9	108	337	2.5	15.1	92	901	3.3	40.3	120
FOOD & WINE	579	*145	0.7	25.0	93	*191	0.8	33.0	106	*144	1.1	24.9	152	*236	0.9	40.8	121
FORBES	728	*248	1.1	34.1	126	*216	0.9	29.7	95	*121	0.9	16.6	102	287	1.1	39.4	117
FORTUNE	906	348	1.6	38.4	142	288	1.1	31.8	102	*129	1.0	14.2	87	361	1.3	39.8	118
GENTLEMEN'S QUARTERLY	791	*237	1.1	30.0	111	287	1.1	36.3	116	*137	1.0	17.3	106	*179	0.7	22.6	67
GLAMOUR	5265	1532	7.0	29.1	108	1737	6.9	33.0	106	1030	7.8	19.6	120	1989	7.3	37.8	112
GOLF DIGEST	636	*228	1.0	35.8	133	*248	1.0	39.0	125	*63	0.5	9.9	61	*264	1.0	41.5	124
GOLF DIGEST/TENNIS (GROSS)	1186	360	1.6	30.4	113	469	1.9	39.5	127	*194	1.5	16.4	100	410	1.5	34.6	103
GOLF MAGAZINE	441	*125	0.6	28.3	105	*168	0.7	38.1	122	*69	0.5	15.6	96	*167	0.6	37.9	113
GOLF MAGAZINE/SKI (GROSS)	922	*245	1.1	26.6	99	296	1.2	32.1	103	*114	0.9	12.4	76	346	1.3	37.5	112
GOOD HOUSEKEEPING	16487	4980	22.8	30.2	112	5621	22.2	34.1	109	3061	23.1	18.6	114	6349	23.3	38.5	115
HARPER'S BAZAAR	2423	739	3.4	30.5	113	719	2.8	29.7	95	454	3.4	18.7	115	865	3.2	35.7	106
HEALTH	1994	657	3.0	32.9	122	673	2.7	33.8	108	360	2.7	18.1	111	732	2.7	36.7	109
HEARST MAG CORP. BUY (GROSS)	44101	13259	60.7	30.1	112	15068	59.5	34.2	109	7745	58.6	17.6	108	16758	61.6	38.0	113
HEARST MAN POWER (GROSS)	1993	708	3.2	35.5	132	764	3.0	38.3	123	274	2.1	13.7	84	902	3.3	45.3	135
HEARST WOMAN POWER (GROSS)	31274	9289	42.6	29.7	110	10646	42.2	34.1	109	5638	42.6	18.0	110	11667	42.9	37.3	111
HOUSE BEAUTIFUL	3623	1094	5.0	30.2	112	1189	4.7	32.8	105	600	4.5	16.6	101	1450	5.3	40.0	119
INC.	283	*100	0.5	35.3	131	*142	0.6	50.2	161	*17	0.1	6.0	37	*89	0.3	31.4	94
JET	2928	763	3.5	26.1	97	778	3.1	26.6	85	545	4.1	18.6	114	621	2.3	21.2	63
LADIES' HOME JOURNAL	11918	3506	16.1	29.4	109	4176	16.5	35.0	112	2202	16.6	18.5	113	4631	17.0	38.9	116
LHJ FAMILY GRP COMBO(GROSS)	16764	5015	23.0	29.9	111	5764	22.8	34.4	110	3068	23.2	18.3	112	6468	23.8	38.6	115
LIFE	4254	1183	5.4	27.8	103	1284	5.1	30.2	97	795	6.0	18.7	114	1551	5.7	36.5	109
L.A. TIMES HOME MAGAZINE	1145	363	1.7	31.7	118	310	1.2	27.1	87	*193	1.5	16.9	103	447	1.6	39.0	116
MADAMEELLE	2884	732	3.4	25.4	94	919	3.6	31.9	102	540	4.1	18.7	115	1180	4.3	40.9	122
MC CALL'S	13460	3983	18.2	29.6	110	4733	18.7	35.2	113	2351	17.8	17.5	107	5206	19.1	38.7	115
MC CALL'S/MRK MOTHER (GROSS)	14606	4390	20.1	30.1	112	5092	20.1	34.9	112	2546	19.2	17.4	107	5582	20.5	38.2	114
MECHANIX ILLUSTRATED	772	*293	1.3	38.0	141	*270	1.1	35.0	112	*104	0.8	13.5	82	308	1.1	39.9	119
METROPOLITAN HOME	967	244	1.1	25.2	94	322	1.3	33.3	107	*207	1.6	21.4	131	391	1.4	40.4	120
MONEY	1588	458	2.1	28.8	107	583	2.3	36.7	118	*229	1.7	14.4	88	583	2.1	36.7	109
MOTHER EARTH NEWS	1002	*248	1.1	24.8	92	366	1.4	36.5	117	*163	1.2	16.3	100	340	1.2	33.9	101
MS.	825	277	1.3	33.6	125	258	1.0	31.3	100	*150	1.1	18.2	111	322	1.2	39.0	116
NATIONAL ENQUIRER	10336	2779	12.7	26.9	100	3272	12.9	31.7	101	2020	15.3	19.5	120	3033	11.1	29.3	87
NATIONAL GEOGRAPHIC	9597	2710	12.4	28.2	105	3370	13.3	35.1	112	1504	11.4	15.7	96	3805	14.0	39.6	118
NATIONAL SUNDAY MAGAZINE PKG	49558	14237	65.2	28.7	107	16000	63.2	32.3	103	8462	64.0	17.1	105	17821	65.5	36.0	107
NATURAL HISTORY	573	*247	1.1	43.1	160	*207	0.8	36.1	116	*113	0.9	19.7	121	230	0.8	40.1	119
NEH WOMAN	1699	499	2.3	29.4	109	550	2.2	32.4	104	375	2.8	22.1	135	667	2.5	39.3	117
NEW YORK INCLUDING CUE	443	*128	0.6	28.9	107	*74	0.3	16.7	53	*58	0.4	13.1	80	*159	0.6	35.9	107
THE NEW YORKER	1270	373	1.7	29.4	109	391	1.5	30.8	99	211	1.6	16.6	102	468	1.7	36.9	110
NEWSWEEK	6277	2022	9.3	32.2	120	1990	7.9	31.7	101	1074	8.1	17.1	105	2398	8.8	38.2	114
THE N.Y. TIMES DAILY EDITION	1205	383	1.8	31.8	118	286	1.1	23.7	76	283	2.1	23.5	144	558	2.1	46.3	138
THE N.Y. TIMES MAGAZINE	2081	647	3.0	31.1	115	607	2.4	29.2	93	473	3.6	22.7	139	848	3.1	40.7	121
OMNI	788	283	1.3	35.9	133	*198	0.8	25.1	80	*161	1.2	20.4	125	260	1.0	33.0	98
ON CABLE	1158	352	1.6	30.4	113	*275	1.1	23.7	76	*204	1.5	17.6	108	347	1.3	30.0	89
1001 HOME IDEAS	2852	852	3.9	29.9	111	915	3.6	32.1	103	507	3.8	17.8	109	1105	4.1	38.7	115
ORGANIC GARDENING	1658	525	2.4	31.7	117	655	2.6	39.5	126	252	1.9	15.2	93	697	2.6	42.0	125
OUTDOOR LIFE	896	282	1.3	31.5	117	352	1.4	39.3	126	*158	1.2	17.6	108	419	1.5	46.8	139
PARADE MAGAZINE	24275	7018	32.1	28.9	107	7800	30.8	32.1	103	4010	30.3	16.5	101	8484	31.2	34.9	104

PLASTIC-TYPE KITCHEN WRAP: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	GLAD WRAP				HANDI-WRAP				KEYHOLDS PLASTIC WRAP				SARAN WRAP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	21830	100.0	27.0	100	25304	100.0	31.2	100	13226	100.0	16.3	100	27206	100.0	33.6	100
PARENTS	3845	1061	4.9	27.6	102	1268	5.0	33.0	106	748	5.7	19.5	119	1505	5.5	39.1	117
PENTHOUSE	831	*228	1.0	27.4	102	*256	1.0	30.8	99	*131	1.0	15.8	97	*218	0.8	26.2	78
PEOPLE	11645	3070	14.1	26.4	98	3703	14.6	31.8	102	2145	16.2	18.4	113	3855	14.2	33.1	99
PLAYBOY	2006	585	2.7	29.2	108	668	2.6	33.3	107	383	2.9	19.1	117	610	2.2	30.4	91
POPULAR HOT RODDING	297	**99	0.5	33.3	124	**99	0.4	33.3	107	**46	0.3	15.5	95	**93	0.3	31.3	93
POPULAR MECHANICS	1018	*414	1.9	40.7	151	393	1.6	38.6	124	**101	0.8	9.9	61	516	1.9	50.7	151
POPULAR SCIENCE	878	*220	1.0	25.1	93	275	1.1	31.3	100	*176	1.3	20.0	123	434	1.6	49.4	147
PREVENTION	3913	1232	5.6	31.5	117	1240	4.9	31.7	101	914	6.9	23.4	143	1482	5.4	37.9	113
PSYCHOLOGY TODAY	1710	604	2.8	35.3	131	582	2.3	34.0	109	328	2.5	19.2	117	644	2.4	37.7	112
READER'S DIGEST	22204	6555	30.0	29.5	110	7966	31.5	35.9	115	4099	31.0	18.5	113	8460	31.1	38.1	113
REDBOOK	7684	2296	10.5	27.7	111	2665	10.5	34.7	111	1360	10.3	17.7	108	2970	10.9	38.7	115
ROAD & TRACK	410	**84	0.4	20.5	76	**170	0.7	41.5	133	**78	0.6	19.0	116	**89	0.3	21.7	65
ROLLING STONE	969	341	1.6	35.2	131	286	1.1	29.5	94	*198	1.5	20.4	125	369	1.4	38.1	113
RUNNER'S WORLD	298	**86	0.4	28.9	107	**119	0.5	39.9	128	**57	0.4	19.1	117	**81	0.3	27.2	81
SATURDAY EVENING POST	1169	406	1.9	34.7	129	359	1.4	30.7	98	*159	1.2	13.6	83	391	1.4	33.4	100
SCIENCE 84	587	*169	0.8	28.8	107	*210	0.8	35.8	114	*132	1.0	22.5	138	252	0.9	42.9	128
SCIENCE DIGEST	482	*147	0.7	30.5	113	*196	0.8	40.7	130	*116	0.9	24.1	147	*180	0.7	37.3	111
SCIENTIFIC AMERICAN	594	*180	0.8	30.3	112	*175	0.7	29.5	94	*94	0.7	15.8	97	*174	0.6	29.3	87
SELF	2089	626	2.9	30.0	111	613	2.4	29.3	94	303	2.3	14.5	89	823	3.0	39.4	117
SEVENTEEN	2411	705	3.2	29.2	108	699	2.8	29.0	93	371	2.8	15.4	94	828	3.0	34.3	102
SKI	480	**121	0.6	25.2	94	*128	0.5	26.7	85	**46	0.3	9.6	59	*180	0.7	37.5	112
SMITHSONIAN	2760	746	3.4	27.0	100	881	3.5	31.9	102	325	2.5	11.8	72	1146	4.2	41.5	124
SOAP OPERA DIGEST	3013	722	3.3	24.0	89	955	3.8	31.7	101	592	4.5	19.6	120	791	2.9	26.3	78
SOUTHERN LIVING	4184	1035	4.7	24.7	92	1544	6.1	36.9	118	507	3.8	12.1	74	1699	6.2	40.6	121
SPORT	559	**107	0.5	19.1	71	*164	0.6	29.3	94	**105	0.8	18.8	115	*166	0.6	29.7	88
THE SPORTING NEWS	436	**95	0.4	21.8	81	**118	0.5	27.1	87	**108	0.8	24.8	152	**148	0.5	33.9	101
SPORTS AFIELD	493	*147	0.7	29.8	111	*175	0.7	35.5	114	*57	0.4	11.6	71	*206	0.8	41.8	124
SPORTS ILLUSTRATED	2758	960	4.4	34.8	129	1062	4.2	38.5	123	458	3.5	16.6	102	1094	4.0	39.7	118
STAR	7456	2063	9.5	27.7	103	2320	9.2	31.1	100	1419	10.7	19.0	117	2222	8.2	29.8	89
SUNDAY	24936	7266	33.3	29.1	108	7511	29.7	30.1	96	4138	31.3	16.6	102	8540	31.4	34.2	102
SUNSET	2124	543	2.5	25.6	95	964	3.8	45.4	145	444	3.4	20.9	128	841	3.1	39.6	118
TV GUIDE	21661	5908	27.1	27.3	101	6784	26.8	31.3	100	3716	28.1	17.2	105	6936	25.5	32.0	95
TENNIS	550	**132	0.6	24.0	89	*221	0.9	40.2	129	**131	1.0	23.8	146	*146	0.5	26.5	79
TIME	8880	2612	12.0	29.4	109	2692	10.6	30.3	97	1467	11.1	16.5	101	3202	11.8	36.1	107
TOWN & COUNTRY	917	313	1.4	34.1	127	350	1.4	38.2	122	*151	1.1	16.5	101	335	1.2	36.5	109
TRAVEL & LEISURE	972	259	1.2	26.6	99	340	1.3	35.0	112	*159	1.2	16.4	100	383	1.4	39.4	117
TRUE STORY	3356	875	4.0	26.1	97	937	3.7	27.9	89	562	4.2	16.7	103	960	3.5	28.6	85
U.S. NEWS & WORLD REPORT	3410	1098	5.0	32.2	119	1095	4.3	32.1	103	547	4.1	16.0	98	1329	4.9	39.0	116
USA TODAY	1759	519	2.4	29.5	109	618	2.4	35.1	112	312	2.4	17.7	109	610	2.2	34.7	103
US	1873	512	2.3	27.3	101	767	3.0	41.0	131	310	2.3	16.6	101	579	2.1	30.9	92
VOGUE	3909	1055	4.8	27.0	100	1329	5.3	34.0	109	643	4.9	16.4	101	1293	4.8	33.1	98
MALL STREET JOURNAL	1886	547	2.5	29.0	108	610	2.4	32.3	104	*258	2.0	13.7	84	766	2.8	40.6	121
WEIGHT WATCHERS	2120	602	2.8	28.4	105	720	2.8	34.0	109	545	4.1	25.7	157	853	3.1	40.2	120
WOMAN'S DAY	14172	4202	19.2	29.7	110	4921	19.4	34.7	111	2654	20.1	18.7	115	5454	20.0	38.5	115
WORKING MOTHER	1146	407	1.9	35.5	132	359	1.4	31.3	100	*194	1.5	16.9	104	376	1.4	32.8	98
WORKING WOMAN	1322	392	1.8	29.7	110	422	1.7	31.9	102	*222	1.7	16.8	103	440	1.6	33.3	99
WORLD TENNIS	*163	**45	0.2	27.6	102	**64	0.3	39.3	126	**43	0.3	26.4	162	**46	0.2	28.2	84
ZIFF-DAVIS MAG NETWK (GROSS)	2532	644	3.0	25.4	94	838	3.3	33.1	106	443	3.3	17.5	107	819	3.0	32.3	96
BLAIR INSERTS	43657	12562	57.5	28.8	107	13743	54.3	31.5	101	7400	56.0	17.0	104	15597	57.3	35.7	106
DAILY NEWSPAPERS																	
READ ANY	51633	14626	67.0	28.3	105	16504	65.2	32.0	102	8864	67.0	17.2	105	18737	68.9	36.3	108
READ ONE	43463	12175	55.8	28.0	104	13751	54.3	31.6	101	7315	55.3	16.8	103	15519	57.0	35.7	106
READ TWO OR MORE	8170	2451	11.2	30.0	111	2753	10.9	33.7	108	1548	11.7	18.9	116	3218	11.8	39.4	117
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	15190	69.6	28.8	107	17121	67.7	32.5	104	9011	68.1	17.1	105	18946	69.6	36.0	107
READ ONE	46126	13169	60.3	28.6	106	15050	59.5	32.6	104	7883	59.6	17.1	105	16564	60.9	35.9	107
READ TWO OR MORE	6552	2020	9.3	30.8	114	2071	8.2	31.6	101	1128	8.5	17.2	105	2382	8.8	36.4	108
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.39				27.32				28.85				27.91			
30 DAY REACH	71455	19544	89.5	27.4	101	22354	88.3	31.3	100	12081	91.3	16.9	104	24189	88.9	33.9	101
50 SHWG - 30 DAY AV FREQ	14.56	14.97				14.43				15.20				14.73			
30 DAY REACH	67742	18553	85.0	27.4	102	21192	83.7	31.3	100	11523	87.1	17.0	104	22948	84.3	33.9	101
25 SHWG - 30 DAY AV FREQ	7.94	8.10				7.86				8.28				7.95			
30 DAY REACH	62117	17173	78.7	27.6	103	19473	77.0	31.3	100	10560	79.8	17.0	104	21246	78.1	34.2	102
CABLE TV: HOME WIRED	32077	9183	42.1	28.6	106	10644	42.1	33.2	106	5295	40.0	16.5	101	11549	42.5	36.0	107
HOME NOT WIRED	48909	12647	57.9	25.9	96	14661	57.9	30.0	96	7931	60.0	16.2	99	15657	57.5	32.0	95
HAVE PAY CABLE	15935	4793	22.0	30.1	112	5482	21.7	34.4	110	2489	18.8	15.6	96	5544	20.4	34.8	104

	TOTAL U.S. '000	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	\$0986	21830	100.0	27.0	100	25304	100.0	31.2	100	13226	100.0	16.3	100	27206	100.0	33.6	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	12337	56.5	28.1	104	14112	55.8	32.1	103	7283	55.1	16.6	102	15335	56.4	34.9	104
10:00 AM - 3:00 PM	30659	8872	40.6	28.9	107	10059	39.8	32.8	105	4861	36.8	15.9	97	10697	39.3	34.9	104
3:00 PM - 7:00 PM	31045	8556	39.2	27.6	102	9738	38.5	31.4	100	5106	38.6	16.4	101	10652	39.2	34.3	102
7:00 PM - MIDNIGHT	15767	4547	20.8	28.8	107	5159	20.4	32.7	105	2431	18.4	15.4	94	5239	19.3	33.2	99
MIDNIGHT - 6:00 AM	9120	2473	11.3	27.1	101	2997	11.8	32.9	105	1472	11.1	16.1	99	3304	12.1	36.2	108
6:00 AM - MIDNIGHT	58527	16182	74.1	27.6	103	18844	74.5	32.2	103	9603	72.6	16.4	100	20222	74.3	34.6	103
ENTIRE DAY	99311	16352	74.9	27.6	102	19150	75.7	32.3	103	9741	73.7	16.4	101	20535	75.5	34.6	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4835	22.1	29.9	111	5531	21.9	34.2	109	2413	18.2	14.9	91	5637	20.7	34.9	104
ALL NEWS	2256	641	2.9	28.4	105	700	2.8	31.0	99	463	3.5	20.5	126	708	2.6	31.4	93
ADR/PROGRESSIVE	3874	1119	5.1	28.9	107	1244	4.9	32.1	103	867	6.6	22.4	137	1319	4.8	34.0	101
BEAUTIFUL MUSIC	5660	1663	7.6	29.4	109	1883	7.4	33.3	106	1018	7.7	18.0	110	2371	8.7	41.9	125
BLACK	2204	592	2.7	26.9	100	618	2.4	28.0	90	409	3.1	18.6	114	523	1.9	23.7	71
CLASSICAL	1418	461	2.1	32.5	121	539	2.1	38.0	122	*200	1.5	14.1	86	548	2.0	38.6	115
CHR/ROCK	9538	2364	10.8	24.8	92	2921	11.5	30.6	98	1370	10.4	14.4	88	3381	12.4	35.4	106
COUNTRY	12648	3500	16.0	27.7	103	4402	17.4	34.8	111	2071	15.7	16.4	100	4338	15.9	34.3	102
GOLDEN OLDIES	1191	313	1.4	26.3	97	358	1.4	30.1	96	*203	1.5	17.0	104	382	1.4	32.1	95
MOR/NOSTALGIA	4757	1506	6.9	31.7	117	1455	5.8	30.6	98	928	7.0	19.5	119	1629	6.0	34.2	102
NEWS/TALK	3863	1181	5.4	30.6	113	1131	4.5	29.3	94	675	5.1	17.5	107	1376	5.1	35.6	106
RELIGIOUS	3084	728	3.3	23.6	88	754	3.0	24.4	78	455	3.4	14.8	90	1020	3.7	33.1	98
SOFT ROCK	521	**125	0.6	24.0	89	**115	0.5	22.1	71	**32	0.2	6.1	38	*130	0.5	25.0	74
URBAN CONTEMPORARY	1585	476	2.2	30.0	111	461	1.8	29.1	93	332	2.5	20.9	128	396	1.5	25.0	74
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	780	3.6	23.9	89	844	3.3	25.9	83	491	3.7	15.1	92	887	3.3	27.2	81
ABC DIRECTION	2316	547	2.5	23.6	88	680	2.7	29.4	94	471	3.6	20.3	125	833	3.1	36.0	107
ABC ENTERTAINMENT	4834	1505	6.9	31.1	116	1598	6.3	33.1	106	625	4.7	12.9	79	1578	5.8	32.6	97
ABC FM	2202	577	2.6	26.2	97	662	2.6	30.1	96	368	2.8	16.7	102	765	2.8	34.7	103
ABC INFORMATION	5425	1742	8.0	32.1	119	1733	6.8	31.9	102	826	6.2	15.2	93	1931	7.1	35.6	106
ABC ROCK	1677	516	2.4	30.8	114	535	2.1	31.9	102	396	3.0	23.6	145	615	2.3	36.7	109
CBS	4430	1452	6.7	32.8	122	1525	6.0	34.4	110	750	5.7	16.9	104	1647	6.1	37.2	111
MUTUAL	4992	1418	6.5	28.4	105	1669	6.6	33.4	107	876	6.6	17.5	107	1774	6.5	35.5	106
NBC	4679	1354	6.2	28.9	107	1518	6.0	32.4	104	869	6.6	18.6	114	1600	5.9	34.2	102
RADIO/NOV	1994	587	2.7	29.4	109	572	2.3	28.7	92	392	3.0	19.7	120	672	2.5	33.7	100
RKO ONE	2298	534	2.4	23.2	86	788	3.1	34.3	110	336	2.5	14.6	90	768	2.8	33.4	99
RKO TWO	3311	916	4.2	27.7	103	1058	4.2	32.0	102	477	3.6	14.4	88	1000	3.7	30.2	90
THE SOURCE	2114	459	2.1	21.7	81	723	2.9	34.2	109	297	2.2	14.0	86	570	2.1	27.0	80
NON-WIRED : BLAIR	8654	2476	11.3	28.6	106	3061	12.1	35.4	113	1206	9.1	13.9	85	3034	11.2	35.1	104
INTERNET	12025	3669	16.8	30.5	113	3994	15.8	33.2	106	2025	15.3	16.8	103	4406	16.2	36.6	109
KATZ RADIO GROUP	15359	4316	19.8	28.1	104	4880	19.3	31.8	102	2661	20.1	17.3	106	5537	20.4	36.1	107
SUPERNET	10628	3154	14.4	29.7	110	3363	13.3	31.6	101	1920	14.5	18.1	111	3641	13.4	34.3	102
TELEVISION AVG. HALF HOUR																	
WKDAY 7:00 AM - 9:00 AM	8659	2211	10.1	25.5	95	2634	10.4	30.4	97	1553	11.7	17.9	110	2812	10.3	32.5	97
WKDAY 9:00 AM - 1:00 PM	12163	3275	15.0	26.9	100	3685	14.6	30.3	97	2085	15.8	17.1	105	3806	14.0	31.3	93
WKDAY 1:00 PM - 4:30 PM	16150	4298	19.7	26.6	99	4895	19.3	30.3	97	2713	20.5	16.8	103	4884	18.0	30.2	90
WKDAY 4:30 PM - 7:30 PM	22463	5970	27.3	26.6	99	6950	27.5	30.9	99	3816	28.9	17.0	104	7469	27.5	33.3	99
WKDAY 7:30 PM - 8:00 PM	31795	8433	38.6	26.5	98	9972	39.4	31.4	100	5330	40.3	16.8	103	10870	40.0	34.2	102
WKDAY 11:00 PM - 11:30 PM	23977	6784	31.1	28.3	105	7663	30.3	32.0	102	4070	30.8	17.0	104	8298	30.5	34.6	103
WKDAY 11:30 PM - 1:00 AM	7703	2213	10.1	28.7	107	2425	9.6	31.5	101	1316	10.0	17.1	105	2345	8.6	30.4	91
M-SAT 8-11 PM+SUM 7-11 PM	33800	9231	42.3	27.3	101	10821	42.8	32.0	102	5776	43.7	17.1	105	11624	42.7	34.4	102
WKDAY DAYTIME WKWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1755	8.0	26.8	100	1973	7.8	30.2	97	1095	8.3	16.7	103	2005	7.4	30.7	91
ANOTHER WORLD	A 4620	1128	5.2	24.4	91	1452	5.7	31.4	101	698	5.3	15.1	93	1350	5.0	29.2	87
AS THE WORLD TURNS	C 5614	1446	6.6	25.8	96	1519	6.0	27.1	87	967	7.3	17.2	105	1676	6.2	29.9	89
CAPITOL	C 3396	930	4.3	27.4	102	981	3.9	28.9	92	526	4.0	15.5	95	950	3.5	28.0	83
CBS MORN. NEWS 1	C 1446	294	1.3	20.3	75	398	1.6	27.5	88	235	1.8	16.3	100	466	1.7	32.2	96
CBS MORN. NEWS 2	C 1207	230	1.1	19.1	71	358	1.4	29.7	95	218	1.6	18.1	111	411	1.5	34.1	101
DAYS OF OUR LIVES	N 5877	1655	7.6	28.2	104	1965	7.8	33.4	107	932	7.0	15.9	97	1747	6.4	29.7	88
FACTS OF LIFE - DAYTIME	N 2290	598	2.7	26.1	97	602	2.4	26.3	84	362	2.7	15.8	97	635	2.3	27.7	83
FAMILY FEUD	A 3023	807	3.7	26.7	99	873	3.5	28.9	92	545	4.1	18.0	110	873	3.2	28.9	86
GENERAL HOSPITAL	A 6097	1804	8.3	29.6	110	1753	6.9	28.8	92	1038	7.8	17.0	104	1864	6.9	30.6	91
GOOD MORNING, AMERICA-730 A	A 3515	920	4.2	26.2	97	1126	4.4	32.0	103	667	5.0	19.0	116	1183	4.3	33.7	100
GOOD MORNING, AMERICA-830 A	A 2818	832	3.8	29.5	110	946	3.7	33.6	107	594	4.5	21.1	129	1059	3.9	37.6	112
GUIDING LIGHT	C 5339	1404	6.4	26.3	98	1528	6.0	28.6	92	856	6.5	16.0	98	1594	5.9	29.9	89
ONE LIFE TO LIVE	A 4478	1248	5.7	27.9	103	1376	5.4	30.7	98	835	6.3	18.6	114	1408	5.2	31.4	94
PRESS YOUR LUCK	C 2244	674	3.1	30.0	111	732	2.9	32.6	104	423	3.2	18.9	115	766	2.8	34.1	102
PRICE IS RIGHT 1																	

PLASTIC-TYPE KITCHEN WRAP: BRANDS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	GLAD WRAP				HANDI-WRAP				REYNOLDS PLASTIC WRAP				SARAN WRAP			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	21830	100.0	27.0	100	25304	100.0	31.2	100	13226	100.0	16.3	100	27206	100.0	33.6	100
WKDAY LOCAL EVENING TV NEWS	26063	6915	31.7	26.5	98	8219	32.5	31.5	101	4409	33.3	16.9	104	9078	33.4	34.8	104
NETWORK AFFILIATES - EARLY	20261	5777	26.5	28.5	106	6413	25.3	31.7	101	3313	25.0	16.4	100	7101	26.1	35.0	104
NETWORK AFFILIATES - LATE	2076	474	2.2	22.8	85	649	2.6	31.3	100	431	3.3	20.8	127	655	2.4	31.6	94
INDEPENDENTS - LATE																	
TV EVENING NTKM 6 PM - 2 AM																	
A TEAM	N 10453	2783	12.7	26.6	99	3247	12.8	31.1	99	1888	14.3	18.1	111	3326	12.2	31.8	95
ABC MONDAY NIGHT MOVIE	A 6412	1760	8.1	27.4	102	2171	8.6	33.9	108	1213	9.2	18.9	116	2435	9.0	38.0	113
ABC SUNDAY NIGHT MOVIE	A 12407	3526	16.2	28.4	105	3954	15.6	31.9	102	1916	14.5	15.4	95	4261	15.7	34.3	102
ABC WORLD NEWS TONIGHT	A 6176	1673	7.7	27.1	100	2005	7.9	32.5	104	1100	8.3	17.8	109	2434	8.9	39.4	117
AFTERMASH	A 5863	1558	7.1	26.6	99	1992	7.9	34.0	109	1051	7.9	17.9	110	1958	7.2	33.4	99
ALICE	C 9594	2615	12.0	27.3	101	3092	12.2	32.2	103	1634	12.4	17.0	104	3312	12.2	34.5	103
AMERICAN PARADE	C 6622	1689	7.7	25.5	95	2088	8.3	31.5	101	1011	7.6	15.3	93	2240	8.2	33.8	101
BENSON	C 10886	2913	13.3	26.8	99	3488	13.8	32.0	103	2087	15.8	19.2	117	3937	14.5	36.2	108
BLUE THUNDER	A 5036	1344	6.2	26.7	99	1792	7.1	35.6	114	902	6.8	17.9	110	1769	6.5	35.1	105
CAGNEY & LACEY	C 9965	2873	13.2	28.8	107	3345	13.2	33.6	107	1800	13.6	18.1	111	3627	13.3	36.4	108
CBS EVENING NEWS-DEAN	C 3491	1036	4.7	29.7	110	1157	4.6	33.1	106	559	4.2	16.0	98	1255	4.6	35.9	107
CBS EVENING NEWS-RATHER	C 7123	2028	9.3	28.5	106	2266	9.0	31.8	102	1146	8.7	16.1	99	2386	8.8	33.5	100
CBS SAT. NEWS-SCHIEFFER	C 3621	1079	4.9	29.8	111	1049	4.1	29.0	93	646	4.9	17.8	109	1261	4.6	34.8	104
CBS SATURDAY NIGHT MOVIE	C 5436	1587	7.3	29.2	108	1700	6.7	31.3	100	866	6.5	15.9	97	1799	6.6	33.1	99
CBS WEDNESDAY NIGHT MOVIE	C 6100	1566	7.2	25.7	95	1902	7.5	31.2	100	886	6.7	14.5	89	2121	7.8	34.8	104
CHEERS	C 8889	2621	12.0	29.5	109	2903	11.5	32.7	105	1447	10.9	16.3	100	3095	11.4	34.8	104
DALLAS	C 22109	6514	29.8	29.5	109	6843	27.0	31.0	99	3784	28.6	17.1	105	7555	27.8	34.2	102
DIFF'RENT STROKES	N 6940	1793	8.2	25.8	96	2168	8.6	31.2	100	1266	9.6	18.2	112	2268	8.3	32.7	97
DOUBLE TROUBLE	N 7223	2011	9.2	27.8	103	2418	9.6	33.5	107	1298	9.8	18.0	110	2491	9.2	34.5	103
DUCK FACTORY	N 5595	1690	7.7	30.2	112	1807	7.1	32.3	103	831	6.3	14.9	91	1933	7.1	34.5	103
DUKES OF HAZZARD	C 5768	1512	6.9	26.2	97	1839	7.3	31.9	102	957	7.2	16.6	102	1971	7.2	34.2	102
DYNASTY	C 20053	5308	24.3	26.5	98	5905	23.3	29.4	94	3504	26.5	17.5	107	6447	23.7	32.1	96
FACTS OF LIFE	N 8087	2099	9.6	26.0	96	2857	11.3	35.3	113	1441	10.9	17.8	109	2824	10.4	34.9	104
FALCON CREST	N 20046	6047	27.7	30.2	112	6142	24.3	30.6	98	3320	25.1	16.6	101	6964	25.6	34.7	103
FALL GUY	C 9084	2475	11.3	27.2	101	3060	12.1	33.7	108	1460	11.0	16.1	98	3026	11.1	33.3	99
FAMILY TIES	A 7964	2158	9.9	27.1	101	2488	9.8	31.2	100	1483	11.2	18.6	114	2623	9.6	32.9	98
FANTASY ISLAND	A 7687	2045	9.4	26.6	99	2136	8.4	27.8	89	1257	9.5	16.4	100	2411	8.9	31.4	93
FOULUPS,BLEEPERS & BLUNDERS	A 8861	2527	11.6	28.5	106	2857	11.3	32.2	103	1485	11.2	16.8	103	3215	11.8	36.3	108
FOUR SEASONS	C 5095	1338	6.1	26.3	97	1715	6.8	33.7	108	988	7.5	19.4	119	1767	6.5	34.7	103
GIMME A BREAK	C 8838	2270	10.4	25.7	95	2588	10.2	29.3	94	1491	11.3	16.9	103	2816	10.4	31.9	95
HART TO HART	N 8978	2354	10.8	26.2	97	2851	11.3	31.8	102	1644	12.4	18.3	112	3087	11.3	34.4	102
HILL STREET BLUES	N 8590	2424	11.1	28.2	105	2764	10.9	32.2	103	1197	9.1	13.9	85	2799	10.3	32.6	97
HOTEL	C 14085	4081	18.7	29.0	107	4333	17.1	30.8	98	2504	18.9	17.8	109	4658	17.1	33.1	98
JEFFERSONS	C 9360	2483	11.4	26.5	98	3051	12.1	32.6	104	1691	12.8	18.1	111	3151	11.6	33.7	100
JENNIFER SLEPT HERE	C 5841	1594	7.3	27.3	101	1839	7.3	31.5	101	971	7.3	16.6	102	1955	7.2	33.5	100
KATE & ALLIE	N 9206	2552	11.7	27.7	103	2985	11.8	32.4	104	1591	12.0	17.3	106	3317	12.2	36.0	107
KNIGHT RIDER	C 7076	1973	9.0	27.9	103	2260	8.9	31.9	102	1150	8.7	16.3	100	2532	9.3	35.8	107
LOVE BOAT	N 12219	3505	16.1	28.7	106	3407	13.5	27.9	89	2092	15.8	17.1	105	4034	14.8	33.0	98
MAGNUM PI	C 11199	3067	14.0	27.4	102	3613	14.3	32.3	103	1881	14.2	16.8	103	3930	14.4	35.1	104
MAMA'S FAMILY	N 6057	1362	6.2	22.5	83	1969	7.8	32.5	104	1096	8.3	18.1	111	2294	8.4	37.9	113
MASTER, THE	N 3598	876	4.0	24.3	90	1003	4.0	27.9	89	628	4.7	17.5	107	1112	4.1	30.9	92
MATT HOUSTON	N 6344	1835	8.4	28.9	107	1975	7.8	31.1	100	1082	8.2	17.1	104	2027	7.5	32.0	95
NBC MONDAY NIGHT MOVIE	N 11994	3255	14.9	27.1	101	3687	14.6	30.7	98	2102	15.9	17.5	107	3805	14.0	31.7	94
NBC NIGHTLY NEWS	N 5132	1231	5.6	24.0	89	1694	6.7	33.0	106	871	6.6	17.0	104	1808	6.6	35.2	105
NBC NIGHTLY NEWS-SAT	N 3375	858	3.9	25.4	94	1106	4.4	32.8	105	556	4.2	16.5	101	1171	4.3	34.7	103
NBC NIGHTLY NEWS-SUN	N 3130	880	4.0	28.1	104	1033	4.1	33.0	106	461	3.5	14.7	90	1017	3.7	32.5	97
NBC SUNDAY NIGHT MOVIE	N 8284	2358	10.8	28.5	106	2760	10.9	33.3	107	1307	9.9	15.8	97	2596	9.5	31.3	93
NEW HART	C 9240	2504	11.5	27.1	101	3038	12.0	32.9	105	1648	12.5	17.8	109	3295	12.1	35.7	106
ONE DAY AT A TIME	C 7288	2015	9.2	27.6	103	2027	8.0	27.8	89	1226	9.3	16.8	103	2334	8.6	32.0	95
PEOPLE ARE FUNNY	N 4855	1080	4.9	22.2	83	1630	6.4	33.6	107	937	7.1	19.3	118	1855	6.8	38.2	114
REAL PEOPLE	N 8869	2249	10.3	25.4	94	3118	12.3	35.2	113	1551	11.7	17.5	107	3083	11.3	34.8	103
REMINGTON STEELE	N 7743	2008	9.2	25.9	96	2520	10.0	32.5	104	1353	10.2	17.5	107	2631	9.7	34.0	101
RIPLEY'S BELIEVE IT - NOT	N 5345	1489	6.8	27.9	103	1874	7.4	35.1	112	883	6.7	16.5	101	1752	6.4	32.8	98
RIP TIDE	N 6988	1949	8.9	27.9	103	2243	8.9	32.1	103	1265	9.6	18.1	111	2319	8.5	33.2	99
SCARECROW & MRS. KING	C 10002	2621	12.0	26.2	97	2911	11.5	29.1	93	1672	12.6	16.7	102	3426	12.6	34.3	102
SIMON & SIMON	C 10638	2933	13.4	27.6	102	3420	13.5	32.1	103	1987	15.0	18.7	114	3524	13.0	33.1	99
60 MINUTES	C 13293	3625	16.6	27.3	101	4220	16.7	31.7	102	2311	17.5	17.4	106	4956	18.2	37.3	111
ST. ELSEWHERE	N 7017																

TOILET PAPER

BASE - FEMALE HOMEOWNERS (80986)

QUESTIONNAIRE PAGE H-21

4A. DO YOU OR OTHER MEMBERS OF
YOUR HOUSEHOLD USE IT?

	'000	%	UNWEIGHTED							
YES	75560	93.3	8824							
NO	5425	6.7	611							
	ALL		SOLE		PRIMARY		SECONDARY		UNWEIGHTED	
	'000	%	'000	%	'000	%	'000	%		

IF YES

4B. WHICH BRANDS ARE USED
BY YOUR HOUSEHOLD?

AURORA	5856	7.2	468	.6	3659	4.5	1729	2.1	654
BANNER	5265	6.5	291	.4	2846	3.5	2128	2.6	586
CERTAIN	928	1.1	40	*	501	.6	388	.5	106
CHARMIN	35103	43.3	7396	9.1	21430	26.5	6278	7.8	4052
CHIFFON	2650	3.3	194	.2	1489	1.8	967	1.2	292
CORONET	9579	11.8	1218	1.5	5733	7.1	2628	3.2	1036
COTTONELLE	10468	12.9	1012	1.2	6408	7.9	3048	3.8	1302
DELTA	2478	3.1	278	.3	1263	1.6	937	1.2	296
HI-DRI	3244	4.0	190	.2	1951	2.4	1103	1.4	369
KLEENEX BOUTIQUE/DELSEY	2026	2.5	103	.1	1260	1.6	664	.8	257
LADY SCOTT	2192	2.7	225	.3	1142	1.4	826	1.0	263
MARCAL SOFPAC	1196	1.5	125	.2	534	.7	537	.7	144
MARINA	3089	3.8	245	.3	1868	2.3	976	1.2	334
MD	3994	4.9	452	.6	2612	3.2	929	1.1	394
NORTHERN	19562	24.2	2332	2.9	12410	15.3	4820	6.0	2299
SCOT TISSUE	17657	21.8	5927	7.3	8461	10.4	3270	4.0	2055
SOFT'N PRETTY	12675	15.7	1052	1.3	7027	8.7	4596	5.7	1341
SOFTMEVE	1949	2.4	164	.2	935	1.2	850	1.0	266
SUMMIT	434	.5	27	*	207	.3	201	.2	62
VANITY FAIR	2291	2.8	196	.2	1056	1.3	1039	1.3	273
MALDORF/FAMILY SCOTT	6086	7.5	560	.7	3128	3.9	2398	3.0	750
WHITE CLOUD	18122	22.4	2077	2.6	9844	12.2	6201	7.7	2107
ZEE/NICE 'N SOFT	4630	5.7	138	.2	2246	2.8	2245	2.8	475
OTHER BRANDS	14203	17.5	4484	5.5	6428	7.9	3291	4.1	1647
DO NOT KNOW	281	.3							40

	'000	%	UNWEIGHTED	
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4C. ABOUT HOW MANY INDIVIDUAL ROLLS
OF TOILET PAPER WERE USED BY
YOUR ENTIRE HOUSEHOLD IN THE
LAST 30 DAYS?

12 OR MORE	H	15916	19.7	1586
10 - 11	H	6042	7.5	637
8 - 9	H	10443	12.9	1113
6 - 7	H	11251	13.9	1262
5	H	9135	11.3	1142
4	L	10943	13.5	1417
3	L	5910	7.3	813
2	L	5046	6.2	710
1 OR LESS	L	798	1.0	129
NONE	L	78	.1	15

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	75560	100.0	93.3	100	21957	100.0	27.1	100	30828	100.0	38.1	100	22775	100.0	28.1	100
18 - 24	9282	8523	11.3	91.8	88	2212	10.1	23.8	88	3979	12.9	42.9	113	2332	10.2	25.1	89
25 - 34	19072	17939	23.7	94.1	101	5185	23.6	27.2	100	7924	25.7	41.5	109	4829	21.2	25.3	90
35 - 44	14591	13455	17.8	92.2	99	3826	17.5	39.9	147	5208	16.9	35.7	94	2421	10.6	16.6	59
45 - 54	11345	10545	14.0	92.9	100	4196	19.1	37.0	136	3708	12.0	32.7	84	2642	11.6	23.3	83
55 - 64	11635	11002	14.6	94.6	101	2394	10.9	20.6	76	4698	15.2	40.4	106	3911	17.2	33.6	120
65 OR OLDER	15061	14097	18.7	93.6	100	2145	9.8	14.2	53	5312	17.2	35.3	93	6640	29.2	44.1	157
18 - 34	28354	26461	35.0	93.3	100	7398	33.7	26.1	96	11902	38.6	42.0	110	7161	31.4	25.3	90
18 - 49	48339	44989	59.5	93.1	100	15458	70.4	32.0	118	18780	60.9	38.9	102	10752	47.2	22.2	79
25 - 54	48008	41939	55.5	93.2	100	15207	69.3	33.8	125	16840	54.6	37.4	98	9892	43.4	22.0	78
35 - 49	19985	18528	24.5	92.7	99	8060	36.7	40.3	149	6877	22.3	34.4	90	3591	15.8	18.0	64
50 OR OLDER	32647	30571	40.5	93.6	100	6500	29.6	19.3	73	12049	39.1	36.9	97	12023	52.8	36.8	131
GRADUATED COLLEGE	11155	10385	13.7	93.1	100	2450	11.2	22.0	81	4580	14.9	41.1	108	3354	14.7	30.1	107
ATTENDED COLLEGE	13682	12813	17.0	93.6	100	4111	18.7	30.0	111	5277	17.1	38.6	101	3425	15.0	25.0	89
GRADUATED HIGH SCHOOL	33880	31792	42.1	93.8	101	10007	45.6	29.5	109	13225	42.9	39.0	103	8560	37.6	25.3	90
DID NOT GRADUATE HIGH SCHOOL	22270	20571	27.2	92.4	99	5389	24.5	24.2	89	7747	25.1	34.8	91	7436	32.6	33.4	119
EMPLOYED	40306	37673	49.9	93.5	100	11173	50.9	27.7	102	15833	51.4	39.3	103	10667	46.8	26.5	94
EMPLOYED FULL-TIME	32850	30520	40.4	92.9	100	8847	40.3	26.9	99	12813	41.6	39.0	102	8859	38.9	27.0	96
EMPLOYED PART-TIME	7456	7154	9.5	95.9	103	2326	10.6	31.2	115	3020	9.8	40.5	106	1808	7.9	24.2	86
NOT EMPLOYED	40680	37887	50.1	93.1	100	10784	49.1	26.5	98	14995	48.6	36.9	97	12108	53.2	29.8	106
PROFESSIONAL/MANAGER	10392	9682	12.8	93.2	100	2225	10.1	21.4	79	4337	14.1	41.7	110	3119	13.7	30.0	107
TECH/CLERICAL/SALES	17574	16521	21.9	94.0	101	5194	23.7	29.6	109	7153	23.2	40.7	107	4174	18.3	23.8	84
PRECISION/CRAFT	985	947	1.3	96.1	103	222	1.0	22.5	83	410	1.3	41.6	109	316	1.4	32.1	114
OTHER EMPLOYED	11354	10524	13.9	92.7	99	3532	16.1	21.1	85	3933	12.8	34.6	91	3059	13.4	26.9	96
SINGLE	9863	9120	12.1	92.5	99	1948	8.9	19.8	73	3625	11.8	36.8	97	3547	15.6	36.0	128
MARRIED	51375	48219	63.8	93.9	101	16159	73.6	31.5	116	20394	66.2	39.7	104	11645	51.2	22.7	81
DIVORCED/SEPARATED/WIDOWED	19748	18222	24.1	92.3	99	3850	17.5	19.5	72	6809	22.1	34.5	91	7563	33.2	38.3	136
PARENTS	32590	30334	40.1	93.1	100	12347	56.2	37.9	140	12624	40.9	38.7	102	5363	23.5	16.5	59
WHITE	70416	66039	87.4	93.8	101	19163	87.3	27.2	100	27342	88.7	38.8	102	19534	85.8	27.7	99
BLACK	8778	7985	10.6	91.0	97	2401	10.9	27.4	101	2771	9.0	31.6	83	2814	12.4	32.1	114
OTHER	1791	1537	2.0	85.8	92	3393	1.8	21.9	81	716	2.3	40.0	105	428	1.9	23.9	85
NORTHEAST-CENSUS	17786	16920	22.4	95.1	102	5116	23.3	28.8	106	6479	21.0	36.4	96	5324	23.4	29.9	106
NORTH CENTRAL	20741	19579	25.9	94.4	101	6308	28.7	30.4	112	7901	25.6	38.1	100	5371	23.6	25.9	92
SOUTH	27775	25742	34.1	92.7	99	6826	31.1	24.6	91	11039	35.8	37.7	104	7877	34.6	28.4	101
WEST	14683	13320	17.6	90.7	97	3708	16.9	25.3	93	5409	17.5	36.8	97	4203	18.5	28.6	102
NORTHEAST-MKTG.	17961	16975	22.5	94.5	101	5021	22.9	28.0	103	6507	21.1	36.2	95	5447	23.9	30.3	108
EAST CENTRAL	11885	11228	14.9	94.5	101	3693	16.8	31.1	115	4421	14.3	37.2	98	3115	13.7	26.2	93
WEST CENTRAL	14090	13323	17.6	94.6	101	4019	18.3	28.5	105	5394	17.5	38.3	101	3910	17.2	27.8	99
SOUTH	24081	22356	29.6	92.8	100	6002	27.3	24.9	92	9712	31.5	40.3	106	6442	29.2	27.6	98
PACIFIC	12969	11679	15.5	90.1	97	3224	14.7	24.9	92	4794	15.6	37.0	97	3661	16.1	28.2	100
COUNTY SIZE A	32439	30022	39.7	92.5	99	8295	37.8	25.6	94	12520	40.6	38.6	101	9207	40.4	28.4	101
COUNTY SIZE B	24915	23346	30.9	93.7	100	7537	34.3	30.3	112	9371	30.4	37.6	99	6438	28.3	25.8	92
COUNTY SIZE C	12930	12229	16.2	94.6	101	3390	15.4	26.2	97	5171	16.8	40.0	105	3668	16.1	28.4	101
COUNTY SIZE D	10703	9964	13.2	93.1	100	2735	12.5	25.6	94	3766	12.2	35.2	92	3462	15.2	32.3	115
METRO CENTRAL CITY	24518	22576	29.9	92.1	99	6133	27.9	25.0	92	9081	29.5	37.0	97	7361	32.3	30.0	107
METRO SUBURBAN	25911	23891	44.9	94.4	101	10256	46.7	28.6	105	14254	46.2	39.7	104	9381	41.2	26.1	93
NON METRO	20549	19094	25.3	92.9	100	5568	25.4	27.1	100	7493	24.3	35.5	96	6033	26.5	29.4	104
TOP 5 ADI'S	18341	16834	22.3	91.8	98	4458	20.3	24.3	90	7393	24.0	40.3	106	4983	21.9	27.2	97
TOP 10 ADI'S	25378	23443	31.0	92.4	99	6046	27.5	23.8	88	10240	33.2	40.3	106	7157	31.4	28.2	100
TOP 20 ADI'S	36488	33783	44.7	92.6	99	9255	42.2	25.4	94	14008	45.4	38.4	101	10519	46.2	28.8	103
HSMD INC. \$50,000 OR MORE	6612	6251	8.3	94.5	101	2205	10.0	33.3	123	2618	8.5	39.6	104	1428	6.3	21.6	77
\$40,000 OR MORE	12659	11869	15.7	93.8	100	4279	19.5	33.8	125	4886	15.8	38.6	101	2704	11.9	21.4	76
\$30,000 OR MORE	24698	23079	30.5	93.4	100	8066	36.7	32.7	120	9937	32.2	40.2	106	5076	22.3	20.6	73
\$25,000 OR MORE	32077	30113	39.9	93.9	101	10321	47.0	32.2	119	12955	42.0	40.4	106	6838	30.0	21.3	76
\$20,000 - \$24,999	9144	8370	11.1	91.5	98	2481	11.3	27.1	100	3403	11.0	37.2	98	2486	10.9	27.2	97
\$15,000 - \$19,999	8728	8163	10.8	93.5	100	2126	9.7	24.4	90	3438	11.2	39.4	103	2599	11.4	29.8	106
\$10,000 - \$14,999	12562	11925	15.8	94.9	102	3482	15.9	27.7	102	4410	14.3	35.1	92	4033	17.7	32.1	114
UNDER \$10,000	18475	16989	22.5	92.0	99	3547	16.2	19.2	71	6623	21.5	35.8	94	6819	29.9	36.9	131
HOUSEHOLD OF 1 PERSON	11987	11151	14.8	93.0	100	1061	4.8	8.9	33	3825	12.4	31.9	84	6265	27.5	52.3	186
2 PEOPLE	26577	25193	33.3	94.8	102	4538	20.7	17.1	63	10939	35.5	41.2	108	9716	42.7	36.6	130
3 OR 4 PEOPLE	30617	28455	37.7	92.9	100	10510	47.9	34.3	127	12466	40.4	40.7	107	5479	24.1	17.9	64
5 OR MORE PEOPLE	11804	10762	14.2	91.2	98	5849	26.6	49.6	183	3598	11.7	30.5	80	1315	5.8	11.1	40
NO CHILD IN HSMD	46165	43155	57.1	93.5	100	8588	39.1	18.6	69	17541	56.9	38.0	100	17026	74.8	36.9	131
CHILD(REN) UNDER 2 YRS	5325	5056	6.7	94.9	102	1599	7.3	30.0	111	2479	8.0	46.6	122	979	4.3	18.4	65
2 - 5 YEARS	14221	13299	17.6	93.5	100	4980	22.7	35.0	129	5778	18.7	40.6	107	2541	11.2	17.9	64
6 - 11 YEARS	15117	13954	18.5	92.3	99	6160	28.1	40.7	150	5573	18.1	36.9	97	2221	9.8	14.7	52
12 - 17 YEARS	16611	15324	20.3	92.3	99	7412	33.8	44.6	165	5638	18.3	33.9	89	2273	10.0	13.7	49
RESIDENCE OWNED	55844	52432	69.4	93.8	101	15765	71.8	28.2	104	21796	70.7	39.0	102	14871	65.3	26.6	95
VALUE: \$50,000 OR MORE	31744	29576	39.1	93.2	100	8917	40.6	28.1	104	12757	41.4	40.2	106	7903	34.7	24.9	89
VALUE: UNDER \$50,000	24140	22856	30.2	94.7	101	6849	31.2	28.4	105	9039	29.3	37.4	98	6969	30.6	28.9	103

TOILET PAPER: USAGE IN LAST 30 DAYS
(FEMALE HOMEMAKERS)

		TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS		80986	75560	100.0	93.3	100	21957	100.0	27.1	100	30828	100.0	38.1	100	22775	100.0	28.1	100
MAGAZINES	QUINTILE 1	15799	14966	19.8	94.7	102	4709	21.4	29.8	110	6616	21.5	41.9	110	3640	16.0	23.0	82
	QUINTILE 2	17259	16118	21.3	93.4	100	5107	23.3	29.6	109	6822	22.1	39.5	104	4189	18.4	24.3	86
	QUINTILE 3	13545	12788	16.9	94.4	101	3793	17.3	28.0	103	5149	16.7	38.0	100	3846	16.9	28.4	101
	QUINTILE 4	15133	14058	18.6	92.9	100	4054	18.5	26.8	99	5527	17.9	36.5	96	4478	19.7	29.6	105
	QUINTILE 5	19250	17631	23.3	91.6	98	4294	19.6	22.3	82	6716	21.8	34.9	92	6621	29.1	34.4	122
NEWSPAPERS	QUINTILE 1	12413	11746	15.5	94.6	101	3523	16.0	28.4	105	5266	17.1	42.4	111	2958	13.0	23.8	85
	QUINTILE 2	24116	22650	30.0	93.9	101	6894	31.4	28.6	105	9147	29.7	37.9	100	6609	29.0	27.4	97
	QUINTILE 3	11261	10402	13.8	92.4	99	3131	14.3	27.8	103	4163	13.5	37.0	97	3108	13.6	27.6	99
	QUINTILE 4	20255	19029	25.2	93.9	101	5380	24.5	26.6	98	7446	24.2	36.8	97	6204	27.2	30.6	109
	QUINTILE 5	12940	11734	15.5	90.7	97	3030	13.8	23.4	86	4807	15.6	37.1	98	3897	17.1	30.1	107
OUTDOOR	QUINTILE 1	14852	13910	18.4	93.7	100	3884	17.7	26.2	96	6210	20.1	41.8	110	3816	16.8	25.7	91
	QUINTILE 2	15725	14808	19.6	94.2	101	4538	20.7	28.9	106	5990	19.4	38.1	100	4281	18.8	27.2	97
	QUINTILE 3	16330	15331	20.3	93.9	101	4686	21.3	28.7	106	6160	20.0	37.7	99	4486	19.7	27.5	98
	QUINTILE 4	16744	15568	20.6	93.0	100	4350	19.8	26.0	96	6453	20.9	38.5	101	4765	20.9	28.5	101
	QUINTILE 5	17334	15943	21.1	92.0	99	4500	20.5	26.0	96	6016	19.5	34.7	91	5426	23.8	31.3	111
RADIO-DRIVE TIME	QUINTILE 1	15911	14857	19.7	93.4	100	4427	20.2	27.8	103	6334	20.5	39.8	105	4096	18.0	25.7	92
	QUINTILE 2	14837	14022	18.6	94.5	101	4278	19.5	28.8	106	5741	18.6	38.7	102	4003	17.6	27.0	96
	QUINTILE 3	15339	14305	18.9	93.3	100	4312	19.6	28.1	104	5674	18.4	37.0	97	4319	19.0	28.2	100
	QUINTILE 4	16723	15344	20.3	91.8	98	4485	20.4	26.8	99	6073	19.7	36.3	95	4785	21.0	28.6	102
	QUINTILE 5	18176	17033	22.5	93.7	100	4455	20.3	24.5	90	7006	22.7	38.5	101	5571	24.5	30.7	109
RADIO-MID- DAY	TERCILE 1	21020	19809	26.2	94.2	101	6127	27.9	29.1	108	8149	26.4	38.8	102	5533	24.3	26.3	94
	TERCILE 2	21610	20395	27.0	94.4	101	6193	28.2	28.7	106	8521	27.6	39.4	104	5681	24.9	26.3	93
	TERCILE 3	38355	35356	46.8	92.2	99	9638	43.9	25.1	93	14158	45.9	36.9	97	11560	50.8	30.1	107
RADIO-TOTAL	QUINTILE 1	15988	15077	20.0	94.3	101	4557	20.8	28.5	105	6156	20.0	38.5	101	4363	19.2	27.3	97
	QUINTILE 2	15626	14552	19.3	93.1	100	4410	20.1	28.2	104	5967	19.4	38.2	100	4175	18.3	26.7	95
	QUINTILE 3	16723	15706	20.8	93.9	101	4735	21.6	28.3	104	6351	20.6	38.0	100	4620	20.3	27.6	98
	QUINTILE 4	16342	15107	20.0	92.4	99	4361	19.9	26.7	98	6096	19.8	37.3	98	4651	20.4	28.5	101
	QUINTILE 5	16306	15118	20.0	92.7	99	3894	17.7	23.9	88	6259	20.3	38.8	101	4965	21.8	30.4	108
TV-PRIME TIME	QUINTILE 1	15953	14871	19.7	93.2	100	4076	18.6	25.6	94	6023	19.5	37.8	99	4772	21.0	29.9	106
	QUINTILE 2	16137	15265	20.2	94.6	101	4656	21.2	28.9	106	6477	21.0	40.1	105	4131	18.1	25.8	91
	QUINTILE 3	16420	15437	20.4	94.0	101	4426	20.2	27.0	99	6252	20.3	38.1	100	4759	20.9	29.0	103
	QUINTILE 4	16687	15544	20.6	93.2	100	4686	22.3	29.3	108	6314	20.5	37.8	99	4343	19.1	26.0	93
	QUINTILE 5	15789	14444	19.1	91.5	98	3913	17.8	24.8	91	5762	18.7	36.5	96	4770	20.9	30.2	107
TV-DAYTIME	TERCILE 1	27736	25920	34.3	93.5	100	7968	36.3	28.7	106	10231	33.2	36.9	97	7721	33.9	27.8	99
	TERCILE 2	26489	24687	32.7	93.2	100	7390	33.7	27.9	103	10032	32.5	37.9	99	7266	31.9	27.4	98
	TERCILE 3	26761	24953	33.0	93.2	100	6600	30.1	24.7	91	10566	34.3	39.5	104	7788	34.2	29.1	103
TV-TOTAL	QUINTILE 1	16345	15133	20.0	92.6	99	4177	19.0	25.6	94	6192	20.1	37.9	100	4764	20.9	29.1	104
	QUINTILE 2	16447	15591	20.6	94.8	102	4786	21.8	29.1	107	6194	20.1	37.7	99	4612	20.3	28.0	100
	QUINTILE 3	15980	14964	19.8	93.6	100	4523	20.6	28.3	104	6214	20.2	38.9	102	4228	18.6	26.5	94
	QUINTILE 4	15887	14894	19.7	93.7	100	4334	19.7	27.3	101	5979	19.4	37.6	99	4580	20.1	28.8	103
	QUINTILE 5	16326	14979	19.8	91.7	98	4138	18.8	25.3	93	6250	20.3	38.3	101	4591	20.2	28.1	100
MAGAZINES-NEWSPAPERS: DUAL		20721	19484	25.8	94.0	101	6063	27.6	29.3	108	8569	27.8	41.4	109	4853	21.3	23.4	83
MAGAZINE IMPERATIVE		19186	17961	23.8	93.6	100	5995	25.5	29.2	108	7378	23.9	38.5	101	4988	21.9	26.0	92
NEWSPAPER IMPERATIVE		21899	20500	27.1	93.6	100	5999	27.3	27.4	101	7961	25.8	36.4	96	6540	28.7	29.9	106
MAGAZINES-OUTDOOR: DUAL		15451	14719	19.5	95.3	102	4799	21.9	31.1	115	6160	20.0	39.9	105	3759	16.5	24.3	87
MAGAZINE IMPERATIVE		25953	24191	32.0	93.2	100	7220	32.9	27.8	103	10284	33.4	39.6	104	6687	29.4	25.8	92
OUTDOOR IMPERATIVE		24400	22684	30.0	93.0	100	6216	28.3	25.5	94	9108	29.5	37.3	98	7359	32.3	30.0	107
MAGAZINES-RADIO: DUAL		18049	17041	22.6	94.4	101	5451	24.8	30.2	111	7264	23.6	40.2	106	4327	19.0	24.0	85
MAGAZINE IMPERATIVE		23571	22083	29.2	93.7	100	6821	31.1	28.9	107	9370	30.4	39.8	104	5892	25.9	25.0	89
RADIO IMPERATIVE		23278	21695	28.7	93.2	100	6083	27.7	26.1	96	8469	27.5	36.4	96	7144	31.4	30.7	109
MAGAZINES-TELEVISION: DUAL		15459	14546	19.3	94.1	101	4629	21.1	29.9	110	6123	19.9	39.6	104	3794	16.7	24.5	87
MAGAZINE IMPERATIVE		25829	24213	32.0	93.7	100	7499	34.2	29.0	107	10395	33.7	40.2	106	6319	27.7	24.5	87
TELEVISION IMPERATIVE		26039	24244	32.1	93.1	100	6472	29.5	24.9	92	9504	30.8	36.5	96	8269	36.3	31.8	113
NEWSPAPERS-OUTDOOR: DUAL		16605	15666	20.7	94.3	101	4865	22.2	29.3	108	6638	21.5	40.0	105	4162	18.3	25.1	89
NEWSPAPER IMPERATIVE		26834	25057	33.2	93.4	100	7570	34.5	28.2	104	10266	33.3	38.3	101	7221	31.7	26.9	96
OUTDOOR IMPERATIVE		23346	21798	28.8	93.4	100	6081	27.7	26.0	96	8958	29.1	38.4	101	6759	29.7	29.0	103
NEWSPAPERS-RADIO: DUAL		17133	16213	21.5	94.6	101	4904	22.3	28.6	106	6967	22.6	40.7	107	4342	19.1	25.3	90
NEWSPAPER IMPERATIVE		25892	24173	32.0	93.4	100	7145	32.5	27.6	102	9961	32.3	38.5	101	7066	31.0	27.3	97
RADIO IMPERATIVE		23167	21641	28.6	93.4	100	6360	29.0	27.5	101	8498	27.6	36.7	96	6783	29.8	29.3	104
NEWSPAPERS-TELEVISION: DUAL		17159	16276	21.5	94.9	102	4778	21.8	27.8	103	6999	22.7	40.8	107	4499	19.8	26.2	93
NEWSPAPER IMPERATIVE		26214	24361	32.2	92.9	100	7409	33.7	28.3	104	9967	32.3	38.0	100	6986	30.7	26.6	95
TELEVISION IMPERATIVE		23412	21625	28.6	92.4	99	6221	28.3	26.6	98	8460	27.4	36.1	95	6944	30.5	29.7	105
OUTDOOR-RADIO: DUAL		15303	14529	19.2	94.9	102	4409	20.1	28.8	106								

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	75560	100.0	93.3	100	21957	100.0	27.1	100	30828	100.0	38.1	100	22775	100.0	28.1	100
ATLANTIC MONTHLY	415	398	0.5	95.9	103	==97	0.4	23.4	86	==166	0.5	40.0	105	==134	0.6	32.3	115
BARRON'S	453	423	0.6	93.4	100	==192	0.9	42.4	156	==104	0.3	23.0	60	==127	0.6	28.0	100
BETTER HOMES & GARDENS	16256	15269	20.2	93.9	101	4852	22.1	29.8	110	6446	21.0	39.8	104	3952	17.4	24.3	86
BON APPETIT	2535	2410	3.2	95.1	102	596	2.7	23.5	87	951	3.1	37.5	99	863	3.8	34.0	121
BUSINESS WEEK	1278	1192	1.6	93.3	100	316	1.4	24.7	91	500	1.6	39.1	103	376	1.7	29.4	105
CAR AND DRIVER	378	319	0.4	84.4	90	==71	0.3	18.8	69	==145	0.5	38.4	101	==103	0.5	27.2	97
CBS MAGAZINE NETWORK (GROSS)	1498	1399	1.9	93.4	100	441	2.0	29.4	109	561	1.8	37.4	98	398	1.7	26.6	94
CHANGING TIMES	1505	1418	1.9	94.2	101	360	1.6	23.9	88	586	1.9	38.9	102	473	2.1	31.4	112
COLONIAL HOMES	1231	1159	1.5	94.2	101	287	1.3	23.3	86	556	1.8	45.2	119	316	1.4	25.7	91
CONDE NAST MAG. PKG. (GROSS)	14146	13266	17.6	93.8	101	4133	18.8	29.2	108	9687	18.4	40.2	106	3446	15.1	24.4	87
CONSUMERS DIGEST	1323	1265	1.7	95.6	102	386	1.8	29.2	108	556	1.8	42.0	110	324	1.4	24.5	87
COSMOPOLITAN	7102	6751	8.9	95.1	102	2042	9.3	28.8	106	2810	9.1	39.6	104	1899	8.3	26.7	95
COUNTRY LIVING	2481	2347	3.1	94.6	101	687	3.1	27.7	102	1229	4.0	49.5	130	431	1.9	17.4	62
CUISINE	1472	1388	1.8	94.3	101	358	1.6	24.3	90	619	2.0	42.1	111	411	1.8	27.9	99
CYCLE WORLD	425	409	0.5	96.2	103	==121	0.6	28.5	105	==180	0.6	42.4	111	==108	0.5	25.4	90
DCI:CREATIVE IDEAS FOR LIV	2510	2376	3.1	94.7	101	667	3.0	26.6	98	1086	3.5	43.3	114	624	2.7	24.9	88
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	6317	8.4	94.4	101	1582	7.2	23.6	87	3195	10.4	47.7	125	1540	6.8	23.0	82
DISCOVER	894	843	1.1	94.3	101	274	1.2	30.6	113	371	1.2	41.5	109	==198	0.9	22.1	79
EBONY	3507	3215	4.3	91.7	98	1038	4.7	29.6	109	1198	3.9	34.2	90	979	4.3	27.9	99
ESQUIRE	1083	982	1.3	90.7	97	302	1.4	27.9	103	407	1.3	37.6	99	274	1.2	25.3	90
ESSENCE	1830	1745	2.3	95.4	102	562	2.6	30.7	113	648	2.1	35.4	93	535	2.3	29.2	104
FAMILY CIRCLE	15930	15178	20.1	95.3	102	5023	22.9	31.5	116	6386	20.7	40.1	105	3769	16.5	23.7	84
THE FAMILY HANDYMAN	1126	1090	1.4	96.8	104	427	1.9	37.9	140	407	1.3	36.1	95	256	1.1	22.7	81
FAMILY WEEKLY	11468	10972	14.5	95.7	103	3010	13.7	26.2	97	4561	14.8	39.8	104	3400	14.9	29.6	105
FIELD & STREAM	2234	2107	2.8	94.3	101	732	3.3	32.8	121	878	2.8	39.3	103	496	2.2	22.2	79
FOOD & WINE	579	548	0.7	94.6	101	==154	0.7	26.6	98	255	0.8	44.0	116	==139	0.6	24.0	85
FORBES	728	681	0.9	93.5	100	==171	0.8	23.5	87	==268	0.9	36.8	97	242	1.1	33.2	118
FORTUNE	906	879	1.2	97.0	104	==251	1.1	27.7	102	302	1.0	33.3	88	==325	1.4	35.9	128
GENTLEMEN'S QUARTERLY	791	677	0.9	85.6	92	==161	0.7	20.4	75	305	1.0	38.6	101	211	0.9	26.7	95
GLAMOUR	5265	4929	6.5	93.6	100	1521	6.9	28.9	107	2228	7.2	42.3	111	1180	5.2	22.4	80
GOLF DIGEST	636	623	0.8	98.0	105	==166	0.8	26.1	96	323	1.0	50.8	133	==134	0.6	21.1	75
GOLF DIGEST/TENNIS (GROSS)	1186	1141	1.5	96.2	103	290	1.3	24.5	90	545	1.8	46.0	121	306	1.3	25.8	92
GOLF MAGAZINE	441	441	0.6	100.0	107	==131	0.6	29.7	110	==218	0.7	49.4	130	==93	0.4	21.1	75
GOLF MAGAZINE/SKI (GROSS)	922	912	1.2	98.9	106	==215	1.0	23.3	86	495	1.6	53.7	141	==202	0.9	21.9	78
GOOD HOUSEKEEPING	16487	15537	20.6	94.2	101	5060	23.0	30.7	113	6578	21.3	39.9	105	3899	17.1	23.6	84
HARPER'S BAZAAR	2423	2318	3.1	95.7	103	666	3.0	27.5	101	951	3.1	39.2	103	701	3.1	28.9	103
HEALTH	1994	1914	2.5	96.0	103	536	2.4	26.9	99	799	2.6	40.1	105	578	2.5	29.0	103
HEARST MAG CORP. BUY (GROSS)	44101	41721	55.2	94.6	101	13181	60.0	29.9	110	17913	58.1	40.6	107	10627	46.7	24.1	86
HEARST MAN POWER (GROSS)	1993	1868	2.5	93.7	100	729	3.3	36.6	135	704	2.3	35.3	93	436	1.9	21.9	78
HEARST WOMAN POWER (GROSS)	31274	29621	39.2	94.7	102	9551	43.5	30.5	113	12583	40.8	40.2	106	7488	32.9	23.9	85
HOUSE BEAUTIFUL	3623	3362	4.4	92.8	99	1046	4.8	28.9	106	1376	4.5	38.0	100	941	4.1	26.0	92
INC.	283	279	0.4	98.6	106	==109	0.5	38.5	142	==84	0.3	29.7	78	==86	0.4	30.4	108
JET	2928	2706	3.6	92.4	99	876	4.0	29.9	110	940	3.0	32.1	84	890	3.9	30.4	108
LADIES' HOME JOURNAL	11918	11311	15.0	94.9	102	3632	16.5	30.5	112	4917	15.9	41.3	108	2762	12.1	23.2	82
LHJ FAMILY GRP COMBO(GROSS)	16764	15975	21.1	95.3	102	5067	23.1	30.2	111	6966	22.6	41.6	109	3943	17.3	23.5	84
LIFE	4254	3859	5.1	90.7	97	1358	6.2	31.9	118	1546	5.0	36.3	95	954	4.2	22.4	80
L.A. TIMES HOME MAGAZINE	1145	1010	1.3	88.2	95	==215	1.0	18.8	69	496	1.6	43.3	114	299	1.3	26.1	93
MADEMOISELLE	2884	2721	3.6	94.3	101	864	3.9	30.0	110	1215	3.9	42.1	111	643	2.8	22.3	79
MC CALL'S	13460	12594	16.7	93.6	100	3682	16.8	27.4	101	5744	18.6	42.7	112	3168	13.9	23.5	84
MC CALL'S/MRK MOTHER (GROSS)	14606	13631	18.0	93.3	100	4063	18.5	27.8	103	6185	20.1	42.3	111	3383	14.9	23.2	82
MECHANIX ILLUSTRATED	772	725	1.0	93.9	101	==216	1.0	28.0	103	370	1.2	47.9	126	==139	0.6	18.0	64
METROPOLITAN HOME	967	913	1.2	94.4	101	==155	0.7	16.0	59	478	1.6	49.4	130	280	1.2	29.0	103
MONEY	1588	1508	2.0	95.0	102	354	1.6	22.3	82	697	2.3	43.9	115	457	2.0	28.8	102
MOTHER EARTH NEWS	1002	889	1.2	88.7	95	297	1.4	29.6	109	360	1.2	35.9	94	==232	1.0	23.2	82
MS.	825	747	1.0	90.5	97	208	0.9	25.2	93	313	1.0	37.9	100	226	1.0	27.4	97
NATIONAL ENQUIRER	10336	9786	13.0	94.7	101	3268	14.9	31.6	117	4156	13.5	40.2	106	2362	10.4	22.9	81
NATIONAL GEOGRAPHIC	9597	8833	11.7	92.0	99	2290	10.4	23.9	88	4108	13.3	42.8	112	2435	10.7	25.4	90
NATIONAL SUNDAY MAGAZINE PKG	49558	46701	61.8	94.2	101	14099	64.2	28.4	105	19158	62.1	38.7	102	13444	59.0	27.1	96
NATURAL HISTORY	573	537	0.7	93.7	100	==84	0.4	14.7	54	==279	0.9	48.7	128	==174	0.8	30.4	108
NEW WOMAN	1699	1563	2.1	92.0	99	481	2.2	28.3	104	734	2.4	43.2	113	349	1.5	20.5	73
NEW YORK INCLUDING CUE	443	414	0.5	93.5	100	==114	0.5	25.7	95	==127	0.4	28.7	75	==172	0.8	38.8	138
THE NEW YORKER	1270	1218	1.6	95.9	103	235	1.1	18.5	68	539	1.7	42.4	111	444	1.9	35.0	124
NEWSWEEK	6277	5938	7.9	94.6	101	1704	7.8	27.1	100	2641	8.6	42.1	111	1592	7.0	25.4	90
THE N.Y. TIMES DAILY EDITION	1205	1174	1.6	97.4	104	264	1.2	21.9	81	516	1.7	42.8	112	394	1.7	32.7	116
THE N.Y. TIMES MAGAZINE	2081	1935	2.6	93.0	100	408	1.9	19.6	72	851	2.8	40.9	107	676	3.0	32.5	116
OMNI	788	761	1.0	96.6	104	==166	0.8	21.1	78	317	1.0	40.2	106	278	1.2	35.3	125
ON CABLE	1158	1112	1.5	96.0	103	475	2.2	41.0	151	408	1.3	38.2	93	==229	1.0	19.8	70
1001 HOME IDEAS	2852	2750	3.6	96.4	103	898	4.1	31.5	116	1249	4.1	43.8	115	603	2.6	21.1	75
ORGANIC GARDENING	1658	1599	2.1	96.4	103	436	2.0	26.3	97	617	2.0	37.2	98	546	2.4	32.9	117
OUTDOOR LIFE	896	868	1.1	96.9	104	==220	1.0	24.6	91	455	1.5	50.8	133	==193	0.8	21.5	77
PARADE MAGAZINE	24275	22918	30.3	94.4	101	6713	30.6	27.7	102	9742	31.6	40.1	105	6463	28.4	26.6	95

TOILET PAPER: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	75560	100.0	93.3	100	21957	100.0	27.1	100	30828	100.0	38.1	100	22775	100.0	28.1	100
PARENTS	3845	3643	4.8	94.7	102	1136	5.2	29.5	109	1738	5.6	45.2	119	768	3.4	20.0	71
PENTHOUSE	831	789	1.0	94.9	102	*237	1.1	28.5	105	384	1.2	46.2	121	*168	0.7	20.2	72
PEOPLE	11645	10955	14.5	94.1	101	3525	16.1	30.3	112	4651	15.1	39.9	105	2780	12.2	23.9	85
PLAYBOY	2006	1875	2.5	93.5	100	513	2.3	25.6	94	804	2.6	40.1	105	558	2.5	27.8	99
POPULAR HOT RODDING	297	290	0.4	97.6	105	*123	0.6	41.4	153	*90	0.3	30.3	80	*77	0.3	25.9	92
POPULAR MECHANICS	1018	963	1.3	94.6	101	*411	1.9	40.4	149	370	1.2	36.3	95	*182	0.8	17.9	64
POPULAR SCIENCE	878	804	1.1	91.6	98	*280	1.3	31.9	118	376	1.2	42.8	113	*148	0.6	16.9	60
PREVENTION	3913	3743	5.0	95.7	103	1018	4.6	26.0	96	1581	5.1	40.4	106	1145	5.0	29.3	104
PSYCHOLOGY TODAY	1710	1607	2.1	94.0	101	404	1.8	23.6	87	738	2.4	43.2	113	465	2.0	27.2	97
READER'S DIGEST	22204	20827	27.6	93.8	101	6443	29.3	29.0	107	8524	27.7	38.4	101	5861	25.7	26.4	94
REDBOOK	7684	7334	9.7	95.4	102	2448	11.1	31.9	118	3195	10.4	41.6	109	1691	7.4	22.0	78
ROAD & TRACK	410	380	0.5	92.7	99	*110	0.5	26.8	99	*177	0.6	43.2	113	*94	0.4	22.9	82
ROLLING STONE	969	913	1.2	94.2	101	323	1.5	33.3	123	372	1.2	38.4	101	218	1.0	22.5	80
RUNNER'S WORLD	298	298	0.4	100.0	107	*56	0.3	18.8	69	*170	0.6	57.0	150	*72	0.3	24.2	86
SATURDAY EVENING POST	1169	1042	1.4	89.1	96	321	1.5	27.5	101	422	1.4	36.1	95	299	1.3	25.6	91
SCIENCE 84	587	523	0.7	89.1	95	*233	1.1	39.7	146	*196	0.6	33.4	88	*95	0.4	16.2	58
SCIENCE DIGEST	482	450	0.6	93.4	100	*167	0.8	34.6	128	*163	0.5	33.8	89	*120	0.5	24.9	89
SCIENTIFIC AMERICAN	594	573	0.8	96.5	103	*122	0.6	20.5	76	*232	0.8	39.1	103	*219	1.0	36.9	131
SELF	2089	1977	2.6	94.6	101	658	3.0	31.5	116	780	2.5	37.3	98	538	2.4	25.8	92
SEVENTEEN	2411	2273	3.0	94.3	101	744	3.4	30.9	114	1055	3.4	43.8	115	474	2.1	19.7	70
SKI	480	471	0.6	98.1	105	*85	0.4	17.7	65	*277	0.9	57.7	152	*109	0.5	22.7	81
SMITHSONIAN	2760	2671	3.5	96.8	104	584	2.7	21.2	78	1164	3.8	42.2	111	923	4.1	33.4	119
SOAP OPERA DIGEST	3013	2885	3.8	95.8	103	1128	5.1	37.4	138	1075	3.5	35.7	94	682	3.0	22.6	80
SOUTHERN LIVING	4184	3941	5.2	94.2	101	915	4.2	21.9	81	2109	6.8	50.4	132	917	4.0	21.9	78
SPORT	599	510	0.7	91.2	98	*188	0.9	33.6	124	*217	0.7	38.8	102	*105	0.5	18.8	67
THE SPORTING NEWS	436	398	0.5	91.3	98	*195	0.9	44.7	165	*153	0.5	35.1	92	*50	0.2	11.5	41
SPORTS AFIELD	493	455	0.6	92.3	99	*151	0.7	30.6	113	*170	0.6	34.5	91	*134	0.6	27.2	97
SPORTS ILLUSTRATED	2758	2591	3.4	93.9	101	777	3.5	28.2	104	1073	3.5	38.9	102	741	3.3	26.9	96
STAR	7456	7087	9.4	95.1	102	2438	11.1	32.7	121	2685	8.7	36.0	95	1964	8.6	26.3	94
SUNDAY	24936	23451	31.0	94.0	101	7434	33.9	29.8	110	9136	29.6	36.6	96	6880	30.2	27.6	98
SUNSET	2124	2001	2.6	94.2	101	544	2.5	25.6	94	783	2.5	36.9	97	674	3.0	31.7	113
TV GUIDE	21661	20166	26.7	93.1	100	6635	30.2	30.6	113	8202	26.6	37.9	99	5329	23.4	24.6	87
TENNIS	550	519	0.7	94.4	101	*124	0.6	22.5	83	*223	0.7	40.5	107	*172	0.8	31.3	111
TIME	8880	8299	11.0	93.5	100	2532	11.5	28.5	105	3516	11.4	39.6	104	2251	9.9	25.3	90
TOWN & COUNTRY	917	897	1.2	97.8	105	*151	0.7	16.5	61	462	1.5	50.4	132	284	1.2	31.0	110
TRAVEL & LEISURE	972	925	1.2	95.2	102	*244	1.1	25.1	93	414	1.3	42.6	112	267	1.2	27.5	98
TRUE STORY	3356	3152	4.2	93.9	101	1114	5.1	33.2	122	1260	4.1	37.5	99	778	3.4	23.2	82
U.S. NEWS & WORLD REPORT	3410	3128	4.1	91.7	98	725	3.3	21.3	78	1521	4.9	44.6	117	882	3.9	25.9	92
USA TODAY	1759	1712	2.3	97.3	104	647	2.9	36.8	136	693	2.2	39.4	103	372	1.6	21.1	75
US	1873	1780	2.4	95.0	102	587	2.7	31.3	116	792	2.6	42.3	111	401	1.8	21.4	76
VOGUE	3909	3639	4.8	93.1	100	1090	5.0	27.9	103	1444	4.7	37.5	98	1085	4.8	27.8	99
WALL STREET JOURNAL	1886	1809	2.4	95.9	103	404	1.8	21.4	79	838	2.7	44.4	117	567	2.5	30.1	107
WEIGHT WATCHERS	2120	2037	2.7	96.1	103	643	2.9	30.3	112	840	2.7	39.6	104	554	2.4	26.1	93
WOMAN'S DAY	14172	13452	17.8	94.9	102	4530	20.6	32.0	118	5663	18.4	40.0	105	3259	14.3	23.0	82
WORKING WOMEN	1146	1037	1.4	90.5	97	381	1.7	33.2	123	441	1.4	38.5	101	*215	0.9	18.8	67
WORKING WOMAN	1322	1277	1.7	96.6	104	364	1.7	27.5	102	667	2.2	50.5	133	246	1.1	18.6	66
WORLD TENNIS	*163	*156	0.2	95.7	103	*43	0.2	26.4	97	*65	0.2	39.9	105	*48	0.2	29.4	105
ZIFF-DAVIS MAG NETWK (GROSS)	2532	2344	3.1	92.6	99	686	3.1	27.1	100	1051	3.4	41.5	109	608	2.7	24.0	85
BLAIN INSERTS	43657	41064	54.3	94.1	101	12406	56.5	28.4	105	16839	54.6	38.6	101	11819	51.9	27.1	96
DAILY NEWSPAPERS																	
READ ANY	51633	48433	64.1	93.8	101	14533	66.2	28.1	104	19847	64.4	38.4	101	14053	61.7	27.2	97
READ ONE	43463	40729	53.9	93.7	100	12249	55.8	28.2	104	16482	53.5	37.9	100	11998	52.7	27.6	98
READ TWO OR MORE	8170	7704	10.2	94.3	101	2285	10.4	28.0	103	3365	10.9	41.2	108	2055	9.0	25.2	89
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	49553	65.6	94.1	101	14871	67.7	28.2	104	20341	66.0	38.6	101	14340	63.0	27.2	97
READ ONE	46126	43377	57.4	94.0	101	13094	59.6	28.4	105	17487	56.7	37.9	100	12796	56.2	27.7	99
READ TWO OR MORE	6952	6175	8.2	94.2	101	1778	8.1	27.1	100	2854	9.3	43.6	114	1544	6.8	23.6	84
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	27.90				27.12				29.50				26.46			
30 DAY REACH	71455	66654	88.2	93.3	100	19545	89.0	27.4	101	27440	89.0	38.4	101	19669	86.4	27.5	98
50 SHMG - 30 DAY AV FREQ	14.56	14.71				14.16				15.49				14.17			
30 DAY REACH	67742	63345	83.8	93.5	100	18724	85.3	27.6	102	26236	85.1	38.7	102	18385	80.7	27.1	97
25 SHMG - 30 DAY AV FREQ	7.94	8.01				7.77				8.40				7.68			
30 DAY REACH	62117	58195	77.0	93.7	100	17031	77.6	27.4	101	24200	78.5	39.0	102	16965	74.5	27.3	97
CABLE TV: HOME WIRED	32077	30177	39.9	94.1	101	9797	44.6	30.5	113	12466	40.4	38.9	102	7914	34.7	24.7	88
HOME NOT WIRED	48909	45384	60.1	92.8	99	12160	55.4	24.9	92	18363	59.6	37.5	99	14861	65.3	30.4	108
HAVE PAY CABLE	15935	15187	20.1	95.3	102	5931	27.0	37.2	137	6100	19.8	38.3	101	3156	13.9	19.8	70

	TOTAL U.S. '000	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOMEOWNERS	80986	75560	100.0	93.3	100	21957	100.0	27.1	100	30828	100.0	38.1	100	22775	100.0	28.1	100	
RADIO AVG. DAILY (M-F) CUME																		
6:00 AM - 10:00 AM	43921	41055	54.3	93.5	100	12239	55.7	27.9	103	16933	54.9	38.6	101	11883	52.2	27.1	96	
10:00 AM - 3:00 PM	30659	28927	38.3	94.4	101	8862	40.4	28.9	107	11996	38.9	39.1	103	8070	35.4	26.3	94	
3:00 PM - 7:00 PM	31045	28919	38.3	93.2	100	8849	40.3	28.5	105	12083	39.2	38.9	102	7987	35.1	25.7	91	
7:00 PM - MIDNIGHT	15767	14703	19.5	93.3	100	4259	19.4	27.0	100	6020	19.5	38.2	100	4425	19.4	28.1	100	
MIDNIGHT - 6:00 AM	9120	8512	11.3	93.3	100	2615	11.9	28.7	106	3194	10.4	35.0	92	2702	11.9	29.6	105	
6:00 AM - MIDNIGHT	58527	54753	72.5	93.6	100	16489	75.1	28.2	104	22463	72.9	38.4	101	15800	69.4	27.0	96	
ENTIRE DAY	59311	55474	73.4	93.5	100	16698	76.0	28.2	104	22762	73.8	38.4	101	16014	70.3	27.0	96	
AVG DAILY M-F CUME: 6AM-MDNT																		
FORMATS: ADULT CONTEMPORARY	16172	15350	20.3	94.9	102	4679	21.3	28.9	107	6539	21.2	40.4	106	4132	18.1	25.6	91	
ALL NEWS	2256	2093	2.8	92.8	99	591	2.7	26.2	97	734	2.4	32.5	85	769	3.4	34.1	121	
AOR/PROGRESSIVE	3874	3602	4.8	93.0	100	1081	4.9	27.9	103	1435	4.7	37.0	97	1085	4.8	28.0	100	
BEAUTIFUL MUSIC	5660	5258	7.0	92.9	100	1631	7.4	28.8	106	2187	7.1	38.6	102	1440	6.3	25.4	90	
BLACK	2204	2029	2.7	92.1	99	655	3.0	29.7	110	734	2.4	33.3	87	641	2.8	29.1	103	
CLASSICAL	1418	1333	1.8	94.0	101	405	1.8	28.6	105	455	1.5	32.1	84	473	2.1	33.4	119	
CHR/ROCK	9538	8948	11.8	93.8	101	2749	12.5	28.8	106	3855	12.5	40.4	106	2344	10.3	24.6	87	
COUNTRY	12648	11928	15.8	94.3	101	3781	17.2	29.9	110	4795	15.6	37.9	100	3353	14.7	26.5	94	
GOLDEN OLDIES	1191	1070	1.4	89.8	96	226	1.0	19.0	70	527	1.7	44.2	116	316	1.4	26.5	94	
MOR/NOSTALGIA	4757	4521	6.0	95.0	102	1284	5.8	27.0	100	1911	6.2	40.2	106	1326	5.8	27.9	99	
NEWS/TALK	3863	3569	4.7	92.4	99	915	4.2	23.7	87	1453	4.7	37.6	99	1201	5.3	31.1	111	
RELIGIOUS	3084	2862	3.8	92.8	99	693	3.2	22.5	83	1158	3.8	37.5	99	1010	4.4	32.7	116	
SOFT ROCK	521	458	0.6	87.9	94	178	0.8	34.2	126	142	0.5	27.3	72	137	0.6	26.3	94	
URBAN CONTEMPORARY	1585	1452	1.9	91.6	98	434	2.0	27.4	101	637	2.1	40.2	106	380	1.7	24.0	85	
MIXED NETWORKS:																		
ABC CONTEMPORARY	3261	3079	4.1	94.4	101	961	4.4	29.5	109	1246	4.0	38.2	100	872	3.8	26.7	95	
ABC DIRECTION	2316	2222	2.9	95.9	103	709	3.2	30.6	113	842	2.7	36.4	96	671	2.9	29.0	103	
ABC ENTERTAINMENT	4834	4535	6.0	93.8	101	1458	6.6	30.2	111	1687	5.5	34.9	92	1389	6.1	28.7	102	
ABC FM	2202	2030	2.7	92.2	99	609	2.8	27.7	102	821	2.7	37.3	98	600	2.6	27.2	97	
ABC INFORMATION	5425	5090	6.7	93.8	101	1378	6.3	25.4	94	2085	6.8	38.4	101	1628	7.1	30.0	107	
ABC ROCK	1677	1546	2.0	92.2	99	433	2.0	25.8	95	718	2.3	42.8	112	396	1.7	23.6	84	
CBS	4430	4170	5.5	94.1	101	1169	5.3	26.4	97	1730	5.6	39.1	103	1271	5.6	28.7	102	
MUTUAL	4992	4779	6.3	95.7	103	1546	7.0	31.0	114	1980	6.4	39.7	104	1254	5.5	25.1	89	
NBC	4679	4406	5.8	94.2	101	1380	6.3	29.5	109	1764	5.7	37.7	99	1263	5.5	27.0	96	
RADIORADIO	1994	1883	2.5	94.4	101	588	2.7	29.5	109	743	2.4	37.3	98	552	2.4	27.7	98	
RKO ONE	2298	2153	2.8	93.7	100	621	2.8	27.0	100	950	3.1	41.3	109	582	2.6	25.3	90	
RKO TWO	3311	3037	4.0	91.7	98	917	4.2	27.7	102	1356	4.4	41.0	108	764	3.4	23.1	82	
THE SOURCE	2114	1949	2.6	92.2	99	525	2.4	24.8	92	957	3.1	45.3	119	467	2.1	22.1	79	
NON-MIXED: BLAIR	8654	8135	10.8	94.0	101	2657	12.1	30.7	113	3190	10.3	36.9	97	2288	10.0	26.4	94	
INTERNET	12025	11350	15.0	94.4	101	3553	16.2	29.5	109	4740	15.4	39.4	104	3058	13.4	25.4	90	
KATZ RADIO GROUP	15359	14397	19.1	93.7	100	4448	20.3	29.0	107	5708	18.5	37.2	98	4242	18.6	27.6	98	
SUPERNET	10628	10037	13.3	94.4	101	2829	12.9	26.6	98	4407	14.3	41.5	109	2801	12.3	26.4	94	
TELEVISION AVG. HALF HOUR																		
MKDAY 7:00 AM - 9:00 AM	8659	8072	10.7	93.2	100	2267	10.3	26.2	97	3094	10.0	35.7	94	2711	11.9	31.3	111	
MKDAY 9:00 AM - 1:00 PM	12163	11312	15.0	93.0	100	3411	15.5	28.0	103	4460	14.5	36.7	96	3441	15.1	28.3	101	
MKDAY 1:00 PM - 4:30 PM	16150	15085	20.0	93.4	100	4594	20.9	28.4	105	6081	19.7	37.7	99	4410	19.4	27.3	97	
MKDAY 4:30 PM - 7:30 PM	22463	20955	27.7	93.3	100	5789	26.4	25.8	95	8385	27.2	37.3	98	6781	29.8	30.2	107	
MKDAY 7:30 PM - 8:00 PM	31795	29745	39.4	93.6	100	8190	37.3	25.8	95	12264	39.8	38.6	101	9292	40.8	29.2	104	
MKDAY 11:00 PM - 11:30 PM	23977	22545	29.8	94.0	101	6724	30.6	28.0	103	9095	29.5	37.9	100	6726	29.5	28.1	100	
MKDAY 11:30 PM - 1:00 AM	7703	7277	9.6	94.5	101	2458	11.2	31.9	118	2886	9.4	37.5	98	1933	8.5	25.1	89	
M-SAT 8-11 PM-SUN 7-11 PM	33800	31646	41.9	93.6	100	9183	41.8	27.2	100	12939	42.0	38.3	101	9524	41.8	28.2	100	
MKDY DAYTIME NTWK 7AM-4:30PM																		
ALL MY CHILDREN	A	6538	6129	8.1	93.7	100	2113	9.6	32.3	119	2372	7.7	36.3	95	1644	7.2	25.1	89
ANOTHER WORLD	N	4620	4389	5.8	95.0	102	1210	5.5	26.2	97	1896	6.2	41.0	108	1283	5.6	27.8	99
AS THE WORLD TURNS	C	5614	5232	6.9	93.2	100	1511	6.9	26.9	99	2231	7.2	39.7	104	1490	6.5	26.5	94
CAPITOL	C	3396	3088	4.1	90.9	97	997	4.5	29.4	108	1224	4.0	36.0	95	867	3.8	25.5	91
CBS MORN. NEWS 1	C	1446	1313	1.7	90.8	97	357	1.6	24.7	91	511	1.7	35.3	93	445	2.0	30.8	109
CBS MORN. NEWS 2	C	1207	1071	1.4	88.7	95	262	1.2	21.7	80	449	1.5	37.2	98	360	1.6	29.8	106
DAYS OF OUR LIVES	N	5877	5594	7.4	95.2	102	1615	7.4	27.5	101	2306	7.5	39.2	103	1673	7.3	28.5	101
FACTS OF LIFE - DAYTIME	N	2290	2082	2.8	90.9	97	615	2.8	26.9	99	843	2.7	36.8	97	624	2.7	27.2	97
FAMILY FEUD	A	3023	2807	3.7	92.9	100	796	3.6	26.3	97	1084	3.5	35.9	94	927	4.1	30.7	109
GENERAL HOSPITAL	A	6097	5648	7.5	92.6	99	1833	8.3	30.1	111	2178	7.1	35.7	94	1637	7.2	26.8	95
GOOD MORNING, AMERICA-730	A	3515	3347	4.4	95.2	102	883	4.0	25.1	93	1318	4.3	37.5	99	1145	5.0	32.6	116
GOOD MORNING, AMERICA-830	A	2818	2730	3.6	96.9	104	810	3.7	28.7	106	1058	3.4	37.5	99	861	3.8	30.6	109
GUIDING LIGHT	C	5339	4959	6.6	92.9	100	1455	6.6	27.3	101	2005	6.5	37.6	99	1500	6.6	28.1	100

TOILET PAPER: USAGE IN LAST 30 DAYS
(FEMALE HOMEOWNERS)

	TOTAL U.S. '000	ALL USERS				HEAVY USERS				MEDIUM USERS				LIGHT USERS				
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	
TOTAL FEMALE HOMEOWNERS	80986	75560	100.0	93.3	100	21957	100.0	27.1	100	30828	100.0	38.1	100	22775	100.0	28.1	100	
MKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY	26063	24412	32.3	93.7	100	6395	29.1	24.5	91	9780	31.7	37.5	99	8237	36.2	31.6	112	
NETWORK AFFILIATES - LATE	20261	19092	25.3	94.2	101	5668	25.8	28.0	103	7615	24.7	37.6	99	5808	25.5	28.7	102	
INDEPENDENTS - LATE	2076	1918	2.5	92.4	99	521	2.4	25.1	93	861	2.8	41.5	109	599	2.3	25.8	92	
TV EVENING NTWK 6 PM - 2 AM																		
A TEAM	M	10453	9896	13.1	94.7	101	3144	14.3	30.1	111	4034	13.1	38.6	101	7718	11.9	26.0	92
ABC MONDAY NIGHT MOVIE	A	6412	6077	8.0	94.8	102	1716	7.8	26.8	99	2545	8.3	39.7	104	1817	8.0	28.3	101
ABC SUNDAY NIGHT MOVIE	A	12407	11511	15.2	92.8	99	3213	14.6	25.9	96	4678	15.2	37.7	99	3620	15.9	29.2	104
ABC WORLD NEWS TONIGHT	A	6176	5758	7.6	93.2	100	1477	6.7	23.9	88	2233	7.2	36.2	95	2048	9.0	33.2	118
AFTERMASH	C	5863	5466	7.2	93.2	100	1400	6.4	23.9	88	2546	8.3	43.4	114	1520	6.7	25.9	92
ALICE	C	9594	8946	11.8	93.2	100	2293	10.4	23.9	88	3864	12.5	40.3	106	2789	12.2	29.1	103
AMERICAN PARADE	C	6622	6131	8.1	92.6	99	1640	7.5	24.8	91	2261	7.3	34.1	90	2230	9.8	33.7	120
BENSON	A	10886	10158	13.4	93.3	100	2684	12.2	24.7	91	4018	13.0	36.9	97	3455	15.2	31.7	113
BLUE THUNDER	A	5036	4749	6.3	94.3	101	1588	7.2	31.5	116	1774	5.8	35.2	93	1388	6.1	27.6	98
CAGNEY & LACEY	C	9965	9388	12.4	94.2	101	2774	12.6	27.8	103	3801	12.3	38.1	100	2813	12.4	28.2	100
CBS EVENING NEWS-DEAN	C	3491	3182	4.2	91.1	98	805	3.7	23.1	85	1252	4.1	35.9	94	1125	4.9	32.2	115
CBS EVENING NEWS-RATHER	C	7123	6688	8.9	93.9	101	1768	8.1	24.8	92	2519	8.2	35.4	93	2400	10.5	33.7	120
CBS SAT. NEWS-SCHIEFFER	C	3621	3340	4.4	92.2	99	777	3.5	21.5	79	1150	3.7	31.8	83	1413	6.2	29.0	139
CBS SATURDAY NIGHT MOVIE	C	5436	5065	6.7	93.2	100	1513	6.9	27.8	103	2073	6.7	38.1	100	1480	6.5	27.2	97
CBS WEDNESDAY NIGHT MOVIE	C	6100	5632	7.5	92.3	99	1404	6.4	23.0	85	2435	7.9	39.9	105	1793	7.9	29.4	105
CHEERS	N	8889	8409	11.1	94.6	101	2630	12.0	29.6	109	3535	11.5	39.8	104	2245	9.9	25.3	90
DALLAS	C	22109	20780	27.5	94.0	101	5800	26.4	26.2	97	8368	27.1	37.8	99	6612	29.0	29.9	106
DIFF'RENT STROKES	N	6940	6431	8.5	92.7	99	1585	7.2	22.8	84	2941	9.5	42.4	111	1905	8.4	27.4	98
DOUBLE TROUBLE	N	7223	6784	9.0	93.9	101	2194	10.0	30.4	112	2820	9.1	39.0	103	1770	7.8	24.5	87
DUCK FACTORY	N	5595	5278	7.0	94.3	101	1653	7.5	29.5	109	2262	7.3	40.4	106	1364	6.0	24.4	87
DUKES OF HAZZARD	C	5768	5437	7.2	94.3	101	1501	6.8	26.0	96	2291	7.4	39.7	104	1646	7.2	28.5	101
DYNASTY	A	20053	18794	24.9	93.7	100	5844	26.6	29.1	107	7242	23.5	36.1	95	5708	25.1	28.5	101
FACTS OF LIFE	N	8087	7547	10.0	93.3	100	2370	10.8	29.3	108	3148	10.2	38.9	102	2029	8.9	25.1	89
FALCON CREST	C	20046	18893	25.0	94.2	101	5308	24.2	26.5	98	7563	24.5	37.7	99	6023	26.4	30.0	107
FALL GUY	A	9084	8465	11.2	93.2	100	2652	12.1	29.2	108	3353	10.9	36.9	97	2460	10.8	27.1	96
FAMILY TIES	N	7964	7478	9.9	93.9	101	2237	10.2	28.1	104	3051	9.9	38.3	101	2190	9.6	27.5	98
FANTASY ISLAND	A	7687	7204	9.5	93.7	100	2101	9.6	27.3	101	2752	8.9	35.8	94	2351	10.3	30.6	109
FOULUPS, BLEEPERS & BLUNDERS	A	8861	8300	11.0	93.7	100	2402	10.9	27.1	100	3331	10.8	37.6	99	2567	11.3	29.0	103
FOUR SEASONS	C	5095	4826	6.4	94.7	102	1388	6.3	27.2	100	2095	6.8	41.1	108	1342	5.9	26.3	94
GIMME A BREAK	M	8838	8244	10.9	93.3	100	2222	10.1	25.1	93	3326	10.8	37.6	99	2696	11.8	30.5	108
HART TO HART	A	8978	8381	11.1	93.4	100	2362	10.8	26.3	97	3476	11.3	38.7	102	2543	11.2	28.3	101
HILL STREET BLUES	N	8590	8098	10.7	94.3	101	2642	12.0	30.8	113	3433	11.1	40.0	105	2023	8.9	23.6	84
HOTEL	A	14085	13340	17.7	94.7	102	4050	18.4	28.8	106	5362	17.4	38.1	100	3928	17.2	27.9	99
JEFFERSONS	C	9360	8710	11.5	93.1	100	2353	10.7	25.1	93	3665	11.9	39.2	103	2692	11.8	28.8	102
JENNIFER SLEPT HERE	N	5841	5393	7.1	92.3	99	1428	6.5	24.4	90	2527	8.2	43.3	114	1438	6.3	24.6	88
KATE & ALLIE	C	9206	8566	11.3	93.0	100	2320	10.6	25.2	93	3537	11.5	38.4	101	2710	11.9	29.4	105
KNIGHT RIDER	N	7076	6649	8.8	94.0	101	2030	9.2	28.7	106	2653	8.6	37.5	98	1966	8.6	27.8	99
LOVE BOAT	A	12219	11401	15.1	93.3	100	3041	13.8	24.9	92	4438	14.4	36.3	95	3922	17.2	32.1	114
MAGNUM PI	C	11199	10541	14.0	94.1	101	3149	14.3	28.1	104	4318	14.0	38.6	101	3074	13.5	27.4	98
MAMA'S FAMILY	N	6057	5586	7.4	92.2	99	1488	6.8	24.6	91	2435	7.9	40.2	106	1663	7.3	27.5	98
MASTER, THE	N	3598	3254	4.3	90.4	97	1175	5.4	32.7	120	1219	4.0	33.9	89	860	3.8	23.9	85
MATT HOUSTON	A	6344	5959	7.9	93.9	101	1700	7.7	26.8	99	2344	7.6	36.9	97	1915	8.4	30.2	107
NBC MONDAY NIGHT MOVIE	N	11994	11214	14.8	93.5	100	3536	16.1	29.5	109	4337	14.1	36.2	95	3341	14.7	27.9	99
NBC NIGHTLY NEWS	N	5132	4828	6.4	94.1	101	1263	5.8	24.6	91	1945	6.3	37.9	100	1620	7.1	31.6	112
NBC NIGHTLY NEWS-SAT	N	3375	3175	4.2	94.1	101	803	3.7	23.8	88	1136	3.7	33.7	88	1237	5.4	36.7	130
NBC NIGHTLY NEWS-SUN	N	3130	2909	3.8	92.9	100	728	3.3	23.3	86	1155	3.7	36.9	97	1025	4.5	32.7	116
NBC SUNDAY NIGHT MOVIE	N	8284	7897	10.5	95.3	102	2493	11.4	30.1	111	3108	10.1	37.5	99	2297	10.1	27.7	99
NEW HART	C	9240	8568	11.3	92.7	99	2360	10.7	25.5	94	3626	11.8	39.2	103	2583	11.3	28.0	99
ONE DAY AT A TIME	C	7288	6890	9.1	94.5	101	1905	8.7	26.1	96	3019	9.8	41.4	109	1966	8.6	27.0	96
PEOPLE ARE FUNNY	N	4855	4479	5.9	92.3	99	1181	5.4	24.3	90	1959	6.4	40.4	106	1339	5.9	27.6	98
REAL PEOPLE	N	8869	8382	11.1	94.5	101	2320	10.6	26.2	96	3476	11.3	39.2	103	2587	11.4	29.2	104
WENIMONT STEELE	N	7743	7156	9.5	92.4	99	2190	10.0	28.3	104	2781	9.0	35.9	94	2185	9.6	28.2	100
RIPLEY'S BELIEVE IT - NOT	A	5345	4979	6.6	93.2	100	1621	7.4	30.3	112	1908	6.2	35.7	94	1450	6.4	27.1	96
RIP TIDE	M	6988	6582	8.7	94.2	101	2106	9.6	30.1	111	2509	8.1	35.9	94	1968	8.6	28.2	100
SCARECROW & MRS. KING	C	10002	9327	12.3	93.3	100	2333	10.6	23.3	86	3816	12.4	38.2	100	3178	14.0	31.8	113
SIMON & SIMON	C	10638	10146	13.4	95.4	102	2818	12.8	26.5	98	4013	13.0	37.7	99	3315	14.6	31.2	111
60 MINUTES	C	13293	12367	16.4	93.0	100	3150	14.3	23.7	87	5064	16.4	38.1	100	4153	18.2	31.2	111
ST. ELSEWHERE	N	7017	6591	8.7	93.9	101	2184	9.9										

	TOTAL U.S. '000	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX	A '000	B % DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	5856	100.0	7.2	100	5265	100.0	6.5	100	35103	100.0	43.3	100	2690	100.0	3.3	100
18 - 24	9282	*382	6.5	4.1	57	765	14.5	8.2	127	4261	12.1	45.9	106	**393	14.8	4.2	129
25 - 34	19072	1829	31.2	9.6	133	1514	28.8	7.9	122	8913	25.4	46.7	108	731	27.6	3.8	117
35 - 44	14591	897	15.3	6.1	85	1162	22.1	8.0	122	5719	16.3	39.2	90	*450	17.0	3.1	94
45 - 54	11345	887	15.1	7.8	108	578	11.0	5.1	78	4733	13.5	41.7	96	*242	9.1	2.1	65
55 - 64	11635	799	13.6	6.9	95	680	12.9	5.8	90	5135	14.6	44.1	102	*397	15.0	3.4	104
65 OR OLDER	15061	1063	18.2	7.1	98	567	10.8	3.8	58	6342	18.1	42.1	97	*438	16.5	2.9	85
18 - 34	28354	2211	37.8	7.8	108	2279	43.3	8.0	124	13175	37.5	46.5	107	1124	42.4	4.0	121
18 - 49	48339	3498	59.7	7.2	100	3689	70.1	7.6	117	21358	60.8	44.2	102	1684	63.5	3.5	106
25 - 54	45008	3612	61.7	8.0	111	3253	61.8	7.2	111	19365	55.2	43.0	99	1423	53.7	3.2	97
35 - 49	19985	1287	22.0	6.4	89	1410	26.8	7.1	109	8183	23.3	40.9	94	561	21.2	2.8	86
50 OR OLDER	32647	2358	40.3	7.2	100	1576	29.9	4.8	74	13745	39.2	42.1	97	966	36.5	3.0	90
GRADUATED COLLEGE	11155	894	15.3	8.0	111	578	11.0	5.2	80	4737	13.5	42.5	98	*366	13.8	3.3	100
ATTENDED COLLEGE	13682	1029	17.6	7.5	104	961	18.3	7.0	108	5822	16.6	42.6	98	*511	19.3	3.7	114
GRADUATED HIGH SCHOOL	33880	2559	43.7	7.6	104	2579	49.0	7.6	117	15147	43.2	44.7	103	1042	39.3	3.1	94
DID NOT GRADUATE HIGH SCHOOL	22270	1373	23.4	6.2	85	1147	21.8	5.2	79	9397	26.8	42.2	97	731	27.6	3.3	100
EMPLOYED	40306	2834	48.4	7.0	97	2567	48.8	6.4	98	17192	49.0	42.7	98	1317	49.7	3.3	100
EMPLOYED FULL-TIME	32850	2478	42.3	7.5	104	2037	38.7	6.2	95	13967	39.8	42.5	98	1120	42.3	3.4	104
EMPLOYED PART-TIME	7456	*356	6.1	4.8	66	*530	10.1	7.1	109	3225	9.2	43.3	100	**197	7.4	2.6	81
NOT EMPLOYED	40680	3021	51.6	7.4	103	2698	51.2	6.6	102	17911	51.0	44.0	102	1333	50.3	3.3	100
PROFESSIONAL/MANAGER	10392	820	14.0	7.9	109	*379	7.2	3.6	56	4164	11.9	40.1	92	**255	9.6	2.5	75
TECH/CLERICAL/SALES	17574	1281	21.9	7.3	101	1394	26.5	7.9	122	8023	22.9	45.7	105	611	23.1	3.5	106
PRECISION/CRAFT	985	**58	1.0	5.9	81	**5	0.1	0.5	8	*334	1.0	33.9	78	**10	0.4	1.0	31
OTHER EMPLOYED	11354	675	11.5	5.9	82	788	15.0	6.9	107	4671	13.3	41.1	95	*441	16.6	3.9	119
SINGLE	9863	714	12.2	7.2	100	788	15.0	8.0	123	4302	12.3	43.6	101	*551	20.8	5.6	171
MARRIED	51375	3594	61.4	7.0	97	3500	66.5	6.8	105	22703	64.7	44.2	102	1503	56.7	2.9	89
DIVORCED/SEPARATED/WIDOWED	19748	1548	26.4	7.8	108	977	18.6	4.9	76	8098	23.1	41.0	95	596	22.5	3.0	92
PARENTS	32590	2408	41.1	7.4	102	2771	52.6	8.5	131	14453	41.2	44.3	102	1151	43.4	3.5	108
WHITE	70416	4777	81.6	6.8	94	4448	84.5	6.3	97	30774	87.7	43.7	101	2067	78.0	2.9	90
BLACK	8778	773	13.2	8.8	122	713	13.5	8.1	125	3488	9.9	39.7	92	426	16.1	4.9	148
OTHER	1791	**306	5.2	17.1	236	**104	2.0	5.8	89	*841	2.4	47.0	108	**156	5.9	8.7	266
NORTHEAST-CENSUS	17786	**118	2.0	0.7	9	1174	22.3	6.6	102	6612	18.8	37.2	86	*284	10.7	1.6	49
NORTH CENTRAL	20741	585	10.0	2.8	39	1703	32.3	8.2	126	11126	31.7	53.6	124	657	24.8	3.2	97
SOUTH	27775	2394	40.9	8.6	119	2310	43.9	8.3	128	12029	34.3	43.3	100	648	24.5	2.3	71
WEST	14683	2759	47.1	18.8	260	**78	1.5	0.5	8	5336	15.2	36.3	84	1062	40.1	7.2	221
NORTHEAST-MKTG.	17961	**126	2.2	0.7	10	1245	23.6	6.9	107	6214	17.7	34.6	80	*343	12.9	1.9	58
EAST CENTRAL	11885	587	10.0	4.9	68	1045	19.8	8.8	135	6115	17.4	51.5	119	*203	7.7	1.7	52
WEST CENTRAL	14090	*249	4.3	1.8	24	973	18.5	6.9	106	7501	21.4	53.2	123	*533	20.1	3.8	116
SOUTH	24081	2251	38.4	9.3	129	1945	36.9	8.1	124	10638	30.3	44.2	102	598	22.6	2.5	76
PACIFIC	12969	2643	45.1	20.4	282	**58	1.1	0.4	7	4635	13.2	35.7	82	973	36.7	7.5	229
COUNTY SIZE A	32439	2646	45.2	8.2	113	1746	33.2	5.4	83	12377	35.3	38.2	88	1219	46.0	3.8	115
COUNTY SIZE B	24915	1712	29.2	6.9	95	1794	34.1	7.2	111	11440	32.6	45.9	106	713	26.9	2.9	87
COUNTY SIZE C	12930	1146	19.6	8.9	123	842	16.0	6.5	100	5493	15.6	42.5	98	*324	12.2	2.5	77
COUNTY SIZE D	10703	*351	6.0	3.3	45	884	16.8	8.3	127	5794	16.5	54.1	125	*395	14.9	3.7	113
METRO CENTRAL CITY	24518	1954	33.8	8.0	110	1603	30.4	6.5	101	10103	28.8	41.2	95	1005	37.9	4.1	125
METRO SUBURBAN	35919	2773	47.4	7.7	107	1960	37.2	5.5	84	15170	43.2	42.2	97	1104	41.7	3.1	94
NON METRO	20549	1128	19.3	5.5	76	1702	32.3	8.3	127	9830	28.0	47.8	110	*541	20.4	2.6	80
TOP 5 ADI'S	18341	1666	28.4	9.1	126	804	15.3	4.4	67	6490	18.5	35.4	82	809	30.5	4.4	135
TOP 10 ADI'S	25378	2009	34.3	7.9	109	1279	24.3	5.0	78	8982	25.6	35.4	82	968	36.5	3.8	117
TOP 20 ADI'S	36488	2911	49.7	8.0	110	1777	33.8	4.9	75	13735	39.1	37.6	87	1342	50.6	3.7	112
HSGLD INC. \$50,000 OR MORE	6612	*468	8.0	7.1	98	*413	7.8	6.2	96	2667	7.6	40.3	93	**176	6.6	2.7	81
\$40,000 OR MORE	12659	959	16.4	7.6	105	733	13.9	5.8	89	5184	14.8	41.0	94	*372	14.0	2.9	90
\$30,000 OR MORE	24698	1735	29.6	7.0	97	1495	28.4	6.1	93	10100	28.8	40.9	94	677	25.5	2.7	84
\$25,000 OR MORE	32077	2249	38.4	7.0	97	2006	38.1	6.3	96	13523	38.5	42.2	97	818	30.9	2.6	78
\$20,000 - \$24,999	9144	*585	10.0	6.4	88	694	13.2	7.6	117	4138	11.8	45.3	104	*330	12.5	3.6	110
\$15,000 - \$19,999	8728	648	11.1	7.4	103	575	10.9	6.6	101	3650	10.4	41.8	96	*239	9.0	2.7	84
\$10,000 - \$14,999	12562	962	16.4	7.7	106	977	18.6	7.8	120	6018	17.1	47.9	111	589	22.2	4.7	143
UNDER \$10,000	18475	1411	24.1	7.6	106	1012	19.2	5.5	84	7774	22.1	42.1	97	674	25.4	3.6	111
HOUSEHOLD OF 1 PERSON	11987	897	15.3	7.5	103	440	8.4	3.7	56	4942	14.1	41.2	95	321	12.1	2.7	82
2 PEOPLE	26577	2084	35.6	7.8	108	1543	29.3	5.8	89	11306	32.2	42.5	98	990	37.4	3.7	114
3 OR 4 PEOPLE	30617	2014	34.4	6.6	91	2022	38.4	6.6	102	13790	39.3	45.0	104	901	34.0	2.9	90
5 OR MORE PEOPLE	11804	862	14.7	7.3	101	1260	23.9	10.7	164	5066	14.4	42.9	99	*438	16.5	3.7	113
NO CHILD IN HSGLD	46165	3282	56.0	7.1	98	2396	45.5	5.2	80	17971	56.4	42.9	99	1449	54.7	3.1	96
CHILD(REN) UNDER 2 YRS	5325	*381	6.5	7.2	99	*568	10.8	10.7	164	2472	7.0	46.4	107	**270	10.2	5.1	155
2 - 5 YEARS	14221	1158	19.8	8.1	113	1262	24.0	8.9	137	6838	19.5	48.1	111	*546	20.6	3.8	117
6 - 11 YEARS	15117	1126	19.2	7.4	103	1343	25.5	8.9	137	6691	19.1	44.3	102	*500	18.9	3.3	101
12 - 17 YEARS	16611	1240	21.2	7.5	103	1298	24.7	7.8	120	6658	19.0	40.1	92	*521	19.7	3.1	96
RESIDENCE OWNED	55884	4044	69.1	7.2	100	3714	70.5	6.6	102	24992	71.2	44.7	103	1551	58.5	2.8	85
VALUE: \$50,000 OR MORE	31744	2589	44.2	8.2	113	1914	36.4	6.0	93	13086	37.3	41.2	95	955	36.0	3.0	92
VALUE: UNDER \$50,000	24140	1455	24.8	6.0	83	1800	34.2	7.5	115	11905	33.9	49.3	114	596	22.5	2.5	75

		TOTAL U.S. '000	AURORA				BANNER				CHARMIN				CHIFFON			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEMAKERS		80986	5856	100.0	7.2	100	5265	100.0	6.5	100	35103	100.0	43.3	100	2650	100.0	3.3	100
MAGAZINES	QUINTILE 1	15799	1321	22.6	8.4	116	1270	24.1	8.0	124	6972	19.9	44.1	102	*483	18.2	3.1	93
	QUINTILE 2	17259	1277	21.8	7.4	102	1344	25.5	7.8	120	7834	22.3	45.4	105	611	23.1	3.5	108
	QUINTILE 3	13545	1159	19.8	8.6	118	794	15.1	5.9	90	5481	15.6	40.5	93	*448	16.9	3.3	101
	QUINTILE 4	15133	1092	18.6	7.2	100	738	14.0	4.9	75	6862	19.5	45.3	105	*452	17.1	3.0	91
	QUINTILE 5	19250	1007	17.2	5.2	72	1119	21.3	5.8	89	7955	22.7	41.3	95	656	24.8	3.4	104
NEWSPAPERS	QUINTILE 1	12413	727	12.4	5.9	81	647	12.3	5.3	80	5509	15.7	44.4	102	*399	15.1	3.2	98
	QUINTILE 2	24116	1928	32.9	8.0	111	1696	32.2	7.0	108	10158	28.9	42.1	97	744	28.1	3.1	94
	QUINTILE 3	11261	808	13.8	7.2	99	704	13.4	6.3	96	4920	14.0	43.7	101	*380	14.3	3.4	103
	QUINTILE 4	20255	1395	23.8	6.9	95	1335	25.4	6.8	101	8677	24.7	42.8	99	567	21.4	2.8	86
	QUINTILE 5	12940	998	17.0	7.7	107	884	16.8	6.8	105	5839	16.6	45.1	104	*560	21.1	4.3	132
OUTDOOR	QUINTILE 1	14852	1406	24.0	9.5	131	1037	19.7	7.0	107	6627	18.9	44.6	103	*528	19.9	3.6	109
	QUINTILE 2	15725	1008	17.2	6.4	89	1029	19.5	6.5	101	6911	19.7	43.9	101	*525	19.8	3.3	102
	QUINTILE 3	16390	1094	18.7	6.7	93	937	17.8	5.7	88	7118	20.3	43.6	101	501	18.9	3.1	94
	QUINTILE 4	16744	1189	20.3	7.1	98	1119	21.3	6.7	103	7381	21.0	44.1	102	601	22.7	3.6	110
	QUINTILE 5	17334	1159	19.8	6.7	92	1143	21.7	6.6	101	7066	20.1	40.8	94	496	18.7	2.9	87
RADIO-DRIVE TIME	QUINTILE 1	15911	1097	18.7	6.9	95	1005	19.1	6.3	97	6833	19.5	42.9	99	*449	16.9	2.8	86
	QUINTILE 2	14837	1090	18.6	7.3	102	1038	19.7	7.0	108	6739	19.2	45.4	105	*468	17.7	3.2	96
	QUINTILE 3	15339	965	16.5	6.3	87	927	17.6	6.0	93	6811	19.4	44.4	102	619	23.4	4.0	123
	QUINTILE 4	16723	1252	21.4	7.5	104	1190	22.6	7.1	109	7101	20.2	42.5	98	570	21.5	3.4	104
	QUINTILE 5	18176	1452	24.8	8.0	110	1104	21.0	6.1	93	7619	21.7	41.9	97	*545	20.6	3.0	92
RADIO-MID- DAY	TERCILE 1	21020	1494	25.5	7.1	98	1481	28.1	7.0	108	9296	26.5	44.2	102	629	23.7	3.0	91
	TERCILE 2	21610	1640	28.0	7.6	105	1571	29.8	7.3	112	9995	28.5	46.3	107	844	31.8	3.9	119
	TERCILE 3	38355	2721	46.5	7.1	98	2212	42.0	5.8	89	15812	45.0	41.2	95	1177	44.4	3.1	94
RADIO-TOTAL	QUINTILE 1	15988	1172	20.0	7.3	101	1149	21.8	7.2	111	7033	20.0	44.0	101	501	18.9	3.1	96
	QUINTILE 2	15626	948	16.2	6.1	84	954	18.1	6.1	94	6862	19.5	43.9	101	*423	16.0	2.7	83
	QUINTILE 3	16723	1234	21.1	7.4	102	1151	21.9	6.9	106	7532	21.5	45.0	104	*590	22.3	3.5	108
	QUINTILE 4	16342	1368	23.4	8.4	116	996	18.9	6.1	94	6955	19.8	42.6	98	754	28.5	4.6	141
	QUINTILE 5	16306	1134	19.4	7.0	96	1015	19.3	6.2	96	6721	19.1	41.2	95	*382	14.4	2.3	72
TV-PRIME TIME	QUINTILE 1	15953	1163	19.9	7.3	101	1044	19.8	6.5	101	6621	18.9	41.5	96	*589	22.2	3.7	113
	QUINTILE 2	16137	1264	21.6	7.8	108	1214	23.1	7.5	116	6859	19.5	42.5	98	*422	15.9	2.6	80
	QUINTILE 3	16420	1197	20.4	7.3	101	1221	23.2	7.4	114	7473	21.3	45.5	105	530	20.0	3.2	99
	QUINTILE 4	16687	1133	19.3	6.8	94	1069	20.3	6.4	99	7362	21.0	44.1	102	507	19.1	3.0	93
	QUINTILE 5	15789	1098	18.8	7.0	96	718	13.6	4.5	70	6788	19.3	43.0	99	601	22.7	3.8	116
TV-DAYTIME	TERCILE 1	27736	2064	35.2	7.4	103	2109	40.1	7.6	117	12569	35.8	45.3	105	852	32.2	3.1	94
	TERCILE 2	26489	1852	31.6	7.0	97	1782	33.8	6.7	103	11577	33.0	43.7	101	931	35.1	3.5	107
	TERCILE 3	26761	1940	33.1	7.2	100	1374	26.1	5.1	79	10957	31.2	40.9	94	867	32.7	3.2	99
TV-TOTAL	QUINTILE 1	16345	1266	21.6	7.7	107	1334	25.3	8.2	126	7069	20.1	43.2	100	*575	21.7	3.5	108
	QUINTILE 2	16447	1271	21.7	7.7	107	1167	22.2	7.1	109	7235	20.6	44.0	101	*526	19.8	3.2	98
	QUINTILE 3	15980	1083	18.5	6.8	94	985	18.7	6.2	95	7152	20.4	44.8	103	*443	16.7	2.8	85
	QUINTILE 4	15887	1193	20.4	7.5	104	908	17.2	5.7	88	6767	19.3	42.6	98	565	21.3	3.6	109
	QUINTILE 5	16326	1043	17.8	6.4	88	871	16.5	5.3	82	6880	19.6	42.1	97	*541	20.4	3.3	101
MAGAZINES-NEWSPAPERS: DUAL		20721	1639	28.0	7.9	109	1585	30.1	7.6	118	9218	26.3	44.5	103	665	25.1	3.2	98
MAGAZINE IMPERATIVE		19186	1595	27.2	8.3	115	1442	27.4	7.5	116	8481	24.2	44.2	102	645	24.3	3.4	103
NEWSPAPER IMPERATIVE		21899	1383	23.6	6.3	87	1081	20.5	4.9	76	9150	26.1	41.8	96	690	26.0	3.2	96
MAGAZINES-OUTDOOR: DUAL		15451	1319	22.5	8.5	118	1164	22.1	7.5	116	6984	19.9	45.2	104	*501	18.9	3.2	99
MAGAZINE IMPERATIVE		25953	1921	32.8	7.4	102	1924	36.5	7.4	114	11025	31.4	42.5	98	877	33.1	3.4	103
OUTDOOR IMPERATIVE		24400	1731	29.6	7.1	98	1332	25.3	5.5	84	10479	29.9	42.9	99	856	32.3	3.5	107
MAGAZINES-RADIO: DUAL		18049	1395	23.8	7.7	107	1272	24.2	7.0	108	7959	22.7	44.1	102	574	21.7	3.2	97
MAGAZINE IMPERATIVE		23571	2037	34.8	8.6	120	1857	35.3	7.9	121	10132	28.9	43.0	99	765	28.9	3.2	99
RADIO IMPERATIVE		23278	1445	24.7	6.2	86	1336	25.4	5.7	88	10208	29.1	43.9	101	671	25.3	2.9	88
MAGAZINES-TELEVISION: DUAL		15459	1505	25.7	9.7	135	1337	25.4	8.6	133	7247	20.6	46.9	108	*562	21.2	3.6	111
MAGAZINE IMPERATIVE		25829	1738	29.7	6.7	93	1704	32.4	6.6	101	10981	31.3	42.5	98	851	32.1	3.3	101
TELEVISION IMPERATIVE		26039	1614	27.6	6.2	86	1613	30.6	6.2	95	11013	31.4	42.3	98	782	29.5	3.0	92
NEWSPAPERS-OUTDOOR: DUAL		16605	1221	20.9	7.4	102	960	18.2	5.8	89	7220	20.6	43.5	100	*582	22.0	3.5	107
NEWSPAPER IMPERATIVE		26834	1899	32.4	7.1	98	1855	35.2	6.9	106	11337	32.3	42.2	97	848	32.0	3.2	97
OUTDOOR IMPERATIVE		23346	1921	32.8	8.2	114	1576	29.9	6.8	104	10416	29.7	44.6	103	844	31.8	3.6	110
NEWSPAPERS-RADIO: DUAL		17133	1019	17.4	5.9	82	1160	22.0	6.8	104	7677	21.9	44.8	103	*422	15.9	2.5	75
NEWSPAPER IMPERATIVE		25892	2036	34.8	7.9	109	1655	31.4	6.4	98	10810	30.8	41.8	96	964	36.4	3.7	114
RADIO IMPERATIVE		23167	1745	29.8	7.5	104	1656	31.5	7.1	110	10450	29.8	45.1	104	800	30.2	3.5	106
NEWSPAPERS-TELEVISION: DUAL		17159	1354	23.1	7.9	109	1177	22.4	6.9	106	7541	21.5	43.9	101	*458	17.3	2.7	82
NEWSPAPER IMPERATIVE		26214	1736	29.6	6.6	92	1521	28.9	5.8	89	10997	31.3	42.0	97	884	33.4	3.4	103
TELEVISION IMPERATIVE		23412	1623	27.7	6.9	96	1792	34.0	7.7	118	10213	29.1	43.6	101	877	33.1	3.7	114
OUTDOOR-RADIO: DUAL		15303	1089	18.6	7.1	98	1025	19.5	6.7	103	7137	20.3	46.6	108	*472	17.8	3.1	94
OUTDOOR IMPERATIVE		24901	2006	34.3	8.1	111	1610	30.6	6.5	99	10657	30.4	42.8	99	932	35.2	3.7	114
RADIO IMPERATIVE		26492	1700	29.0	6.4	89	1755	33.3	6.6	102	11431	32.6	43.1	100	772	29.1	2.9	89
OUTDOOR-TELEVISION: DUAL		14794	1192	20.4	8.1	111	1153											

	TOTAL U.S. '000	A '000	AURORA B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX	A '000	B % DOWN	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEOWNERS	80986	5856	100.0	7.2	100	5265	100.0	6.5	100	35103	100.0	43.3	100	2650	100.0	3.3	100
ATLANTIC MONTHLY	415	**22	0.4	5.3	73	**9	0.2	2.2	33	*190	0.5	45.8	106	**11	0.4	2.7	81
BARRON'S	453	**56	1.0	12.4	171	**22	0.4	4.9	75	*215	0.6	47.5	109	**76	2.9	16.8	513
BETTER HOMES & GARDENS	16256	1355	23.1	8.3	115	1316	25.0	8.1	125	7219	20.6	44.4	102	525	19.8	3.2	99
BON APPETIT	2535	*172	2.9	6.8	94	*124	2.4	4.9	75	959	2.7	37.8	87	*109	4.1	4.3	131
BUSINESS WEEK	1278	**128	2.2	10.0	139	**85	1.6	6.7	102	413	1.2	32.3	75	**71	2.7	5.6	177
CAR AND DRIVER	378	**50	0.9	13.2	183	**25	0.5	6.6	102	**124	0.4	32.8	76	**10	0.4	2.6	88
CBS MAGAZINE NETWORK (GROSS)	1498	**122	2.1	8.1	113	**68	1.3	4.5	70	503	1.4	33.6	77	**60	2.3	4.0	122
CHANGING TIMES	1505	**104	1.8	6.9	96	**114	2.2	7.6	117	724	2.1	48.1	111	**33	1.2	2.2	67
COLONIAL HOMES	1231	**96	1.6	7.8	108	**126	2.4	10.2	157	491	1.4	39.9	92	**19	0.7	1.5	47
CONDE NAST MAG. PKG. (GROSS)	14146	1185	20.2	8.4	116	1110	21.1	7.8	121	6147	17.5	43.5	100	644	24.3	4.6	139
CONSUMERS DIGEST	1323	**83	1.4	6.3	87	**112	2.1	8.5	130	633	1.8	47.8	110	**37	1.4	2.8	85
COSMOPOLITAN	7102	483	8.2	6.8	94	582	11.1	8.2	126	3223	9.2	45.4	105	**71	10.2	3.8	117
COUNTRY LIVING	2481	*132	2.3	5.3	74	*123	2.3	5.0	76	902	2.6	36.4	84	**34	1.3	1.4	42
CUISINE	1472	**126	2.2	8.6	118	**31	0.6	2.1	32	587	1.7	39.9	92	**56	2.1	3.8	116
CYCLE WORLD	425	**10	0.2	2.4	33	**25	0.5	5.9	90	*193	0.5	45.4	105	**21	0.8	4.9	151
DCI:CREATIVE IDEAS FOR LIV	2510	*193	3.3	7.7	106	*267	5.1	10.6	164	1101	3.1	43.9	101	**68	2.6	2.7	83
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	695	11.9	10.4	144	684	13.0	10.2	157	3017	8.6	45.1	104	*142	5.4	2.1	65
DISCOVER	894	**79	1.3	8.8	122	**97	1.8	10.9	167	386	1.1	43.2	100	**45	1.7	5.0	154
EBONY	3507	317	5.4	9.0	125	320	6.1	9.1	140	1406	4.0	40.1	92	*197	7.4	5.6	172
ESQUIRE	1083	**78	1.3	7.2	100	**75	1.4	6.9	107	503	1.4	46.4	107	**84	3.2	7.8	237
ESSENCE	1830	236	4.0	12.9	178	*179	3.4	9.8	150	780	2.2	42.6	98	*119	4.5	6.5	199
FAMILY CIRCLE	15930	1194	20.4	7.5	104	1341	25.5	8.4	129	7033	20.0	44.1	102	534	20.2	3.4	102
THE FAMILY HANDYMAN	1126	**79	1.3	7.0	97	**115	2.2	10.2	157	476	1.4	42.3	98	*17	0.6	1.5	46
FAMILY WEEKLY	11468	1043	17.8	9.1	126	570	10.8	5.0	76	5341	15.2	46.6	107	414	15.6	3.6	110
FIELD & STREAM	2234	*173	3.0	7.7	107	*229	4.3	10.3	158	1144	3.3	51.2	118	*41	1.5	1.8	56
FOOD & WINE	579	**74	1.3	12.8	177	**35	0.7	6.0	93	240	0.7	41.5	96	**20	0.8	3.5	106
FORBES	728	**90	1.5	12.4	171	**51	1.0	7.0	108	216	0.6	29.7	68	**47	1.8	6.5	197
FORTUNE	906	**85	1.5	9.4	130	**50	0.9	5.5	85	325	0.9	35.9	83	**78	2.9	8.6	263
GENTLEMEN'S QUARTERLY	791	*109	1.9	13.8	191	**88	1.7	11.1	171	282	0.8	35.7	82	**25	0.9	3.2	97
GLAMOUR	5265	494	8.4	9.4	130	489	9.3	9.3	143	2438	6.9	46.3	107	*348	13.1	6.6	202
GOLF DIGEST	636	**45	0.8	7.1	98	**34	0.6	5.3	82	334	1.0	52.5	121	**6	0.2	0.9	29
GOLF DIGEST/TENNIS (GROSS)	1186	**75	1.3	6.3	87	**101	1.9	8.5	131	612	1.7	51.6	119	**11	0.4	0.9	28
GOLF MAGAZINE	441	**62	1.1	14.1	194	**6	0.1	1.4	21	*210	0.6	47.6	110	**6	0.2	1.4	42
GOLF MAGAZINE/SKI (GROSS)	922	**128	2.2	13.9	192	**46	0.9	5.0	77	447	1.3	48.5	112	**9	0.3	1.0	30
GOOD HOUSEKEEPING	16487	1156	19.7	7.0	97	1207	22.9	7.3	113	7766	22.1	47.1	109	500	18.9	3.0	93
HARPER'S BAZAAR	2423	*207	3.5	8.5	118	*159	3.0	6.6	101	1018	2.9	42.0	97	**116	4.4	4.8	146
HEALTH	1994	*185	3.2	9.3	128	*175	3.3	8.8	135	844	2.4	42.3	98	**137	5.2	6.9	210
HEARST MAG CORP. BUY (GROSS)	44101	3199	54.6	7.3	100	3255	61.8	7.4	114	19847	56.5	45.0	104	1432	54.0	3.2	99
HEARST MAN POWER (GROSS)	1993	*102	1.7	5.1	71	*123	2.3	6.2	95	835	2.4	41.9	97	*43	1.6	2.2	66
HEARST WOMAN POWER (GROSS)	31274	2223	38.0	7.1	98	2415	45.9	7.7	119	14469	41.2	46.3	107	1069	40.3	3.4	104
HOUSE BEAUTIFUL	3623	303	5.2	8.4	116	*182	3.5	5.0	77	1631	4.6	45.0	104	*103	3.9	2.8	87
INC.	283	**61	1.0	21.6	298	**13	0.2	4.6	71	**105	0.3	37.1	86	*43	1.6	15.2	464
JET	2928	295	5.0	10.1	139	292	5.5	10.0	153	1252	3.6	42.8	99	*166	6.3	5.7	173
LADIES' HOME JOURNAL	11918	1015	17.3	8.5	118	959	18.2	8.0	124	5285	15.1	44.3	102	368	13.9	3.1	94
LHJ FAMILY GRP COMBO(GROSS)	16764	1480	25.3	8.8	122	1391	26.4	8.3	128	7559	21.5	45.1	104	617	23.3	3.7	112
LIFE	4254	415	7.1	9.8	135	302	5.7	7.1	109	1771	5.0	41.6	96	*102	3.8	2.4	73
L.A. TIMES HOME MAGAZINE	1145	342	5.8	29.9	413	**0	0.0	0.0	0	376	1.1	32.8	76	*137	5.2	12.0	366
MADEMOISELLE	2884	*210	3.6	7.3	101	*210	4.0	7.3	112	1251	3.6	43.4	100	*109	4.1	3.8	116
MC CALL'S	13460	1058	18.1	7.9	109	1103	20.9	8.2	126	6176	17.6	45.9	106	439	16.6	3.3	100
MC CALL'S/WRK MOTHER (GROSS)	14606	1135	19.4	7.8	107	1222	23.2	8.4	129	6665	19.0	45.6	105	479	18.1	3.3	100
MECHANIX ILLUSTRATED	772	**62	1.1	8.0	111	**58	1.1	7.5	116	326	0.9	42.2	97	**25	0.9	3.2	99
METROPOLITAN HOME	967	**113	1.9	11.7	162	**33	0.6	3.4	52	433	1.2	44.8	103	**9	0.3	0.9	28
MONEY	1588	*163	2.8	10.3	142	*62	1.2	3.9	60	638	1.8	40.2	93	**78	2.9	4.9	150
MOTHER EARTH NEWS	1002	*104	1.8	10.4	144	*68	1.3	6.8	104	456	1.3	45.5	105	*12	0.5	1.2	37
MS.	825	**74	1.3	9.0	124	**69	1.3	8.4	129	354	1.0	42.9	99	*17	0.6	2.1	63
NATIONAL ENQUIRER	10336	838	14.3	8.1	112	778	14.8	7.5	116	4849	13.8	46.9	108	317	12.0	3.1	94
NATIONAL GEOGRAPHIC	9597	826	14.1	8.6	119	444	8.4	4.6	71	3890	11.1	40.5	94	*292	11.0	3.0	93
NATIONAL SUNDAY MAGAZINE PKG	49558	3684	62.9	7.4	103	3159	60.0	6.4	98	21457	61.1	43.3	100	1507	56.9	3.0	93
NATURAL HISTORY	573	*35	0.6	6.1	84	*29	0.6	5.1	78	*226	0.6	39.4	91	*11	0.4	1.9	59
NEW WOMAN	1699	*197	3.4	11.6	160	*92	1.7	5.4	83	735	2.1	43.3	100	*85	3.2	5.0	153
NEW YORK INCLUDING CUE	443	*7	0.1	1.6	22	*19	0.4	4.3	66	*171	0.5	38.6	89	*4	0.2	0.9	28
THE NEW YORKER	1270	*50	0.9	3.9	54	*43	0.8	3.4	52	395	1.1	31.1	72	*14	0.5	1.1	34
NEWSWEEK	6277	461	7.9	7.3	102	372	7.1	5.9	91	2541	7.2	40.5	93	*269	10.2	4.3	131
THE N.Y. TIMES DAILY EDITION	1205	*25	0.4	2.1	29	*38	0.7	3.2	49	388	1.1	32.2	74	*5	0.2	0.4	13
THE N.Y. TIMES MAGAZINE	2081	*17	0.3	0.8	11	*103	2.0	4.9	76	717	2.0	34.5	79	*7	0.3	0.3	10
OMNI	788	*50	0.9	6.3	88	*65	1.2	8.2	127	260	0.7	33.0	76	*42	1.6	5.3	163
ON CABLE	1158	*91	1.6	7.9	109	*120	2.3	10.4	159	502	1.4	43.4	100	*13	0.5	1.1	34
1001 HOME IDEAS	2852	281	4.8	9.9	136	*257	4.9	9.0	139	1430	4.1	50.1	116	*113	4.3	4.0	121
ORGANIC GARDENING	1658	*111	1.9	6.7	93	*120	2.3	7.2	111	754	2.1	45.5	105	*64	2.4	3.9	118
OUTDOOR LIFE	896	*49	0.8	5.5	76	*87	1.7	9.7	149	448	1.3	50.0	115	*29	1.1	3.2	99
PARADE MAGAZINE	24275	1461	24.9	6.0	83	1607	30.5	6.6	102	10232	29.1	42.2	97	714	26.9	2.9	90

	TOTAL U.S. '000	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	5856	100.0	7.2	100	5265	100.0	6.5	100	35103	100.0	43.3	100	2650	100.0	3.3	100
PARENTS	3845	*225	3.8	5.9	81	338	6.4	8.8	135	1830	5.2	47.6	110	*171	6.5	4.4	136
PENTHOUSE	831	**106	1.8	12.8	176	**42	0.8	5.1	78	307	0.9	36.9	85	**20	0.8	2.4	74
PEOPLE	11645	897	15.3	7.7	107	823	15.6	7.1	109	5008	14.3	43.0	99	387	14.6	3.3	102
PLAYBOY	2006	*136	2.3	6.8	94	*126	2.4	6.3	97	694	2.0	34.6	80	**93	3.5	4.6	142
POPULAR HOT RODDING	297	**22	0.4	7.4	102	**60	1.1	20.2	311	**152	0.4	51.2	118	**25	0.9	8.4	257
POPULAR MECHANICS	1018	**48	0.8	4.7	65	**74	1.4	7.3	112	410	1.2	40.3	93	**20	0.8	2.0	60
POPULAR SCIENCE	878	**68	1.2	7.7	107	**82	1.6	9.3	144	367	1.0	41.8	96	**11	0.4	1.3	38
PREVENTION	3913	321	5.5	8.2	113	*165	3.1	4.2	65	1692	4.8	43.2	100	**130	4.9	3.3	102
PSYCHOLOGY TODAY	1710	*149	2.5	8.7	121	*137	2.6	8.0	123	733	2.1	42.9	99	**65	2.5	3.8	116
READER'S DIGEST	22204	1807	30.9	8.1	113	1401	26.6	6.3	97	9810	27.9	44.2	102	627	23.7	2.8	86
REDBOOK	7684	585	10.0	7.6	105	626	11.9	8.1	125	3480	9.9	45.3	104	298	11.2	3.9	119
ROAD & TRACK	410	**79	1.3	19.3	266	**25	0.5	6.1	94	**140	0.4	34.1	79	**21	0.8	5.1	157
ROLLING STONE	969	**106	1.8	10.9	151	**66	1.3	6.8	105	386	1.1	39.8	92	**17	0.6	1.8	54
RUNNER'S WORLD	298	**37	0.6	12.4	172	**31	0.6	10.4	160	**98	0.3	32.9	76	**19	0.7	6.4	195
SATURDAY EVENING POST	1169	**42	0.7	3.6	50	**63	1.2	5.4	83	456	1.3	39.0	90	**8	0.3	0.7	21
SCIENCE 84	587	**44	0.8	7.5	104	**18	0.3	3.1	47	*210	0.6	35.8	83	**2	0.1	0.3	10
SCIENCE DIGEST	482	**40	0.7	8.3	115	**10	0.2	2.1	32	*196	0.6	40.7	94	**12	0.5	2.5	76
SCIENTIFIC AMERICAN	594	**51	0.9	8.6	119	**53	1.0	8.9	137	*174	0.5	29.3	68	**10	0.4	1.7	51
SELF	2089	**133	2.3	6.4	88	*124	2.4	5.9	91	891	2.5	42.7	98	**46	1.7	2.2	67
SEVENTEEN	2411	*178	3.0	7.4	102	*241	4.6	10.0	154	951	2.7	39.4	91	**68	2.6	2.8	86
SKI	480	**65	1.1	13.5	187	**40	0.8	8.3	128	*238	0.7	49.6	114	**3	0.1	0.6	19
SMITHSONIAN	2760	*242	4.1	8.8	121	*120	2.3	4.3	67	1161	3.3	42.1	97	**95	3.6	3.4	105
SOAP OPERA DIGEST	3013	*200	3.4	6.6	92	265	5.0	8.8	135	1432	4.1	47.5	110	*98	3.7	3.3	99
SOUTHERN LIVING	4184	502	8.6	12.0	166	417	7.9	10.0	153	1916	5.5	45.8	106	**73	2.8	1.7	53
SPORT	559	**89	1.5	15.9	220	**31	0.6	5.5	85	*191	0.5	34.2	79	**17	0.6	3.0	93
THE SPORTING NEWS	436	**41	0.7	9.4	130	**30	0.6	6.9	106	*185	0.5	42.4	98	**1	0.0	0.2	7
SPORTS AFIELD	493	**15	0.3	3.0	42	**39	0.7	7.9	122	*230	0.7	46.7	108	**12	0.5	2.4	74
SPORTS ILLUSTRATED	2758	*163	2.8	5.9	82	*151	2.9	5.5	84	1150	3.3	41.7	96	*176	6.6	6.4	195
STAR	7456	552	9.4	7.4	102	546	10.4	7.3	113	3625	10.3	48.6	112	*218	8.2	2.9	89
SUNDAY	24936	1564	26.7	6.3	87	1703	32.3	6.8	105	10651	30.3	42.7	99	741	28.0	3.0	91
SUNSET	2124	480	8.2	22.6	313	*336	0.7	1.7	26	800	2.3	37.7	87	*207	7.8	9.7	298
TV GUIDE	21661	1844	31.5	8.5	118	1319	25.1	6.1	94	9394	26.8	43.4	100	865	32.6	4.0	122
TENNIS	550	**30	0.5	5.5	75	*67	1.3	12.2	187	*278	0.8	50.5	117	*5	0.2	0.9	28
TIME	8880	673	11.5	7.6	105	607	11.5	6.8	105	3664	10.4	41.3	95	312	11.8	3.5	107
TOWN & COUNTRY	917	**133	2.3	14.5	201	**123	2.3	13.4	206	458	1.3	49.9	115	**47	1.8	5.1	157
TRAVEL & LEISURE	972	**77	1.3	7.9	110	*61	1.2	6.3	97	389	1.1	40.0	92	*14	0.5	1.4	44
TRUE STORY	3356	284	4.8	8.5	117	288	5.5	8.6	132	1425	4.1	42.5	98	*177	5.5	4.4	134
U.S. NEWS & WORLD REPORT	3410	*251	4.3	7.4	102	*199	3.8	5.8	90	1507	4.3	44.2	102	*91	3.4	2.7	82
USA TODAY	1759	**124	2.1	7.0	97	*134	2.5	7.6	117	772	2.2	43.9	101	**68	2.6	3.9	118
US	1873	*162	2.8	8.6	120	*162	3.1	8.6	133	1020	2.9	54.5	126	**46	1.7	2.5	75
VOGUE	3909	349	6.0	8.9	123	288	5.5	7.4	113	1567	4.5	40.1	92	*142	5.4	3.6	111
WALL STREET JOURNAL	1886	*195	3.3	10.3	143	*104	2.0	5.5	85	716	2.0	38.0	88	*78	2.9	4.1	126
WHEEL WATERS	2120	*216	3.7	10.2	141	*123	2.3	5.8	89	1078	3.1	50.8	117	*102	3.8	4.8	147
WOMAN'S DAY	14172	986	16.8	7.0	96	1058	20.1	7.5	115	6233	17.8	44.0	101	523	19.7	3.7	113
WORKING WOMAN	1146	**76	1.3	6.6	92	*119	2.3	10.4	160	489	1.4	42.7	98	*40	1.5	3.5	107
WORKING WOMAN	1322	**100	1.7	7.6	105	*70	1.3	5.3	81	617	1.8	46.7	108	*89	3.4	6.7	206
WORLD TENNIS	*163	**2	0.0	1.2	17	*7	0.1	4.3	66	*68	0.2	41.7	96	*89	0.3	5.5	169
ZIFF-DAVIS MAG NETWK (GROSS)	2532	*237	4.0	9.4	129	*178	3.4	7.0	108	1029	2.9	40.6	94	*57	2.2	2.3	69
BLACK INSERTS	43657	2888	49.3	6.6	91	2911	55.3	6.7	103	18462	52.6	42.3	98	1315	49.6	3.0	92
DAILY NEWSPAPERS																	
READ ANY	51633	3627	61.9	7.0	97	3271	62.1	6.3	97	22278	63.5	43.1	100	1603	60.5	3.1	95
READ ONE	43463	3049	52.1	7.0	97	2854	54.2	6.6	101	18695	53.3	43.0	99	1361	51.4	3.1	96
READ TWO OR MORE	8170	578	9.9	7.1	98	417	7.9	5.1	79	3583	10.2	43.9	101	*243	9.2	3.0	91
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	3770	64.4	7.2	99	3383	64.3	6.4	99	22620	64.4	42.9	99	1630	61.5	3.1	95
READ ONE	46126	3355	57.3	7.3	101	2985	56.7	6.5	100	19629	55.9	42.6	98	1378	52.0	3.0	91
READ TWO OR MORE	6552	415	7.1	6.3	88	398	7.6	6.1	93	2991	8.5	45.7	105	*253	9.5	3.9	118
OUTDOOR																	
100 SHMG - 30 DAY AV FREQ	27.55	32.86				28.65				28.09				28.41			
30 DAY REACH	71455	5105	87.2	7.1	99	4669	88.7	6.5	101	31274	89.1	43.8	101	2398	90.5	3.4	103
50 SHMG - 30 DAY AV FREQ	14.56	16.90				15.06				14.73				14.68			
30 DAY REACH	67742	4982	85.1	7.4	102	4458	84.7	6.6	101	29869	85.1	44.1	102	2332	88.0	3.4	105
25 SHMG - 30 DAY AV FREQ	7.94	9.15				8.30				8.00				8.15			
30 DAY REACH	62117	4607	78.7	7.4	103	4034	76.6	6.5	100	27436	78.2	44.2	102	2095	79.1	3.4	103
CABLE TV: HOME WIRED	32077	2244	38.3	7.0	97	2358	44.8	7.4	113	14001	39.9	43.6	101	909	34.3	2.8	87
HOME NOT WIRED	48909	3611	61.7	7.4	102	2907	55.2	5.9	91	21102	60.1	43.1	100	1741	65.7	3.6	109
HAVE PAY CABLE	15935	1069	18.3	6.7	93	1420	27.0	8.9	137	7280	20.7	45.7	105	*495	18.7	3.1	95

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

*PROJECTION RELATIVELY UNSTABLE BECAUSE OF SAMPLE BASE-USE WITH CAUTION
#NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	A '000	AURORA B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	5856	100.0	7.2	100	5265	100.0	6.5	100	35103	100.0	43.3	100	2650	100.0	3.3	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	3062	52.3	7.0	96	2887	54.8	6.6	101	19539	55.7	44.5	103	1408	53.1	3.2	98
10:00 AM - 3:00 PM	30659	2299	39.3	7.5	104	2175	41.3	7.1	109	13990	39.9	45.6	105	1004	37.9	3.3	100
3:00 PM - 7:00 PM	31045	2175	37.1	7.0	97	2053	39.0	6.6	102	13459	38.3	43.4	100	928	35.0	3.0	91
7:00 PM - MIDNIGHT	15767	1215	20.7	7.7	107	1212	23.0	7.7	118	7050	20.1	44.7	103	466	17.6	3.0	90
MIDNIGHT - 6:00 AM	9120	625	10.7	6.9	95	459	8.7	5.0	77	3940	11.2	43.2	100	274	10.3	3.0	92
6:00 AM - MIDNIGHT	58527	4178	71.3	7.1	99	3974	75.5	6.8	104	25880	73.7	44.2	102	1933	72.9	3.3	101
ENTIRE DAY	59311	4219	72.0	7.1	98	3998	75.9	6.7	104	26234	74.7	44.2	102	1973	74.5	3.3	102
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	1009	17.2	6.2	86	1073	20.4	6.6	102	7598	21.6	47.0	108	496	18.7	3.1	94
ALL NEWS	2256	*162	2.8	7.2	99	*894	1.8	4.2	64	866	2.5	38.4	89	*108	4.1	4.8	146
AOR/PROGRESSIVE	3874	350	6.0	9.0	125	*229	4.3	5.9	91	1578	4.5	40.7	94	*139	5.2	3.6	110
BEAUTIFUL MUSIC	5660	544	9.3	9.6	133	341	6.5	6.0	93	2133	6.1	37.7	87	*151	5.7	2.7	82
BLACK	2204	232	4.0	10.5	146	*166	3.2	7.5	116	940	2.7	42.6	98	*128	4.8	5.8	177
CLASSICAL	1418	*96	1.6	6.8	94	*881	1.5	5.7	88	580	1.7	40.9	94	*44	1.7	3.1	95
CHR/ROCK	9538	681	11.6	7.1	99	765	14.5	8.0	123	4541	12.9	47.6	110	351	13.2	3.7	112
COUNTRY	12648	915	15.6	7.2	100	1028	19.5	8.1	125	5951	17.0	47.1	109	441	16.6	3.5	107
GOLDEN OLDIES	1191	*151	2.6	12.7	175	*849	0.9	4.1	63	497	1.4	41.7	96	*42	1.6	3.5	108
MOR/NOSTALGIA	4757	225	3.8	4.7	65	254	4.8	5.3	82	2043	5.8	42.9	99	*99	3.7	2.1	64
NEWS/TALK	3863	281	4.8	7.3	101	*177	3.4	4.6	70	1539	4.4	39.8	92	*148	5.6	3.8	117
RELIGIOUS	3084	*191	3.3	6.2	86	*173	3.3	5.6	86	1274	3.6	41.3	95	*117	4.4	3.8	116
SOFT ROCK	521	*21	0.4	4.0	56	*47	0.9	9.0	139	*215	0.6	41.3	95	*4	0.2	0.8	23
URBAN CONTEMPORARY	1585	*93	1.6	5.9	81	*117	2.2	7.4	114	621	1.8	39.2	90	*89	3.4	5.6	172
MIXED NETWORKS:																	
ABC CONTEMPORARY	3261	*137	2.3	4.2	58	316	6.0	9.7	149	1471	4.2	45.1	104	*126	4.8	3.9	118
ABC DIRECTON	2316	*92	1.6	4.0	55	*150	2.8	6.5	100	1140	3.2	49.2	114	*100	3.8	4.3	132
ABC ENTERTAINMENT	4834	*289	4.9	6.0	83	386	7.3	8.0	123	2083	5.9	43.1	99	*124	4.7	2.6	78
ABC FM	2202	*189	3.2	8.6	119	*180	3.4	8.2	126	1066	3.0	48.4	112	*113	4.3	5.1	157
ABC INFORMATION	5425	447	7.6	8.2	114	283	5.4	5.2	80	2369	6.7	43.7	101	*170	6.4	3.1	96
ABC ROCK	1677	*75	1.3	4.5	62	*142	2.7	8.5	130	787	2.2	46.9	108	*109	4.1	6.5	199
CBS	4430	264	4.5	6.0	82	*265	5.0	6.0	92	2047	5.8	46.2	107	*170	6.4	3.8	117
MUTUAL	4992	335	5.7	6.7	93	381	7.2	7.6	117	2221	6.3	44.5	103	*190	7.2	3.8	116
NBC	4679	*222	3.8	4.7	66	260	4.9	5.6	85	2095	6.0	44.8	103	*80	3.0	1.7	52
RADIO RADIO	1994	*131	2.2	6.6	91	*157	3.0	7.9	121	968	2.8	48.5	112	*78	2.9	3.9	120
RKO ONE	2298	*127	2.2	5.5	76	*99	1.9	4.3	66	1019	2.9	44.3	102	*63	2.4	2.7	84
RKO TWO	3311	*217	3.7	6.6	91	*233	4.4	7.0	108	1461	4.2	44.1	102	*85	3.2	2.6	78
THE SOURCE	2114	*167	2.9	7.9	109	*245	4.7	11.6	178	879	2.5	41.6	96	*46	1.7	2.2	66
NON-WIRED: BLAIR	8654	604	10.3	7.0	97	653	12.4	7.5	116	3982	11.3	46.0	106	285	10.8	3.3	101
INTERNET	12025	1216	20.8	10.1	140	834	15.8	6.9	107	5250	15.0	43.7	101	416	15.7	3.5	106
KATZ RADIO GROUP	15359	1037	17.7	6.8	93	934	17.7	6.1	94	6771	19.3	44.1	102	529	20.0	3.4	105
SUPERNET	10628	724	12.4	6.8	94	513	9.7	4.8	74	5159	14.7	48.5	112	344	13.0	3.2	99
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	711	12.1	8.2	114	634	12.0	7.3	113	3834	10.9	44.3	102	275	10.4	3.2	97
MKDAY 9:00 AM - 1:00 PM	12163	976	16.7	8.0	111	948	18.0	7.8	120	5467	15.6	44.9	104	401	15.1	3.3	101
MKDAY 1:00 PM - 4:30 PM	16150	1098	18.8	6.8	94	1212	23.0	7.5	115	7365	21.0	45.6	105	510	19.2	3.2	97
MKDAY 4:30 PM - 7:30 PM	22463	1679	28.7	7.5	103	1572	29.9	7.0	108	9578	27.3	42.6	98	800	30.2	3.6	109
MKDAY 7:30 PM - 8:00 PM	31795	2179	37.2	6.9	95	2118	40.2	6.7	102	13824	39.4	43.5	100	1039	39.2	3.3	100
MKDAY 11:00 PM - 11:30 PM	23977	1726	29.5	7.2	100	1769	33.6	7.4	113	10713	30.5	44.7	103	745	28.1	3.1	95
MKDAY 11:30 PM - 1:00 AM	7703	543	9.3	7.0	97	611	11.6	7.9	122	3593	10.2	46.6	108	291	11.0	3.8	115
M-SAT 8-11 PM-SUN 7-11 PM	33800	2483	42.4	7.3	102	2332	44.3	6.9	106	14499	41.3	42.9	99	1071	40.4	3.2	97
WKDY DAYTIME NTWK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	549	9.4	8.4	116	497	9.4	7.6	117	3060	8.7	46.8	108	322	12.2	4.9	151
ANOTHER WORLD	N 4620	292	5.0	6.3	87	433	8.2	9.4	144	2209	6.3	47.8	110	*102	3.8	2.2	67
AS THE WORLD TURNS	C 5614	416	7.1	7.4	102	349	6.6	6.2	96	2595	7.4	46.2	107	*108	4.1	1.9	59
CAPITOL	C 3396	218	3.7	6.4	89	178	3.4	5.2	81	1608	4.6	47.3	109	*67	2.5	2.0	60
CBS MORN. NEWS 1	C 1446	110	1.9	7.6	105	*104	2.0	7.2	111	627	1.8	43.4	100	*32	1.2	2.2	68
CBS MORN. NEWS 2	C 1207	*90	1.5	7.5	103	*44	0.8	3.6	56	471	1.3	39.0	90	*35	1.3	2.9	89
DAYS OF OUR LIVES	N 5877	459	7.8	7.8	108	511	9.7	8.7	134	2792	8.0	47.5	110	221	8.3	3.8	115
FACTS OF LIFE - DAYTIME	N 2290	199	3.4	8.7	120	272	5.2	11.9	183	1073	3.1	46.9	108	*106	4.0	4.6	147
FAMILY FEUD	A 3023	217	3.7	7.2	99	212	4.0	7.0	108	1330	3.8	44.0	102	*108	4.1	3.6	109
GENERAL HOSPITAL	A 6097	324	5.5	5.3	73	546	10.4	9.0	138	2804	8.0	46.0	106	202	7.6	3.3	101
GOOD MORNING, AMERICA-730	A 3515	301	5.1	8.6	118	263	5.0	7.5	115	1668	4.8	47.5	109	*110	4.2	3.1	96
GOOD MORNING, AMERICA-830	A 2818	235	4.0	8.3	115	263	5.0	9.3	144	1275	3.6	45.2	104	*82	3.1	2.9	89
GUIDING LIGHT	C 5339	328	5.6	6.1	85	318	6.0	6.0	92	2444	7.0	45.8	106	*130	4.9	2.4	74
ONE LIFE TO LIVE	A 4478	257	4.4	5.7	79	343	6.5	7.7	118	2054	5.9	45.9	106	146	5.5	3.3	100
PRESS YOUR LUCK	C 2244	161	2.7	7.2	99	130	2.5	5.8	89	1053	3.0	46.9	108	*60	2.3	2.7	82
PRICE IS RIGHT 1	C 4348	253	4.3	5.8	80	272	5.2	6.3	96	2030	5.8	46.7	108	*127	4.8	2.9	89
PRICE IS RIGHT 2	C 5014	320	5.5	6.4	88	351	6.7	7.0	108	2298	6.5	45.8	106	151	5.7	3.0	92
RYAN'S HOPE	A 3150	129	2.2	4.1	57	257	4.9	8.2	125	1488	4.2	47.2	109	*114	4.3	3.6	111
SALE OF THE CENTURY	N 2695	258	4.4	9.6	132	330	6.3	12.2	188	1276	3.6	47.3	109	*81	3.1	3.0	92
SEARCH FOR TOMORROW	N 2319	193	3.3	8.3	115	*220	4.2	9.5	146	1045	3.0	45.1	104	*15	0.6	0.6	20
TODAY SHOW 1	N 2693	173	3.0	6.4	89	177	3.4	6.6	101	1147	3.3	42.6	98	*55	2.1	2.0	62
TODAY SHOW 2	N 2498	180	3.1	7.2	100	159	3.0	6.4	98	1094	3.1	43.8	101	*45	1.7	1.8	55
\$25,000 PYRAMID	C 2753	151	2.6	5.5	76	162	3.1	5.9	91	1273	3.6	46.2	107	*59	2.2	2.1	65
WHEEL OF FORTUNE	N 4388	387	6.6	8.8	122	404	7.7	9.2	142	2038	5.8	46.4	107	137	5.2	3.1	95
YOUNG AND THE RESTLESS	C 5695	357	6.1	6.3	87	377	7.2	6.6	102	2708	7.7	47.6	110	107	4.0	1.9	57
WEEKEND DAYTIME NTWK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	*124	2.1	7.0	97	*84	1.6	4.8	73	745	2.1	42.3	98	*73	2.8	4.1	127
NBA PLAYOFF GAME -1	C 1136	*36	0.6	3.2													

	TOTAL U.S. '000	A '000	B %	C % ACROSS	D % INDEX	A '000	B %	C % ACROSS	D % INDEX	A '000	B %	C % ACROSS	D % INDEX	A '000	B %	C % ACROSS	D % INDEX
TOTAL FEMALE HOMEMAKERS	80986	5856	100.0	7.2	100	5265	100.0	6.5	100	35103	100.0	43.3	100	2650	100.0	3.3	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	1927	32.9	7.4	102	1628	30.9	6.2	96	11328	32.3	43.5	100	834	31.5	3.2	98
NETWORK AFFILIATES - LATE	20261	1562	26.7	7.7	107	1476	28.0	7.3	112	9113	26.0	45.0	104	678	25.6	3.2	102
INDEPENDENTS - LATE	2076	168	2.9	8.1	112	117	2.2	5.6	87	801	2.3	38.6	89	*75	2.8	3.6	110
TV EVENING NTMK 6 PM - 2 AM																	
A TEAM	N 10453	800	13.7	7.7	106	685	13.0	6.6	101	4776	13.6	45.7	105	313	11.8	3.0	92
ABC MONDAY NIGHT MOVIE	A 6412	519	8.9	8.1	112	364	6.9	5.7	87	2971	8.5	46.3	107	*212	8.0	3.3	101
ABC SUNDAY NIGHT MOVIE	A 12407	978	16.7	7.9	109	894	17.0	7.2	111	5435	15.5	43.8	101	399	15.1	3.2	99
ABC WORLD NEWS TONIGHT	A 6176	414	7.1	6.7	93	415	7.9	6.7	103	2581	7.4	41.8	96	205	7.7	3.3	101
AFTERMASH	C 5863	461	7.9	7.9	109	*356	6.8	6.1	93	2653	7.6	45.2	104	*214	8.1	3.7	112
ALICE	C 9594	612	10.5	6.4	88	596	11.3	6.2	96	4089	11.6	42.6	98	298	11.2	3.1	95
AMERICAN PARADE	C 6622	397	6.8	6.0	83	350	6.6	5.3	81	2744	7.8	41.4	96	*202	7.6	3.1	93
BENSON	A 10886	765	13.1	7.0	97	652	12.4	6.0	92	4698	13.4	43.2	100	407	15.4	3.7	114
BLUE THUNDER	A 5036	487	8.3	9.7	134	309	5.9	6.1	94	2189	6.2	43.5	100	*240	9.1	4.8	146
CAGNEY & LACEY	C 9965	708	12.1	7.1	98	732	13.9	7.3	113	4542	12.9	45.6	105	312	11.8	3.1	96
CBS EVENING NEWS-DEAN	C 3491	*209	3.6	6.0	83	*195	3.7	5.6	86	1453	4.1	41.6	96	*116	4.4	3.3	102
CBS EVENING NEWS-RATHER	C 7123	463	7.9	6.5	90	398	7.6	5.6	86	3234	9.2	45.4	105	206	7.8	2.9	88
CBS SAT. NEWS-SCHIEFFER	C 3621	369	6.3	10.2	141	237	4.5	6.5	101	1557	4.4	43.0	99	*123	4.6	3.4	104
CBS SATURDAY NIGHT MOVIE	C 5436	399	6.8	7.3	102	472	9.0	8.7	134	2462	7.0	45.3	104	158	6.0	2.9	89
CBS WEDNESDAY NIGHT MOVIE	C 6100	372	6.4	6.1	84	421	8.0	6.9	106	2535	7.2	41.6	96	205	7.7	3.4	103
CHEERS	N 8889	693	11.8	7.8	108	494	9.4	5.6	85	3778	10.8	42.5	98	322	12.2	3.6	111
DALLAS	C 22109	1492	25.5	6.7	93	1654	31.4	7.5	115	9690	27.6	43.8	101	750	28.3	3.4	104
DIFF'RENT STROKES	N 6940	420	7.2	6.1	84	480	9.1	6.9	106	3104	8.8	44.7	103	*238	9.0	3.4	105
DOUBLE TROUBLE	N 7223	765	13.1	10.6	146	456	8.7	6.3	97	3325	9.5	46.0	106	*253	9.5	3.5	107
DUCK FACTORY	N 5595	420	7.2	7.5	104	259	4.9	4.6	71	2298	6.5	41.1	95	*156	5.9	2.8	85
DUKES OF HAZZARD	C 5768	353	6.0	6.1	85	443	8.4	7.7	118	2620	7.5	45.4	105	*218	8.2	3.8	116
DYNASTY	A 20053	1580	27.0	7.9	109	1495	28.4	7.5	115	8729	24.9	43.5	100	589	22.2	2.9	90
FACTS OF LIFE	N 8087	663	11.3	8.2	113	461	8.8	5.7	88	3500	10.0	43.3	100	336	12.7	4.2	127
FALCON CREST	C 20046	1257	21.5	6.3	87	1599	30.4	8.0	123	9112	26.0	45.5	105	655	24.7	3.3	100
FALL GUY	A 9084	758	12.9	8.3	115	664	12.6	7.3	112	4099	11.7	45.1	104	273	10.3	3.0	92
FAMILY TIES	N 7964	575	9.8	7.2	100	571	10.8	7.2	110	3439	9.8	43.2	100	*281	10.6	3.5	108
FANTASY ISLAND	A 7687	561	9.6	7.3	101	579	11.0	7.5	116	3272	9.3	42.6	98	*199	7.5	2.6	79
FOULUPS,BEEPS & BLUNDERS	A 8861	516	8.8	5.8	81	522	9.9	5.9	91	3874	11.0	43.7	101	310	11.7	3.5	107
FOUR SEASONS	C 5095	374	6.4	7.3	102	*393	7.5	7.7	119	2245	6.4	44.1	102	*179	6.8	3.5	107
GIMME A BREAK	N 8838	639	10.9	7.2	100	624	11.9	7.1	109	3523	10.0	39.9	92	321	12.1	3.6	111
HART TO HART	A 8978	565	9.6	6.3	87	614	11.7	6.8	105	4108	11.7	45.8	106	230	8.7	2.6	78
HILL STREET BLUES	N 8590	645	11.0	7.5	104	518	9.8	6.0	93	3623	10.3	42.2	97	377	14.2	4.4	134
HOTEL	A 14085	1191	20.3	8.5	117	909	17.3	6.5	99	6094	17.4	43.3	100	410	15.5	2.9	89
JEFFERSONS	C 9360	776	13.3	8.3	115	578	11.0	6.2	95	3799	10.8	40.6	94	320	12.1	3.4	104
JENNIFER SLEPT HERE	N 5841	348	5.9	6.0	82	365	6.9	6.2	96	2606	7.4	44.6	103	*214	8.1	3.7	112
KATE & ALLIE	C 9206	575	9.8	6.2	86	602	11.4	6.5	101	3970	11.3	43.1	99	331	12.5	3.6	110
KNIGHT RIDER	N 7076	524	8.9	7.4	102	496	9.4	7.0	108	3022	8.6	42.7	99	*286	10.8	4.0	124
LOVE BOAT	A 12219	955	16.3	7.8	108	750	14.2	6.1	94	5349	15.2	43.8	101	291	11.0	2.4	73
MAGNUM PI	C 11199	903	15.4	8.1	112	776	14.7	6.9	107	5188	14.8	46.3	107	369	13.9	3.3	101
MAMA'S FAMILY	N 6057	433	7.4	7.1	99	444	8.4	7.3	113	2411	6.9	39.8	92	*212	8.0	3.5	107
MASTER, THE	N 3598	276	4.7	7.7	106	*203	3.9	5.6	87	1444	4.1	40.1	93	*108	4.1	3.0	92
MATT HOUSTON	A 6344	523	8.9	8.2	114	371	7.0	5.8	90	2696	7.7	42.5	98	*210	7.9	3.3	101
NBC MONDAY NIGHT MOVIE	N 11994	873	14.9	7.3	101	982	18.7	8.2	126	5039	14.4	42.0	97	382	14.4	3.2	97
NBC NIGHTLY NEWS	N 5132	406	6.9	7.9	109	339	6.4	6.6	102	2156	6.1	42.0	97	154	5.8	3.0	92
NBC NIGHTLY NEWS-SAT	N 3375	*201	3.4	6.0	82	*230	4.4	6.8	105	1538	4.4	45.6	105	*126	4.8	3.7	114
NBC NIGHTLY NEWS-SUN	N 3130	*222	3.8	7.1	98	*187	3.6	6.0	92	1379	3.9	44.1	102	*107	4.0	3.4	104
NBC SUNDAY NIGHT MOVIE	N 8284	576	9.8	7.0	96	615	11.7	7.4	114	3392	9.7	40.9	94	*235	8.9	2.8	87
NEWART	C 9240	612	10.5	6.6	92	620	11.8	6.7	103	3995	11.4	43.2	100	339	12.8	3.7	112
ONE DAY AT A TIME	C 7288	477	8.1	6.5	91	573	10.9	7.9	121	3291	9.4	45.2	104	*283	10.7	3.9	119
PEOPLE ARE FUNNY	N 4855	392	6.7	8.1	112	297	5.6	6.1	94	1917	5.5	39.5	91	*140	5.3	2.9	88
REAL PEOPLE	N 8869	590	10.1	6.7	92	586	11.1	6.6	102	3822	10.9	43.1	99	313	11.8	3.5	108
REWINSTON STEELE	N 7743	556	9.5	7.2	99	502	9.5	6.5	100	3274	9.3	42.3	98	*245	9.2	3.2	97
RIPLEY'S BELIEVE IT - NOT	A 5345	470	8.0	8.8	122	510	9.7	9.5	147	2341	6.7	43.8	101	*231	8.7	4.3	132
RIPTIDE	N 6988	481	8.2	6.9	95	456	8.7	6.5	100	3259	9.3	46.6	108	*252	9.5	3.6	110
SCARECROW & MRS. KING	C 10002	770	13.1	7.7	106	641	12.2	6.4	99	4573	13.0	45.7	105	311	11.7	3.1	95
SIMON & SIMON	C 10638	822	14.0	7.7	107	673	12.8	6.3	97	5052	14.4	47.5	110	304	11.5	2.9	87
60 MINUTES	C 13293	1099	18.8	8.3	114	691	13.1	5.2	80	5868	16.7	44.1	102	417	15.7	3.1	96
ST. ELSEWHERE	N 7017	576	9.8	8.2	114	557	10.6	7.9	122	3067	8.7	43.7	101	*276	10.4	3.9	120
THREE'S COMPANY	A 10917	833	14.2	7.6	106	635	12.1	5.8	89	4893	13.9	44.8	103	302	11.4	2.8	85
T.J. HOOKER	A 9204	637	10.9	6.9	96	580	11.0	6.3	97	3834	10.9	41.7	96	231	8.7	2.5	77
TONIGHT SHOW	N 2372	185	3.2	7.8	108	184	3.5	7.8	119	1044	3.0	44.0	102	75	2.8	3.2	97
TRAPPER JOHN, M.D.	C 9846	630	10.8	6.4	88	764	14.5	7.8	119	4417	12.6	44.9					

	TOTAL U.S. '000	A '000	CORONET B % DOWN	C ACROSS %	D INDX	A '000	COTTONELLE B % DOWN	C ACROSS %	D INDX	A '000	HI-DRI B % DOWN	C ACROSS %	D INDX	A '000	MD B DOWN	C ACROSS %	D INDX
TOTAL FEMALE HOMEOWNERS	80986	9579	100.0	11.8	100	10468	100.0	12.9	100	3244	100.0	4.0	100	3994	100.0	4.9	100
18 - 24	9282	1200	12.5	12.9	109	923	8.8	9.9	77	*428	13.2	4.6	115	*588	14.7	6.3	128
25 - 34	19072	2631	27.5	13.8	117	2356	22.5	12.4	96	984	30.3	5.2	129	1079	27.0	5.7	115
35 - 44	14591	1915	20.0	13.1	111	2039	19.5	14.0	108	*523	16.1	3.6	89	659	16.5	4.5	92
45 - 54	11345	1129	11.8	10.0	84	1716	16.4	15.1	117	*471	14.5	4.2	104	*424	10.6	3.7	76
55 - 64	11635	1338	14.0	11.5	97	1793	17.1	15.4	119	*364	11.2	3.1	78	*562	14.1	4.8	98
65 OR OLDER	15061	1366	14.3	9.1	77	1640	15.7	10.9	84	474	14.6	3.1	79	682	17.1	4.5	92
18 - 34	28354	3831	40.0	13.5	114	3279	31.3	11.6	89	1411	43.5	5.0	124	1667	41.7	5.9	119
18 - 49	48339	6305	65.8	13.0	110	6167	58.9	12.8	99	2203	67.9	4.6	114	2529	63.3	5.2	106
25 - 54	45008	5674	59.2	12.6	107	6112	58.4	13.6	105	1978	61.0	4.4	110	2163	54.2	4.8	97
35 - 49	19985	2474	25.8	12.4	105	2888	27.6	14.5	112	792	24.4	4.0	99	862	21.6	4.3	87
50 OR OLDER	32647	3274	34.2	10.0	85	4301	41.1	13.2	102	1041	32.1	3.2	80	1464	36.7	4.5	91
GRADUATED COLLEGE	11155	1269	13.2	11.4	96	1387	13.2	12.4	96	*411	12.7	3.7	92	783	19.6	7.0	142
ATTENDED COLLEGE	13682	1815	18.9	13.3	112	1710	16.3	12.5	97	*585	18.0	4.3	107	1060	26.5	7.7	157
GRADUATED HIGH SCHOOL	33880	3735	39.0	11.0	93	4931	47.1	14.6	113	1153	35.5	3.4	85	1245	31.2	3.7	75
DID NOT GRADUATE HIGH SCHOOL	22270	2760	28.8	12.4	105	2440	23.3	11.0	85	1096	33.8	4.9	123	905	22.7	4.1	82
EMPLOYED	40306	4892	51.1	12.1	103	5427	51.8	13.5	104	1564	48.2	3.9	97	1973	49.4	4.9	99
EMPLOYED FULL-TIME	32850	3998	41.7	12.2	103	4286	40.9	13.0	101	1284	39.6	3.9	98	1597	40.0	4.9	99
EMPLOYED PART-TIME	7456	893	9.3	12.0	101	1141	10.9	15.3	118	*280	8.6	3.8	94	*377	9.4	5.1	103
NOT EMPLOYED	40680	4687	48.9	11.5	97	5041	48.2	12.4	96	1680	51.8	4.1	103	2020	50.6	5.0	101
PROFESSIONAL/MANAGER	10392	1156	12.1	11.1	94	1295	12.4	12.5	96	**371	11.4	3.6	89	*549	13.7	5.3	107
TECH/CLERICAL/SALES	17574	2014	21.0	11.5	97	2634	25.2	15.0	116	626	19.3	3.6	89	1023	25.6	5.8	118
PRECISION/CRAFT	985	**193	2.0	19.6	166	**145	1.4	14.7	114	*37	1.1	3.8	94	**18	0.5	1.8	37
OTHER EMPLOYED	11354	1529	16.0	13.5	114	1352	12.9	11.9	92	530	16.3	4.7	117	*384	9.6	3.4	69
SINGLE	9863	1393	14.5	14.1	119	1095	10.5	11.1	86	*413	12.7	4.2	105	564	14.1	5.7	116
MARRIED	51375	6038	63.0	11.8	99	7131	68.1	13.9	107	2003	61.7	3.9	97	2495	62.5	4.9	98
DIVORCED/SEPARATED/WIDOWED	19748	2148	22.4	10.9	92	2242	21.4	11.4	88	828	25.5	4.2	105	935	23.4	4.7	96
PARENTS	32590	4505	47.0	13.8	117	4657	44.5	14.3	111	1580	48.7	4.8	121	1575	39.4	4.8	98
WHITE	70416	8066	84.2	11.5	97	9290	88.7	13.2	102	2619	80.7	3.7	93	3576	89.5	5.1	103
BLACK	8778	1251	13.1	14.3	120	936	8.9	10.7	82	589	18.2	6.7	168	*198	5.0	2.3	46
OTHER	1791	**262	2.7	14.6	124	**242	2.3	13.5	105	*36	1.1	2.0	50	**219	5.5	12.2	248
NORTHEAST-CENSUS	17786	2275	23.7	12.8	108	3817	36.5	21.5	166	668	20.6	3.8	94	**53	1.3	0.3	6
NORTH CENTRAL	20741	1886	19.7	9.1	77	4417	42.2	21.3	165	891	27.5	4.3	107	**95	2.4	0.5	9
SOUTH	27775	3489	36.4	12.6	106	2147	20.5	7.7	60	1224	37.7	4.4	110	*299	7.5	1.1	22
WEST	14683	1929	20.1	13.1	111	**87	0.8	0.6	5	*461	14.2	3.1	78	3547	88.8	24.2	490
NORTHEAST-MKTG.	17961	2149	22.4	12.0	101	3624	34.6	20.2	156	757	23.3	4.2	105	**148	3.7	0.8	17
EAST CENTRAL	11885	1461	15.3	12.3	104	3975	38.0	33.4	259	*308	9.5	2.6	65	**53	1.3	0.4	9
WEST CENTRAL	14090	1088	11.4	7.7	65	1306	12.5	9.3	72	691	21.3	4.9	122	*242	6.1	1.7	35
SOUTH	24081	3136	32.7	13.0	110	1491	14.2	6.2	48	1105	34.1	4.6	115	**225	5.6	0.9	19
PACIFIC	12969	1745	18.2	13.5	114	**73	0.7	0.6	4	*384	11.8	3.0	74	3325	83.2	25.6	520
COUNTY SIZE A	32439	3535	36.9	10.9	92	4438	42.4	13.7	106	1014	31.3	3.1	78	1634	40.9	5.0	102
COUNTY SIZE B	24915	3008	31.4	12.1	102	3411	32.6	13.7	106	960	29.6	3.9	96	1408	35.3	5.7	115
COUNTY SIZE C	12930	1892	19.8	14.6	124	1514	14.5	11.7	91	*588	18.1	4.5	114	905	22.7	7.0	142
COUNTY SIZE D	10703	1145	12.0	10.7	90	1105	10.6	10.3	80	683	21.1	6.4	159	**47	1.2	0.4	9
METRO CENTRAL CITY	24518	3086	32.2	12.6	106	2758	26.3	11.2	87	1091	33.6	4.4	111	1369	34.3	5.6	113
METRO SUBURBAN	35919	4009	41.9	11.2	94	5416	51.7	15.1	117	965	29.7	2.7	67	2104	52.7	5.9	119
NON METRO	20549	2484	25.9	12.1	102	2295	21.9	11.2	86	1188	36.6	5.8	144	*521	13.0	2.5	51
TOP 5 ADI'S	18341	1963	20.5	10.7	90	2360	22.5	12.9	100	582	17.9	3.2	79	1181	29.6	6.4	131
TOP 10 ADI'S	25378	2639	27.5	10.4	88	3435	32.8	13.5	105	836	25.8	3.3	82	1274	31.9	5.0	102
TOP 20 ADI'S	36488	3966	41.4	10.9	92	4618	44.1	12.7	98	1169	36.0	3.2	80	2121	53.1	5.8	118
HSHLD INC. \$50,000 OR MORE	6612	774	8.1	11.7	99	1255	12.0	19.0	147	**188	5.8	2.8	71	**372	9.3	5.6	114
\$40,000 OR MORE	12659	1463	15.3	11.6	98	2069	19.8	16.3	126	*354	10.9	2.8	70	*777	19.5	6.1	124
\$30,000 OR MORE	24698	2694	28.1	10.9	92	3996	38.2	16.2	125	887	27.3	3.6	90	1568	39.3	6.3	129
\$25,000 OR MORE	32077	3436	35.9	10.7	91	5114	48.9	15.9	123	1208	37.2	3.8	94	1844	46.2	5.7	117
\$20,000 - \$24,999	9144	1070	11.2	11.7	99	1000	9.6	10.9	85	**267	8.2	2.9	73	*417	10.4	4.6	92
\$15,000 - \$19,999	8728	1036	10.8	11.9	100	896	8.6	10.3	79	*203	6.3	2.3	58	*318	8.0	3.6	74
\$10,000 - \$14,999	12562	1501	15.7	11.9	101	1598	15.3	12.7	98	588	18.1	4.7	117	600	15.0	4.8	97
UNDER \$10,000	18475	2537	26.5	13.7	116	1860	17.8	10.1	78	977	30.1	5.3	132	813	20.4	4.4	89
HOUSEHOLD OF 1 PERSON	11987	1086	11.3	9.1	77	1270	12.1	10.6	82	465	14.3	3.9	97	545	13.6	4.5	92
2 PEOPLE	26577	3030	31.6	11.4	96	3160	30.2	11.9	92	818	25.2	3.1	77	1528	38.3	5.7	117
3 OR 4 PEOPLE	30617	3628	37.9	11.8	100	4436	42.4	14.5	112	1249	38.5	4.1	102	1333	33.4	4.4	88
5 OR MORE PEOPLE	11804	1835	19.2	15.5	131	1602	15.3	13.6	105	*713	22.0	6.0	151	*588	14.7	5.0	101
NO CHILD IN HSHLD	46165	4820	50.3	10.4	88	5597	53.5	12.1	94	1588	49.0	3.4	86	2269	56.8	4.9	100
CHILD(REN) UNDER 2 YRS	5325	855	8.9	16.1	136	606	5.8	11.4	88	**291	9.0	5.5	136	**230	5.8	4.3	88
2 - 5 YEARS	14221	2141	22.4	15.1	127	1647	15.7	11.6	90	890	27.4	6.3	156	771	19.3	5.4	110
6 - 11 YEARS	15117	2268	23.7	15.0	127	2002	19.1	13.2	102	754	23.2	5.0	125	641	16.0	4.2	86
12 - 17 YEARS	16611	2199	23.0	13.2	112	2583	24.7	15.5	120	704	21.7	4.2	106	796	19.9	4.8	97
RESIDENCE OWNED	55884	6294	65.7	11.3	95	7948	75.9	14.2	110	2016	62.1	3.6	90	2805	70.2	5.0	102
VALUE: \$50,000 OR MORE	31744	3488	36.4	11.0	93	4506	43.0	14.2	110	1090	33.6	3.4	86	2215	55.5	7.0	141
VALUE: UNDER \$50,000	24140	2806	29.3	11.6	98	3442	32.9	14.3	110	926	28.5	3.8	96	*590	14.8	2.4	50

TOILET PAPER: BRANDS
(FEMALE HOMEOWNERS)

		TOTAL U.S. '000	CORONET				COTTONELLE				HI-DRI				HID			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80986	9579	100.0	11.8	100	10468	100.0	12.9	100	3244	100.0	4.0	100	3994	100.0	4.9	100
MAGAZINES	QUINTILE 1	15799	2014	21.0	12.7	108	1937	18.5	12.3	95	663	20.4	4.2	105	907	22.7	5.7	116
	QUINTILE 2	17259	2241	23.4	13.0	110	2880	27.5	16.7	129	698	21.5	4.0	101	955	23.9	5.5	112
	QUINTILE 3	13545	1624	17.0	12.0	101	1966	18.8	14.5	112	*501	15.4	3.7	92	725	18.2	5.4	109
	QUINTILE 4	15133	1531	16.0	10.1	86	1760	16.8	11.6	90	545	16.8	3.6	90	736	18.4	4.9	99
	QUINTILE 5	19250	2168	22.6	11.3	95	1926	18.4	10.0	77	838	25.8	4.4	109	671	16.8	3.5	71
NEWSPAPERS	QUINTILE 1	12413	1283	13.4	10.3	87	2394	22.9	19.3	149	*218	6.7	1.8	44	*410	10.3	3.3	67
	QUINTILE 2	24116	2938	30.7	12.2	103	3565	34.1	14.8	114	999	30.8	4.1	103	1233	30.9	5.1	104
	QUINTILE 3	11261	1250	13.0	11.1	94	1363	13.0	12.1	94	*418	12.9	3.7	93	*638	16.0	5.7	115
	QUINTILE 4	20255	2395	25.0	11.8	100	2252	21.5	11.1	86	1030	31.8	5.1	127	1122	28.1	5.5	112
	QUINTILE 5	12940	1712	17.9	13.2	112	895	8.5	6.9	54	*580	17.9	4.5	112	591	14.8	4.6	93
OUTDOOR	QUINTILE 1	14852	1788	18.7	12.0	102	1920	18.3	12.9	100	587	18.1	4.0	99	764	19.1	5.1	104
	QUINTILE 2	15725	1787	18.7	11.4	96	2337	22.3	14.9	115	706	21.8	4.5	112	751	18.8	4.8	97
	QUINTILE 3	16330	2161	22.6	13.2	112	1876	17.9	11.5	89	539	16.6	3.3	82	884	22.1	5.4	110
	QUINTILE 4	16744	2081	21.7	12.4	105	2287	21.8	13.7	106	656	20.2	3.9	98	810	20.3	4.8	98
	QUINTILE 5	17334	1762	18.4	10.2	86	2048	19.6	11.8	91	756	23.3	4.4	109	784	19.6	4.5	92
RADIO-DRIVE TIME	QUINTILE 1	15911	1986	20.7	12.5	106	2154	20.6	13.5	105	687	21.2	4.3	108	791	19.8	5.0	101
	QUINTILE 2	14837	1549	16.2	10.4	88	2076	19.8	14.0	108	583	18.0	3.9	98	*571	14.3	3.8	78
	QUINTILE 3	15339	2114	22.1	13.8	117	2058	19.7	13.4	104	*480	14.8	3.1	78	748	18.7	4.9	99
	QUINTILE 4	16723	1915	20.0	11.5	97	2078	19.9	12.4	96	758	23.4	4.5	113	864	21.6	5.2	105
	QUINTILE 5	18176	2014	21.0	11.1	94	2102	20.1	11.6	89	737	22.7	4.1	101	1021	25.6	5.6	114
RADIO-MID- DAY	TERCILE 1	21020	2648	27.6	12.6	107	3094	29.6	14.7	114	716	22.1	3.4	85	990	24.8	4.7	96
	TERCILE 2	21610	2723	28.4	12.6	107	2950	28.2	13.7	106	1149	35.4	5.3	133	1155	28.9	5.3	108
	TERCILE 3	38355	4208	43.9	11.0	93	4424	42.3	11.5	89	1379	42.5	3.6	90	1849	46.3	4.8	98
RADIO-TOTAL	QUINTILE 1	15988	2070	21.6	12.9	109	2270	21.7	14.2	110	584	18.0	3.7	91	755	18.9	4.7	96
	QUINTILE 2	15626	1866	19.5	11.9	101	1909	18.2	12.2	95	704	21.7	4.5	112	681	17.1	4.4	88
	QUINTILE 3	16723	2158	22.5	12.9	109	2336	22.3	14.0	108	703	21.7	4.2	105	844	21.1	5.0	102
	QUINTILE 4	16342	1850	19.3	11.3	96	2051	19.6	12.6	97	689	21.2	4.2	105	852	21.3	5.2	106
	QUINTILE 5	16306	1636	17.1	10.0	85	1902	18.2	11.7	90	564	17.4	3.5	86	862	21.6	5.3	107
TV-PRIME TIME	QUINTILE 1	15953	1817	19.0	11.4	96	2209	21.1	13.8	107	703	21.7	4.4	110	714	17.9	4.5	91
	QUINTILE 2	16137	2067	21.6	12.8	108	2252	21.5	14.0	108	589	18.2	3.6	91	792	19.8	4.9	100
	QUINTILE 3	16420	2039	21.3	12.4	105	2562	24.5	15.6	121	745	23.0	4.5	113	842	21.1	5.1	104
	QUINTILE 4	16687	2088	21.8	12.5	106	1950	18.6	11.7	90	598	18.4	3.6	89	753	18.9	4.5	91
	QUINTILE 5	15789	1568	16.4	9.9	84	1495	14.3	9.5	73	609	18.8	3.9	96	893	22.4	4.7	115
TV-DAYTIME	TERCILE 1	27736	3440	35.9	12.4	105	3693	35.3	13.3	103	1201	37.0	4.3	108	1053	26.4	3.8	77
	TERCILE 2	26489	3049	31.8	11.5	97	3723	35.6	14.1	109	1035	31.9	3.9	98	1335	33.4	5.0	102
	TERCILE 3	26761	3090	32.3	11.5	98	3052	29.2	11.4	88	1008	31.1	3.8	94	1605	40.2	6.0	122
TV-TOTAL	QUINTILE 1	16345	2137	22.3	13.1	111	2193	20.9	13.4	104	781	24.1	4.8	119	826	20.7	5.1	102
	QUINTILE 2	16447	2094	21.9	12.7	108	2495	23.8	15.2	117	607	18.7	3.7	92	621	15.5	3.8	77
	QUINTILE 3	15980	1635	17.1	10.2	87	2162	20.7	13.5	105	535	16.5	3.3	84	849	21.3	5.3	108
	QUINTILE 4	15887	1890	19.7	11.9	101	1794	17.1	11.3	87	689	21.2	4.3	108	715	17.9	4.5	91
	QUINTILE 5	16326	1823	19.0	11.2	94	1824	17.4	11.2	86	633	19.5	3.9	97	982	24.6	6.0	122
MAGAZINES-NEWSPAPERS: DUAL		20721	2536	26.5	12.2	103	3501	33.4	16.9	131	624	19.2	3.0	75	1020	25.5	4.9	100
MAGAZINE IMPERATIVE		19186	2624	27.4	13.7	116	2148	20.5	11.2	87	1077	33.2	5.6	140	1274	31.9	6.6	135
NEWSPAPER IMPERATIVE		21899	2299	24.0	10.5	89	3209	30.7	14.7	113	797	24.6	3.6	91	875	21.9	4.0	81
MAGAZINES-OUTDOOR: DUAL		15451	1920	20.0	12.4	105	2278	21.8	14.7	114	652	20.1	4.2	105	996	24.9	6.4	131
MAGAZINE IMPERATIVE		25953	3370	35.2	13.0	110	3624	34.6	14.0	108	1003	30.9	3.9	96	1326	33.2	5.1	104
OUTDOOR IMPERATIVE		24400	2761	28.8	11.3	96	2907	27.8	11.9	92	987	30.4	4.0	101	1037	26.0	4.3	86
MAGAZINES-RADIO: DUAL		18049	2434	25.4	13.5	114	2354	22.5	13.0	101	749	23.1	4.1	104	816	20.4	4.5	92
MAGAZINE IMPERATIVE		23571	2879	30.1	12.2	103	3601	34.4	15.3	118	883	27.2	3.7	94	1567	39.2	6.6	135
RADIO IMPERATIVE		23278	2667	27.8	11.5	97	2958	28.3	12.7	98	959	29.6	4.1	103	961	24.1	4.1	84
MAGAZINES-TELEVISION: DUAL		15459	2168	22.6	14.0	119	2448	23.4	15.8	123	655	20.2	4.2	106	852	21.3	5.5	112
MAGAZINE IMPERATIVE		25829	3017	31.5	11.7	99	3494	33.4	13.5	105	990	30.5	3.8	96	1546	38.7	6.0	121
TELEVISION IMPERATIVE		26039	2862	29.9	11.0	93	3281	31.3	12.6	97	1022	31.5	3.9	98	1073	26.9	4.1	84
NEWSPAPERS-OUTDOOR: DUAL		16605	1807	18.9	10.9	92	2870	27.4	17.3	134	517	15.9	3.1	78	663	16.6	4.0	81
NEWSPAPER IMPERATIVE		26834	3218	33.6	12.0	101	3976	38.0	14.8	115	1006	31.0	3.7	94	1308	32.7	4.9	99
OUTDOOR IMPERATIVE		23346	3017	31.5	12.9	109	2280	21.8	9.8	76	1070	33.0	4.6	114	1322	33.1	5.7	115
NEWSPAPERS-RADIO: DUAL		17133	2220	23.2	13.0	110	2722	26.0	15.9	123	665	20.5	3.9	97	706	17.7	4.1	84
NEWSPAPER IMPERATIVE		25892	2739	28.6	10.6	89	4056	38.7	15.7	121	846	26.1	3.3	82	1281	32.1	4.9	100
RADIO IMPERATIVE		23167	2919	30.5	12.6	107	2390	22.8	10.3	80	1105	34.1	4.8	119	1181	29.6	5.1	103
NEWSPAPERS-TELEVISION: DUAL		17159	2172	22.7	12.7	107	3037	29.0	17.7	137	611	18.8	3.6	89	751	18.8	4.4	89
NEWSPAPER IMPERATIVE		26214	2763	28.8	10.5	89	3641	34.8	13.9	107	810	25.0	3.1	77	1322	33.1	5.0	102
TELEVISION IMPERATIVE		23412	3011	31.4	12.9	109	2617	25.0	11.2	86	1151	35.5	4.9	123	1088	27.2	4.6	94
OUTDOOR-RADIO: DUAL		15303	1972	20.6	12.9	109	2068	19.8	13.5	105	583	18.0	3.8	95	853	21.4	5.6	113
OUTDOOR IMPERATIVE		24901	2829	29.5	11.4	96	3293	31.5	13.2	102	1040	32.1	4.2	104	1249	31.3	5.0	102
RADIO IMPERATIVE		26492	3283	34.3	12.4	105	3452	33.0	13.0	101	1051							

	TOTAL U.S. '000	COROMET				COTTONELLE				HI-DRI				MD			
		A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	9579	100.0	11.8	100	10468	100.0	12.9	100	3244	100.0	4.0	100	3994	100.0	4.9	100
ATLANTIC MONTHLY	415	**30	0.3	7.2	61	**60	0.6	14.5	112	**4	0.1	1.0	24	**12	0.3	2.9	59
BARRON'S	453	**70	0.7	15.5	131	**50	0.5	11.0	85	**25	0.8	5.5	138	**67	1.7	14.8	300
BETTER HOMES & GARDENS	16256	1995	20.8	12.3	104	2538	24.2	15.6	121	600	18.5	3.7	92	858	21.5	5.3	107
BON APPETIT	2535	355	3.7	14.0	118	259	2.5	10.2	79	**149	4.6	5.9	147	**225	5.6	8.9	180
BUSINESS WEEK	1278	**168	1.8	13.1	111	**165	1.6	12.9	100	**49	1.5	3.8	96	**84	2.1	6.6	133
CAR AND DRIVER	378	**46	0.5	12.2	103	**36	0.3	9.5	74	**10	0.3	2.6	66	**6	0.2	1.6	32
CBS MAGAZINE NETWORK (GROSS)	1498	**160	1.7	10.7	90	**219	2.1	14.6	113	**79	2.4	5.3	132	**100	2.5	6.7	135
CHANGING TIMES	1505	**213	2.2	14.2	120	**251	2.4	16.7	129	**64	2.0	4.3	106	**65	1.6	4.3	88
COLONIAL HOMES	1231	**92	1.0	7.5	63	**172	1.6	14.0	108	**26	0.8	2.1	53	**67	1.7	5.4	110
CONDE NAST MAG. PKG. (GROSS)	14146	1827	19.1	12.9	109	2030	19.4	14.4	111	503	15.5	3.6	89	867	21.7	6.1	124
CONSUMERS DIGEST	1323	**81	0.8	6.1	52	**168	1.6	12.7	98	**46	1.4	3.5	87	**42	1.1	3.2	64
COSMOPOLITAN	7102	971	10.1	13.7	116	1059	10.1	14.9	115	304	9.4	4.3	107	348	8.7	4.9	99
COUNTRY LIVING	2481	232	2.4	9.4	79	538	5.1	21.7	168	**94	2.9	3.8	95	**70	1.8	2.8	57
CUISINE	1472	**238	2.5	16.2	137	**177	1.7	12.0	93	**60	1.8	4.1	102	**179	4.5	12.2	247
CYCLE WORLD	425	**39	0.4	9.2	78	**104	1.0	24.5	189	**26	0.8	6.1	153	**5	0.1	1.2	24
DCI:CREATIVE IDEAS FOR LIV	2510	**217	2.3	8.6	73	358	3.4	14.3	110	**62	1.9	2.5	62	**65	1.6	2.6	53
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	645	6.7	9.6	81	817	7.8	12.2	94	**245	7.6	3.7	91	**90	2.3	1.3	27
DISCOVER	894	**71	0.7	7.9	67	**102	1.0	11.4	88	**33	1.0	3.7	92	**57	1.4	6.4	129
EBONY	3507	548	5.7	15.6	132	438	4.2	12.5	97	241	7.4	6.9	172	**83	2.1	2.4	48
ESQUIRE	1083	**145	1.5	13.4	113	**42	0.4	3.9	30	**100	3.1	9.2	231	**47	1.2	4.3	88
ESSENCE	1830	346	3.6	18.9	160	209	2.0	11.4	88	**133	4.1	7.3	181	**40	1.0	2.2	44
FAMILY CIRCLE	15930	1915	20.0	12.0	102	2608	24.9	16.4	127	661	20.4	4.1	104	780	19.5	4.9	99
THE FAMILY HANDYMAN	1126	**164	1.7	14.6	123	**150	1.4	13.3	103	**53	1.6	4.7	118	**27	0.7	2.4	49
FAMILY WEEKLY	11468	1484	15.5	12.9	109	1380	13.2	12.0	93	437	13.5	3.8	95	959	24.0	8.4	170
FIELD & STREAM	2234	**297	3.1	13.3	112	365	3.5	16.3	126	**172	5.3	7.7	192	**108	2.7	4.8	98
FOOD & WINE	579	**112	1.2	19.3	164	**52	0.5	9.0	69	**36	1.1	6.2	155	**18	0.5	3.1	63
FORBES	728	**177	1.8	24.3	206	**110	1.1	15.1	117	**13	0.4	1.8	45	**89	2.2	12.2	248
FORTUNE	906	**143	1.5	15.8	133	**103	1.0	11.4	88	**29	0.9	3.2	80	**66	1.7	7.3	148
GENTLEMEN'S QUARTERLY	791	**76	0.8	9.6	81	**70	0.7	8.8	68	**28	0.9	3.5	88	**84	2.1	10.6	215
GLAMOUR	5265	709	7.4	13.5	114	782	7.5	14.9	115	**197	6.1	3.7	93	**306	7.7	5.8	118
GOLF DIGEST	636	**46	0.5	7.2	61	**120	1.1	18.9	146	**34	1.0	5.3	133	**46	1.2	7.2	147
GOLF DIGEST/TENNIS (GROSS)	1186	**171	1.8	14.4	122	**233	2.2	19.6	152	**43	1.3	3.6	91	**59	1.5	5.0	101
GOLF MAGAZINE	441	**35	0.4	7.9	67	**99	0.9	22.4	174	**3	0.1	0.7	17	**45	1.1	10.2	207
GOLF MAGAZINE/SKI (GROSS)	922	**126	1.3	13.7	116	**132	1.3	14.3	111	**9	0.3	1.0	24	**92	2.3	10.0	202
GOOD HOUSEKEEPING	16487	1907	19.9	11.6	98	2455	23.5	14.9	115	628	19.4	3.8	95	779	19.5	4.7	96
HARPER'S BAZAAR	2423	301	3.1	12.4	105	279	2.7	11.5	89	**50	1.5	2.1	52	**176	4.4	7.3	147
HEALTH	1994	**323	3.4	16.2	137	243	2.3	12.2	94	**162	5.0	8.1	203	**132	3.3	6.6	134
HEARST MAG CORP. BUY (GROSS)	44101	5153	53.8	11.7	99	6532	62.4	14.8	115	1620	49.9	3.7	92	2108	52.8	4.8	97
HEARST MAG POWER (GROSS)	1993	**215	2.2	10.8	91	323	3.1	16.2	125	**97	3.0	4.9	122	**102	2.6	5.1	104
HEARST WOMAN POWER (GROSS)	31274	3774	39.4	12.1	102	4607	44.0	14.7	114	1204	37.1	3.8	96	1504	37.7	4.8	98
HOUSE BEAUTIFUL	3623	394	4.1	10.9	92	501	4.8	13.8	107	**80	2.5	2.2	55	**147	3.7	4.1	82
INC.	283	**63	0.7	22.3	188	**27	0.3	9.5	74	**2	0.1	0.7	18	**45	1.1	15.9	322
JET	2928	493	5.1	16.8	142	319	3.0	10.9	84	216	6.7	7.4	184	**76	1.9	2.6	53
LADIES' HOME JOURNAL	11918	1477	15.4	12.4	105	1787	17.1	15.0	116	340	10.5	2.9	71	618	15.5	5.2	105
LHJ FAMILY GRP COMBO(GROSS)	16764	2194	22.9	13.1	111	2453	23.4	14.6	113	633	19.5	3.8	94	912	22.8	5.4	110
LIFE	4254	453	4.7	10.6	90	556	5.3	13.1	101	**111	3.4	2.6	65	**154	3.9	3.6	73
L.A. TIMES HOME MAGAZINE	1145	**183	1.9	16.0	135	**5	0.0	0.4	3	**46	1.4	4.0	100	**168	4.2	14.7	298
MADMOISELLE	2884	389	4.1	13.5	114	474	4.5	16.4	127	**99	3.1	3.4	86	**118	3.0	4.1	83
MC CALL'S	13460	1554	16.2	11.5	98	1987	19.0	14.8	114	485	15.0	3.6	90	598	15.0	4.4	90
MC CALL'S/MRK MOTHER (GROSS)	14606	1749	18.3	12.0	101	2134	20.4	14.6	113	551	17.0	3.8	94	676	16.9	4.6	94
MECHANIX ILLUSTRATED	772	**80	0.8	10.4	88	**92	0.9	11.9	92	**50	1.5	6.5	162	**19	0.5	2.5	50
METROPOLITAN HOME	967	**93	1.0	9.6	81	**143	1.4	14.8	114	**24	0.7	2.5	62	**85	2.1	8.8	178
MONEY	1588	**179	1.9	11.3	95	233	2.2	14.7	114	**72	2.2	4.5	113	**98	2.5	6.2	125
MOTHER EARTH NEWS	1002	**108	1.1	10.8	91	**115	1.1	11.5	89	**34	1.0	3.4	85	**66	1.7	6.6	134
MS.	825	**114	1.2	13.8	117	**78	0.7	9.5	73	**32	1.0	3.9	97	**27	0.7	3.3	66
NATIONAL ENQUIRER	10336	1339	14.0	13.0	110	1246	11.9	12.1	93	365	11.3	3.5	88	463	11.6	4.5	91
NATIONAL GEOGRAPHIC	9597	1050	11.0	10.9	93	1273	12.2	13.3	103	**236	7.3	2.5	61	888	22.2	9.3	188
NATIONAL SUNDAY MAGAZINE PKG	49558	5724	59.8	11.6	98	7340	70.1	14.8	115	1760	54.3	3.6	89	2647	66.3	5.3	108
NATURAL HISTORY	573	**30	0.3	5.2	44	**90	0.9	15.7	122	**13	0.4	2.3	57	**14	0.4	2.4	50
NEH WOMAN	1699	**195	2.0	11.5	97	**219	2.1	12.9	100	**93	2.9	5.5	137	**115	2.9	6.8	137
NEW YORK INCLUDING CUE	443	**51	0.5	11.5	97	**81	0.8	18.3	141	**3	0.1	0.7	17	**4	0.1	0.9	18
THE NEW YORKER	1270	**115	1.2	9.1	77	**130	1.2	10.2	79	**65	2.0	5.1	128	**37	0.9	2.9	59
NEWSWEEK	6277	754	7.9	12.0	102	844	8.1	13.4	104	**184	5.7	2.9	73	465	11.6	7.4	150
THE N.Y. TIMES DAILY EDITION	1205	**199	2.1	16.5	140	279	2.7	23.2	179	**9	0.3	0.7	19	**11	0.3	0.9	19
THE N.Y. TIMES MAGAZINE	2081	313	3.3	15.0	127	496	4.7	23.8	184	**125	3.9	6.0	150	**3	0.1	0.1	3
OMNI	788	**127	1.3	16.1	136	**89	0.9	11.3	87	**46	1.4	5.8	146	**50	1.3	6.3	129
ON CABLE	1158	**201	2.1	17.4	147	**128	1.2	11.1	86	**82	2.5	7.1	177	**83	2.1	7.2	145
1001 HOME IDEAS	2852	393	4.1	13.8	117	423	4.0	14.8	115	**131	4.0	4.6	115	**162	4.1	5.7	115
ORGANIC GARDENING	1658	**235	2.5	14.2	120	280	2.7	16.9	131	**91	2.8	5.5	137	**129	3.2	7.8	158
OUTDOOR LIFE	896	**65	0.7	7.3	61	**156	1.5	17.4	135	**62	1.9	6.9	173	**34	0.9	3.8	77
PARADE MAGAZINE	24275	2626	27.4	10.8	91	4008	38.3	16.5	128	851	26.2	3.5	88	1171	29.3	4.8	98

	TOTAL U.S. '000	CORONET				COTTONELLE				HI-DRI				MD			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEMAKERS	80986	9579	100.0	11.8	100	10468	100.0	12.9	100	3244	100.0	4.0	100	3994	100.0	4.9	100
PARENTS	3845	556	5.8	14.5	122	459	4.4	11.9	92	*196	6.0	5.1	127	*317	7.9	8.2	167
PENTHOUSE	831	**122	1.3	14.7	124	**93	0.9	11.2	87	**14	0.4	1.7	42	**37	0.9	4.5	90
PEOPLE	11645	1371	14.3	11.8	100	1468	14.0	12.6	98	384	11.8	3.3	82	751	18.8	6.4	131
PLAYBOY	2006	*231	2.4	11.5	97	*163	1.6	8.1	63	*76	2.3	3.8	95	*72	1.8	3.6	73
POPULAR HOT RODDING	297	**50	0.5	16.8	142	**56	0.5	18.9	146	**6	0.2	2.0	50	**6	0.2	2.0	41
POPULAR MECHANICS	1018	**122	1.3	12.0	101	*178	1.7	17.5	135	**66	2.0	6.5	162	**30	0.8	2.9	60
POPULAR SCIENCE	878	**62	0.6	7.1	60	**117	1.1	13.3	103	**30	0.9	3.4	85	**51	1.3	5.8	118
PREVENTION	3913	410	4.3	10.5	89	605	5.8	15.5	120	**143	4.4	3.7	91	*223	5.6	5.7	116
PSYCHOLOGY TODAY	1710	*230	2.4	13.5	114	217	2.1	12.7	98	*157	4.8	9.2	229	**99	2.5	5.8	117
READER'S DIGEST	22204	2583	27.0	11.6	98	2992	28.6	13.5	104	739	22.8	3.3	83	1353	33.9	6.1	124
REDBOOK	7684	895	9.3	11.6	98	1093	10.4	14.2	110	272	8.4	3.5	88	377	9.4	4.9	99
ROAD & TRACK	410	**61	0.6	14.9	126	**53	0.5	12.9	100	**20	0.6	4.9	122	**40	1.0	9.8	198
ROLLING STONE	969	*163	1.7	16.8	142	*87	0.8	9.0	69	**42	1.3	4.3	108	**70	1.8	7.2	146
RUNNER'S WORLD	298	**51	0.5	17.1	145	**15	0.1	5.0	39	*23	0.7	7.7	193	*20	0.5	6.7	136
SATURDAY EVENING POST	1169	*131	1.4	11.2	95	*169	1.6	14.5	112	*29	0.9	2.5	62	**5	0.1	0.4	9
SCIENCE 84	587	**61	0.6	10.4	88	**49	0.5	8.3	65	**10	0.3	1.7	43	**59	1.5	10.1	204
SCIENCE DIGEST	482	**57	0.6	11.8	100	**42	0.4	8.7	67	**12	0.4	2.5	62	**33	0.8	6.8	139
SCIENTIFIC AMERICAN	594	**66	0.7	11.1	94	**30	0.3	5.1	39	**2	0.1	0.3	8	**46	1.2	7.7	157
SELF	2089	*220	2.3	10.5	89	*255	2.4	12.2	94	*52	1.6	2.5	62	**146	3.7	7.0	142
SEVENTEEN	2411	*222	2.3	9.2	78	353	3.4	14.6	113	*82	2.5	3.4	85	*173	4.3	7.2	145
SKI	480	**90	0.9	18.8	159	**33	0.3	6.9	53	**6	0.2	1.3	31	**48	1.2	10.0	203
SMITHSONIAN	2760	*207	2.2	7.5	63	380	3.6	13.8	107	*139	4.3	5.0	126	*259	6.5	9.4	190
SOAP OPERA DIGEST	3013	417	4.4	13.8	117	383	3.7	12.7	98	*144	4.4	4.8	119	*66	1.7	2.2	44
SOUTHERN LIVING	4184	428	4.5	10.2	86	459	4.4	11.0	85	*183	5.6	4.4	109	*25	0.6	0.6	12
SPORT	559	**38	0.4	6.8	57	**53	0.5	9.5	73	*3	0.1	0.5	13	*21	0.5	3.8	76
THE SPORTING NEWS	436	**31	0.3	7.1	60	**50	0.5	11.5	89	*6	0.2	1.4	34	*23	0.6	5.3	107
SPORTS AFIELD	493	**36	0.4	7.3	62	**103	1.0	20.9	162	*18	0.6	3.7	91	*39	1.0	7.9	160
SPORTS ILLUSTRATED	2758	291	3.0	10.6	89	354	3.4	12.8	99	*99	3.1	3.6	90	*115	2.9	4.2	85
STAR	7456	1033	10.8	13.9	117	1048	10.0	14.1	109	352	10.9	4.7	118	*264	6.6	3.5	72
SUNDAY	24936	2832	29.6	11.4	96	4558	43.5	18.3	141	823	25.4	3.3	82	1062	26.6	4.3	86
SUNSET	2124	*331	3.5	15.6	132	*31	0.3	1.5	11	*147	4.5	6.9	173	678	17.0	31.9	647
TV GUIDE	21661	2787	29.1	12.9	109	2611	24.9	12.1	93	987	30.4	4.6	114	1249	31.3	5.8	117
TENNIS	550	*125	1.3	22.7	192	*113	1.1	20.5	159	*8	0.2	1.5	36	*13	0.3	2.4	48
TIME	8880	1160	12.1	13.1	110	1205	11.5	13.6	105	292	9.0	3.3	82	484	12.1	5.5	111
TOWN & COUNTRY	917	*119	1.2	13.0	110	*102	1.0	11.1	86	*68	2.1	7.4	185	*34	0.9	3.7	75
TRAVEL & LEISURE	972	*96	1.0	9.9	84	*143	1.4	14.7	114	*59	1.8	6.1	152	*59	1.5	6.1	123
TRUE STORY	3356	501	5.2	14.9	126	296	2.8	8.8	68	*189	5.8	5.6	141	*106	2.7	3.2	64
U.S. NEWS & WORLD REPORT	3410	335	3.5	9.8	83	391	3.7	11.5	89	*106	3.3	3.1	78	*201	5.0	5.9	120
USA TODAY	1759	*229	2.4	13.0	110	265	2.5	15.1	117	*75	2.3	4.3	106	*58	1.5	3.3	67
US	1873	*191	2.0	10.2	86	291	2.8	15.5	120	*90	2.8	4.8	120	*50	1.3	2.7	54
VOGUE	3909	508	5.3	13.0	110	519	5.0	13.3	103	*155	4.8	4.0	99	*296	7.4	7.6	154
MALL STREET JOURNAL	1886	*184	1.9	9.8	82	268	2.6	14.2	110	*53	1.6	2.8	70	*107	2.7	5.7	115
HEIGHT WATCHERS	2120	258	2.7	12.2	103	337	3.2	15.9	123	*83	2.6	3.9	98	*134	3.4	6.3	128
HOMAN'S DAY	14172	1684	17.6	11.9	100	2268	21.7	16.0	124	538	16.6	3.8	95	717	18.0	5.1	103
WORKING MOTHER	1146	*195	2.0	17.0	144	*147	1.4	12.8	99	*66	2.0	5.8	144	*78	2.0	6.8	138
WORKING WOMAN	1322	*190	2.0	14.4	122	240	2.3	18.2	140	*60	1.8	4.5	113	*77	1.9	5.8	118
WORLD TENNIS	*163	**38	0.4	23.3	197	*22	0.2	13.5	104	*0	0.0	0.0	0	*9	0.2	5.5	112
ZIFF-DAVIS MAG NETWK (GROSS)	2532	270	2.8	10.7	90	229	2.2	9.0	70	*146	4.5	5.8	144	*63	1.6	2.5	50
BLAIR INSERTS	43657	4994	52.1	11.4	97	6861	65.5	15.7	122	1565	48.2	3.6	89	1988	49.8	4.6	92
DAILY NEWSPAPERS																	
READ ANY	51633	5986	62.5	11.6	98	7543	72.1	14.6	113	1867	57.6	3.6	90	2415	60.5	4.7	95
READ ONE	43463	5110	53.3	11.8	99	6107	58.3	14.1	109	1712	52.8	3.9	98	2167	54.3	5.0	101
READ TWO OR MORE	8170	876	9.1	10.7	91	1436	13.7	17.6	136	*156	4.8	1.9	48	*248	6.2	3.0	62
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	6020	62.8	11.4	97	7935	75.8	15.1	117	1963	60.5	3.7	93	2657	66.5	5.0	102
READ ONE	46126	5327	55.6	11.5	98	6591	63.0	14.3	111	1849	57.0	4.0	100	2444	61.2	5.3	107
READ TWO OR MORE	6552	694	7.2	10.6	90	1344	12.8	20.5	159	*114	3.5	1.7	43	*212	5.3	3.2	66
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.11				28.01				30.19				27.67			
30 DAY REACH	71455	8583	89.6	12.0	102	9369	89.5	13.1	101	2759	85.0	3.9	96	3534	88.5	4.9	100
50 SHWG - 30 DAY AV FREQ	14.56	14.79				14.73				16.26				14.67			
30 DAY REACH	67742	8143	85.0	12.0	102	8908	85.1	13.1	102	2562	79.0	3.8	94	3331	83.4	4.9	100
25 SHWG - 30 DAY AV FREQ	7.94	7.96				8.00				8.49				7.59			
30 DAY REACH	62117	7565	79.0	12.2	103	8190	78.2	13.2	102	2452	75.6	3.9	99	3170	79.4	5.1	103
CABLE TV: HOME WIRED	32077	4290	44.8	13.4	113	4452	42.5	13.9	107	1215	37.5	3.8	95	1682	42.1	5.2	106
HOME NOT WIRED	48909	5289	55.2	10.8	91	6016	57.5	12.3	95	2030	62.6	4.2	104	2311	57.9	4.7	96
HAVE PAY CABLE	15935	2434	25.4	15.3	129	2460	23.5	15.4	119	*634	19.5	4.0	99	818	20.5	5.1	104

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	TOTAL U.S. '000	CORONET				COTTONELLE				HI-DRI				MD			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	9579	100.0	11.8	100	10468	100.0	12.9	100	3244	100.0	4.0	100	3994	100.0	4.9	100
MKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	2868	29.9	11.0	93	3637	34.7	14.0	108	874	26.9	3.4	84	1166	29.2	4.5	91
NETWORK AFFILIATES - LATE	20261	2310	24.1	11.4	96	2815	26.9	13.9	107	776	23.9	3.8	96	826	20.7	4.1	83
INDEPENDENTS - LATE	2076	231	2.4	11.1	94	277	2.6	13.3	103	*46	1.4	2.2	55	161	4.0	7.8	157
TV EVENING NTWK 6 PM - 2 AM																	
A TEAM	N 10453	1107	11.6	10.6	90	1516	14.5	14.5	112	466	14.4	4.5	111	319	8.0	3.1	62
ABC MONDAY NIGHT MOVIE	A 6412	755	7.9	11.8	100	744	7.1	11.6	90	*227	7.0	3.5	88	339	8.5	5.3	107
ABC SUNDAY NIGHT MOVIE	A 12407	1460	15.2	11.8	99	1613	15.4	13.0	101	464	14.3	3.7	93	650	16.3	5.2	101
ABC WORLD NEWS TONIGHT	A 6176	724	7.6	11.7	99	786	7.5	12.7	98	185	5.7	3.0	75	254	6.4	4.1	88
AFTERMASH	C 5863	730	7.6	12.5	105	809	7.7	13.8	107	*287	8.8	4.9	122	*252	6.3	4.3	87
ALICE	C 9594	1111	11.6	11.6	98	1396	13.3	14.6	113	438	13.5	4.6	114	373	9.3	3.9	79
AMERICAN PARADE	C 6622	783	8.2	11.8	100	826	7.9	12.5	97	220	6.8	3.3	83	345	8.6	5.2	106
BENSON	A 10886	1202	12.5	11.0	93	1540	14.7	14.1	109	409	12.6	3.8	94	550	13.8	5.1	102
BLUE THUNDER	A 5036	610	6.4	12.1	102	654	6.2	13.0	100	271	8.4	5.4	134	341	8.5	6.8	137
CAGNEY & LACEY	C 9965	1114	11.6	11.2	95	1522	14.5	15.3	118	414	12.8	4.2	104	441	11.0	4.4	90
CBS EVENING NEWS-DEAN	C 3491	348	3.6	10.0	84	541	5.2	15.5	120	*61	1.9	1.7	44	*255	6.4	7.3	148
CBS EVENING NEWS-RATHER	C 7123	707	7.4	9.9	84	1045	10.0	14.7	114	171	5.3	2.4	60	381	9.5	5.3	108
CBS SAT. NEWS-SCHIEFFER	C 3621	489	5.1	13.5	114	431	4.1	11.9	92	104	3.2	2.9	72	288	7.2	8.0	161
CBS SATURDAY NIGHT MOVIE	C 5436	686	7.2	12.6	107	854	8.2	15.7	122	308	9.5	5.7	141	292	7.3	5.4	109
CBS WEDNESDAY NIGHT MOVIE	C 6100	703	7.3	11.5	97	703	6.7	11.5	89	215	6.6	3.5	88	245	6.1	4.0	81
CHEERS	N 8889	1167	12.2	13.1	111	1519	14.5	17.1	132	380	11.7	4.3	107	462	11.6	5.2	105
DALLAS	C 22109	2597	27.1	11.7	99	3091	29.5	14.0	108	988	30.5	4.5	112	856	21.4	3.9	79
DIFF'RENT STROKES	N 6940	749	7.8	10.8	91	1107	10.6	16.0	123	328	10.1	4.7	118	245	6.1	3.5	72
DOUBLE TROUBLE	N 7223	934	9.8	12.9	109	1119	10.7	15.5	120	309	9.5	4.3	107	351	8.8	4.9	99
DUCK FACTORY	N 5595	832	8.7	14.9	126	863	8.2	15.4	119	*216	6.7	3.9	96	*277	6.9	5.0	100
DUKES OF HAZZARD	C 5768	601	6.3	10.4	88	732	7.0	12.7	98	261	8.0	4.5	113	*109	2.7	1.9	38
DYNASTY	A 20053	2527	26.4	12.6	107	2604	24.9	13.0	100	808	24.9	4.0	101	834	20.9	4.2	84
FACTS OF LIFE	N 8087	960	10.0	11.9	100	1170	11.2	14.5	112	351	10.8	4.3	108	376	9.4	4.6	94
FALCON CREST	C 20046	2356	24.6	11.8	99	3011	28.8	15.0	116	868	26.8	4.3	108	601	15.0	3.0	61
FALL GUY	A 9084	1093	11.4	12.0	102	1229	11.7	13.5	105	434	13.4	4.8	119	368	9.2	4.1	82
FAMILY TIES	N 7964	877	9.2	11.0	93	1295	12.4	16.3	126	400	12.3	5.0	125	366	9.2	4.6	93
FANTASY ISLAND	A 7687	843	8.8	11.0	93	923	8.8	12.0	93	324	10.0	4.2	105	319	8.0	4.1	84
FOULUPS,BLEEPS & BLUNDERS	A 8861	1117	11.7	12.6	107	1323	12.6	14.9	116	301	9.3	3.4	85	337	8.4	3.8	77
FOUR SEASONS	C 5095	611	6.4	12.0	101	747	7.1	14.7	113	*277	8.5	5.4	136	*242	6.1	4.7	96
GIMME A BREAK	N 8838	987	10.3	11.2	94	1240	11.8	14.0	109	473	14.6	5.4	134	340	8.5	3.8	78
HART TO HART	A 8978	877	9.2	9.8	83	1215	11.6	13.5	105	324	10.0	3.6	90	407	10.2	4.5	92
HILL STREET BLUES	N 8590	1053	11.0	12.3	104	1322	12.6	15.4	119	364	11.2	4.2	106	457	11.4	5.3	108
MOTEL	A 14085	1722	18.0	12.2	103	1831	17.5	13.0	101	584	18.0	4.1	104	603	15.1	4.3	87
JEFFERSONS	C 9360	1148	12.0	12.3	104	1313	12.5	14.0	109	489	15.1	5.2	130	437	10.9	4.7	95
JENNIFER SLEPT HERE	N 5841	697	7.3	11.9	101	864	8.3	14.8	114	*261	8.0	4.5	112	*228	5.7	3.9	79
KATE & ALLIE	C 9206	1021	10.7	11.1	94	1485	14.2	16.1	125	439	13.5	4.8	119	386	9.7	4.2	85
KNIGHT RIDER	N 7076	956	10.0	13.5	114	969	9.3	13.7	106	319	9.8	4.5	113	510	12.8	7.2	146
LOVE BOAT	A 12219	1334	13.9	10.9	92	1514	14.5	12.4	96	401	12.4	3.3	82	735	18.4	6.0	122
MAGNUM PI	C 11199	1222	12.8	10.9	92	1403	13.4	12.5	97	490	15.1	4.4	109	458	11.5	4.1	83
MAMA'S FAMILY	N 6057	646	6.7	10.7	90	901	8.6	14.9	115	*237	7.3	3.9	98	293	7.3	4.8	98
MASTER, THE	N 3598	444	4.6	12.3	104	458	4.4	12.7	98	*167	5.1	4.6	116	*248	6.2	6.9	140
MATT HOUSTON	A 6344	695	7.3	11.0	93	919	8.8	14.5	112	332	10.2	5.2	131	363	9.1	5.7	116
NBC MONDAY NIGHT MOVIE	N 11994	1657	17.3	13.8	117	1526	14.6	12.7	98	587	18.1	4.9	122	542	13.6	4.5	92
NBC NIGHTLY NEWS	N 5132	620	6.5	12.1	102	677	6.5	13.2	102	191	5.9	3.7	93	250	6.3	4.9	99
NBC NIGHTLY NEWS-SAT	N 3375	360	3.8	10.7	90	530	5.1	15.7	121	*92	2.8	2.7	68	*162	4.1	4.8	97
NBC NIGHTLY NEWS-SUN	N 3130	303	3.2	9.7	82	576	5.5	18.4	142	*51	1.6	1.6	41	*106	2.7	3.4	69
NBC SUNDAY NIGHT MOVIE	N 8284	1303	13.6	15.7	133	1308	12.5	15.8	122	*438	13.5	5.3	132	*341	8.5	4.1	83
NEWHART	C 9240	1010	10.5	10.9	92	1570	15.0	17.0	131	421	13.0	4.6	114	465	11.6	5.0	102
ONE DAY AT A TIME	C 7288	900	9.4	12.3	104	827	7.9	11.3	88	274	8.4	3.8	94	*321	8.0	4.4	89
PEOPLE ARE FUNNY	N 4855	524	5.5	10.8	91	640	6.1	13.2	102	*142	4.4	2.9	73	*265	6.6	5.5	111
REAL PEOPLE	N 8869	1019	10.6	11.5	97	1356	13.0	15.3	118	314	9.7	3.5	88	284	7.1	3.2	65
REMINGTON STEELE	N 7743	843	8.8	10.9	92	1226	11.7	15.8	122	373	11.5	4.8	120	358	9.0	4.6	94
RIPLEY'S BELIEVE IT - NOT	A 5345	558	5.8	10.4	88	661	6.3	12.4	96	267	8.2	5.0	125	309	7.7	5.8	117
RIPTIDE	N 6988	756	7.9	10.8	91	1026	9.8	14.7	114	419	12.9	6.0	150	372	9.3	5.3	108
SCARECROW & MRS. KING	C 10002	1017	10.6	10.2	86	1488	14.2	14.9	115	447	13.8	4.5	112	463	11.6	4.6	94
SIMON & SIMON	C 10638	1201	12.5	11.3	95	1302	12.4	12.2	95	484	14.9	4.5	114	452	11.3	4.2	86
60 MINUTES	C 13293	1439	15.0	10.8	92	2106	20.1	15.8	123	395	12.2	3.0	74	709	17.8	5.3	108
ST. ELSEWHERE	N 7017	893	9.3	12.7	108	1006	9.6	14.3	111	228	7.0	3.2	81	362	9.1	5.2	105
THREE'S COMPANY	A 10917	1226	12.8	11.2	95	1483	14.2	13.6	105	442	13.6	4.0	101	380	9.5	3.5	71
T.J. HOOKER	A 9204	996	10.4	10.8	91	1128	10.8	12.3	95	341	10.5	3.7	92	570	14.3	6.	

	TOTAL U.S. '000	NORTHERN				SCOTTISSUE				SOFT 'N PRETTY				HALDORF FAMILY SCOTT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEMAKERS	80986	19562	100.0	24.2	100	17657	100.0	21.8	100	12675	100.0	15.7	100	6086	100.0	7.5	100
18 - 24	9282	1989	10.2	21.4	89	1719	9.7	18.5	85	1474	11.6	15.9	101	591	9.7	6.4	85
25 - 34	19072	4988	25.5	26.2	108	3788	21.5	19.9	91	3509	27.7	18.4	118	1463	24.0	7.7	102
35 - 44	14591	3428	17.5	23.5	97	3380	19.1	23.2	106	2184	17.2	15.0	96	1295	21.3	8.9	118
45 - 54	11345	2511	12.8	22.1	92	2483	14.1	21.9	100	1722	13.6	15.2	97	704	11.6	6.2	83
55 - 64	11635	2858	14.6	24.6	102	2764	15.7	23.8	109	1534	12.1	13.2	84	886	14.6	7.6	101
65 OR OLDER	15061	3789	19.4	25.2	104	3523	20.0	23.4	107	2253	17.8	15.0	96	1147	18.8	7.6	101
18 - 34	28354	6977	35.7	24.6	102	5507	31.2	19.4	89	4983	39.3	17.6	112	2054	33.7	7.2	96
18 - 49	48339	11726	59.9	24.3	100	10027	56.8	20.7	95	8115	64.0	16.8	107	3727	61.2	7.7	103
25 - 54	45008	10926	55.9	24.3	101	9651	54.7	21.4	98	7415	58.5	16.5	105	3462	56.9	7.7	102
35 - 49	19985	4749	24.3	23.8	98	4520	25.6	22.6	104	3133	24.7	15.7	100	1672	27.5	8.4	111
50 OR OLDER	32647	7836	40.1	24.0	99	7630	43.2	23.4	107	4560	36.0	14.0	89	2359	38.8	7.2	96
GRADUATED COLLEGE	11155	2899	14.8	26.0	108	2788	15.8	25.0	115	1685	13.3	15.1	97	1047	17.2	9.4	125
ATTENDED COLLEGE	13682	3443	17.6	25.2	104	3194	18.1	23.3	107	2408	19.0	17.6	112	1134	18.6	8.3	110
GRADUATED HIGH SCHOOL	33880	8498	43.4	25.1	104	7589	43.0	22.4	103	5664	44.7	16.7	107	2744	45.1	8.1	108
DID NOT GRADUATE HIGH SCHOOL	22270	4721	24.1	21.2	88	4086	23.1	18.3	84	2919	23.0	13.1	84	1161	19.1	5.2	69
EMPLOYED	40306	9533	48.7	23.7	98	8743	49.5	21.7	99	6295	49.7	15.6	100	3049	50.1	7.6	101
EMPLOYED FULL-TIME	32850	7822	40.0	23.8	99	6858	38.8	20.9	96	5219	41.2	15.9	102	2467	40.5	7.5	100
EMPLOYED PART-TIME	7456	1711	8.7	22.9	95	1885	10.7	25.3	116	1077	8.5	14.4	92	581	9.5	7.8	104
NOT EMPLOYED	40680	10029	51.3	24.7	102	8914	50.5	21.9	101	6380	50.3	15.7	100	3037	49.9	7.5	99
PROFESSIONAL/MANAGER	10392	2341	12.0	22.5	93	2494	14.1	24.0	110	1421	11.2	13.7	87	852	14.0	8.2	109
TECH/CLERICAL/SALES	17574	4295	22.0	24.4	101	3875	21.9	22.0	101	2943	23.2	16.7	107	1332	21.9	7.6	101
PRECISION/CRAFT	985	**194	1.0	19.7	82	**192	1.1	19.5	89	**161	1.3	16.3	104	**25	0.4	2.5	34
OTHER EMPLOYED	11354	2704	13.8	23.8	99	2182	12.4	19.2	88	1769	14.0	15.6	100	840	13.8	7.4	98
SINGLE	9863	2238	11.4	22.7	94	2342	13.3	23.7	109	1437	11.3	14.6	93	824	13.5	8.4	111
MARRIED	51375	12664	64.7	24.7	102	10942	62.0	21.3	98	8523	67.2	16.6	106	3980	65.4	7.7	103
DIVORCED/SEPARATED/WIDOWED	19748	4660	23.8	23.6	98	4373	24.8	22.1	102	2715	21.4	13.7	88	1282	21.1	6.5	86
PARENTS	32590	7985	40.8	24.5	101	7166	40.6	22.0	101	5473	43.2	16.8	107	2541	41.8	7.8	104
WHITE	70416	17518	89.6	24.9	103	15246	86.3	21.7	99	10958	86.5	15.6	99	5595	91.9	7.9	106
BLACK	8778	1692	8.6	19.3	80	1882	10.7	21.4	98	1371	10.8	15.6	100	434	7.1	4.9	66
OTHER	1791	**352	1.8	19.7	81	**530	3.0	29.6	136	**346	2.7	19.3	123	**57	0.9	3.2	42
NORTHEAST-CENSUS	17786	624	3.2	3.5	15	6677	37.8	37.5	172	*266	2.1	1.5	10	2737	45.0	15.4	205
NORTH CENTRAL	20741	8879	45.4	42.8	177	3661	20.7	17.7	81	3935	31.0	19.0	121	1058	17.4	5.1	68
SOUTH	27775	6115	31.3	22.0	91	5042	28.6	18.2	83	5978	47.2	21.5	138	1520	25.0	5.5	73
WEST	14683	3944	20.2	26.9	111	2276	12.9	15.5	71	2495	19.7	17.0	109	772	12.7	5.3	70
NORTHEAST-MKTG.	17961	512	2.6	2.9	12	6439	36.5	35.8	164	491	3.9	2.7	17	2813	46.2	15.7	208
EAST CENTRAL	11885	3898	19.9	32.8	136	1920	10.9	16.2	74	*372	2.9	3.1	20	887	14.6	7.5	99
WEST CENTRAL	14090	6203	31.7	40.0	182	2915	16.5	20.7	95	4005	31.6	28.4	182	565	9.3	4.0	53
SOUTH	24081	5649	28.9	23.5	97	4452	25.2	18.5	85	5613	44.3	23.3	149	1110	18.2	4.6	61
PACIFIC	12969	3300	16.9	25.4	105	1931	10.9	14.9	68	2195	17.3	16.9	108	712	11.7	5.5	73
COUNTY SIZE A	32439	7060	36.1	21.8	90	8298	47.0	25.6	117	4433	35.0	13.7	87	2416	39.7	7.4	99
COUNTY SIZE B	24915	5682	29.0	22.8	94	5697	32.3	22.9	105	4175	32.9	16.8	107	2369	38.9	9.5	127
COUNTY SIZE C	12930	3241	16.6	25.1	104	2403	13.6	18.6	85	1648	13.0	12.7	81	870	14.3	6.7	90
COUNTY SIZE D	10703	3578	18.3	33.4	138	1259	7.1	11.8	54	2420	19.1	22.6	144	*431	7.1	4.0	54
METRO CENTRAL CITY	24518	5779	29.5	23.6	98	6174	35.0	25.2	115	3962	31.3	16.2	103	2126	34.9	8.7	115
METRO SUBURBAN	35919	7826	40.0	21.8	90	8315	47.1	23.1	106	4917	38.8	13.7	87	2761	45.4	7.7	102
NON METRO	20549	5957	30.5	29.0	120	3168	17.9	15.4	71	3796	29.9	18.5	118	1199	19.7	5.8	78
TOP 5 ADI'S	18341	3222	16.5	17.6	73	5903	33.4	32.2	148	1842	14.5	10.0	64	1503	24.7	8.2	109
TOP 10 ADI'S	25378	4679	23.9	18.4	76	7242	41.0	28.5	131	3114	24.6	12.3	78	2191	36.0	8.6	115
TOP 20 ADI'S	36488	7589	38.8	20.8	86	9070	51.4	24.9	114	5044	39.8	13.8	88	2799	46.0	7.7	102
HSOLD INC. \$50,000 OR MORE	6612	1594	8.1	24.1	100	1483	8.4	22.4	103	874	6.9	13.2	84	647	10.6	9.8	130
\$40,000 OR MORE	12659	2611	13.3	20.6	85	3031	17.2	23.9	110	1567	12.4	12.4	79	1227	20.2	9.7	129
\$30,000 OR MORE	24698	5744	29.4	23.3	96	5641	31.9	22.8	105	3552	28.0	14.4	92	2158	35.5	8.7	116
\$25,000 OR MORE	32077	7610	38.9	23.7	98	7315	41.4	22.8	105	4885	38.5	15.2	97	2719	44.7	8.5	113
\$20,000 - \$24,999	9144	2411	12.3	26.4	109	2154	12.2	23.6	108	1697	13.4	18.6	119	565	9.3	6.2	82
\$15,000 - \$19,999	8728	2147	11.0	24.6	102	2150	12.2	24.6	113	1344	10.6	15.4	98	583	9.6	6.7	89
\$10,000 - \$14,999	12562	3409	17.4	27.1	112	2513	14.2	20.0	92	2048	16.2	16.3	104	1064	17.5	8.5	113
UNDER \$10,000	18475	3985	20.4	21.6	89	3525	20.0	19.1	88	2701	21.3	14.6	93	1155	19.0	6.3	83
HOUSEHOLD OF 1 PERSON	11987	2999	15.3	25.0	104	2746	15.6	22.9	105	1564	12.3	13.0	83	755	12.4	6.3	84
2 PEOPLE	26577	6514	33.3	24.5	101	5294	30.0	19.9	91	4185	33.0	15.7	101	2195	36.1	8.3	110
3 OR 4 PEOPLE	30617	7263	37.1	23.7	98	6977	39.5	22.8	105	5033	39.7	16.4	105	2052	33.7	6.7	89
5 OR MORE PEOPLE	11804	2786	14.2	23.6	98	2640	15.0	22.4	103	1894	14.9	16.0	103	1084	17.8	9.2	122
NO CHILD IN HSOLD	46165	11155	57.0	24.2	100	9931	56.2	21.5	99	6844	54.0	14.8	95	3370	55.4	7.3	97
CHILD(REN) UNDER 2 YRS	5325	1517	7.8	28.5	118	1094	6.2	20.5	94	961	7.6	18.0	115	*405	6.7	7.6	101
2 - 5 YEARS	14221	3712	19.0	26.1	108	2803	15.9	19.7	90	2930	23.1	20.6	132	1148	18.9	8.1	107
6 - 11 YEARS	15117	3570	18.2	23.6	98	3236	18.3	21.4	98	2443	19.3	16.2	103	1293	21.2	8.6	114
12 - 17 YEARS	16611	3918	20.0	23.6	98	4197	23.8	25.3	116	2440	19.3	14.7	94	1461	24.0	8.8	117
RESIDENCE OWNED	55884	14642	74.8	26.2	108	12284	69.6	22.0	101	9271	73.1	16.6	106	4308	70.8	7.7	103
VALUE: \$50,000 OR MORE	31744	7989	40.8	25.2	104	7791	44.1	24.5	113	5045	39.8	15.9	102	2619	43.0	8.3	110
VALUE: UNDER \$50,000	24140	6653	34.0	27.6	114	4494	25.5	18.6	85	4225	33.3	17.5	112	1689	27.8	7.0	93

		TOTAL	NORTHERN				SCOTTISSE				SOFT 'N PRETTY				MALDORF			
		U.S.	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	'000	%	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX	'000	DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS		80986	19562	100.0	24.2	100	17657	100.0	21.8	100	12675	100.0	15.7	100	6086	100.0	7.5	100
MAGAZINES	QUINTILE 1	15799	4178	21.4	26.4	109	3803	21.5	24.1	110	2775	21.9	17.6	112	1132	18.6	7.2	95
	QUINTILE 2	17259	4437	22.7	25.7	106	4001	22.7	23.2	106	2315	18.3	13.4	86	1621	26.6	9.4	125
	QUINTILE 3	13545	3134	16.0	23.1	96	3005	17.0	22.2	102	2207	17.4	16.3	104	956	15.7	7.1	94
	QUINTILE 4	15133	3654	18.7	24.1	100	3084	17.5	20.4	93	2272	17.9	15.0	96	1131	18.6	7.5	99
	QUINTILE 5	19250	4159	21.3	21.6	89	3764	21.3	19.6	90	3106	24.5	16.1	103	1245	20.5	6.5	86
NEWSPAPERS	QUINTILE 1	12413	2633	13.5	21.2	88	3342	18.9	26.9	123	1208	9.5	9.7	62	1066	17.5	8.6	114
	QUINTILE 2	24116	6229	31.8	25.8	107	5592	31.7	23.2	106	4177	33.0	17.3	111	2130	35.0	8.8	118
	QUINTILE 3	11261	2838	14.5	25.2	104	2562	14.5	22.8	104	1856	14.6	16.5	105	731	12.0	6.5	88
	QUINTILE 4	20255	4887	25.0	24.1	100	4069	23.0	20.1	92	3126	24.7	15.4	99	1434	23.6	7.1	94
	QUINTILE 5	12940	2975	15.2	23.0	95	2091	11.8	16.2	74	2308	18.2	17.8	114	725	11.9	5.6	75
OUTDOOR	QUINTILE 1	14852	3927	20.1	26.4	109	3324	18.8	22.4	103	2472	19.5	16.6	106	1280	21.0	8.6	115
	QUINTILE 2	15725	4093	20.9	26.0	108	3293	18.6	20.9	96	2523	19.9	16.0	103	1254	20.6	8.0	106
	QUINTILE 3	16330	3743	19.1	22.9	95	3650	20.7	22.4	103	2521	19.9	15.4	99	1263	20.8	7.7	103
	QUINTILE 4	16744	3988	20.4	23.8	99	3841	21.8	22.9	105	2422	19.1	14.5	92	1149	18.9	6.9	91
	QUINTILE 5	17334	3811	19.5	22.0	91	3550	20.1	20.5	94	2737	21.6	15.8	101	1141	18.7	6.6	88
RADIO-DRIVE TIME	QUINTILE 1	15911	4072	20.8	25.6	106	3438	19.5	21.6	99	2417	19.1	15.2	97	1231	20.2	7.7	103
	QUINTILE 2	14837	3429	17.5	23.1	96	3378	19.1	22.8	104	2355	18.6	15.9	101	1168	19.2	7.9	105
	QUINTILE 3	15339	3832	19.6	25.0	103	3520	19.9	22.9	105	2444	19.3	15.9	102	1079	17.7	7.0	94
	QUINTILE 4	16723	3969	20.3	23.7	98	3634	20.6	21.7	100	2749	21.7	16.4	105	1225	20.1	7.3	97
	QUINTILE 5	18176	4261	21.8	23.4	97	3688	20.9	20.3	93	2711	21.4	14.9	95	1383	22.7	7.6	101
RADIO-MID- DAY	TERCILE 1	21020	5195	26.6	24.7	102	4546	25.7	21.6	99	3073	24.2	14.6	93	1764	29.0	8.4	112
	TERCILE 2	21610	5505	28.1	25.5	105	5149	29.2	23.8	109	3582	28.3	16.6	106	1703	28.0	7.9	105
	TERCILE 3	38355	8862	45.3	23.1	96	7962	45.1	20.8	95	6021	47.5	15.7	100	2620	43.0	6.8	91
RADIO-TOTAL	QUINTILE 1	15988	4088	20.9	25.6	106	3418	19.4	21.4	98	2464	19.4	15.4	98	1288	21.2	8.1	107
	QUINTILE 2	15626	3178	16.2	20.3	84	3320	18.8	21.2	97	2269	17.9	14.5	93	1120	18.4	7.2	95
	QUINTILE 3	16723	4410	22.5	26.4	109	4148	23.5	24.8	114	2893	22.8	17.3	111	1446	23.8	8.6	115
	QUINTILE 4	16342	4133	21.1	25.3	105	3729	21.1	22.8	105	2757	21.8	16.9	108	1044	17.2	6.4	85
	QUINTILE 5	16306	3754	19.2	23.0	95	3042	17.2	18.7	86	2291	18.1	14.1	90	1188	19.5	7.3	97
TV-PRIME TIME	QUINTILE 1	15953	3590	18.4	22.5	93	4144	23.5	26.0	119	2185	17.2	13.7	88	1108	18.2	6.9	92
	QUINTILE 2	16137	3616	18.5	22.4	93	3669	20.8	22.7	104	2406	19.0	14.9	95	1438	23.6	8.9	119
	QUINTILE 3	16420	4053	20.7	24.7	102	3548	20.1	21.6	99	2563	20.2	15.6	100	1183	19.4	7.2	96
	QUINTILE 4	16687	4418	22.6	26.5	110	3528	20.0	21.1	97	2777	21.9	16.6	106	1449	23.8	8.7	116
	QUINTILE 5	15789	3884	19.9	24.6	102	2767	15.7	17.5	80	2745	21.7	17.4	111	909	14.9	5.8	77
TV-DAYTIME	TERCILE 1	27736	6900	35.3	24.9	103	5785	32.8	20.9	96	4616	36.4	16.6	106	1997	32.8	7.2	96
	TERCILE 2	26489	6389	32.7	24.1	100	5984	33.9	22.6	104	4304	34.0	16.2	104	2123	34.9	8.0	107
	TERCILE 3	26761	6272	32.1	23.4	97	5889	33.4	22.0	101	3755	29.6	14.0	90	1966	32.3	7.3	98
TV-TOTAL	QUINTILE 1	16345	3847	19.7	23.5	97	3740	21.2	22.9	105	2580	20.4	15.8	101	1112	18.3	6.8	91
	QUINTILE 2	16447	4098	20.9	24.9	103	3708	21.0	22.5	103	2505	19.8	15.2	97	1210	19.9	7.4	98
	QUINTILE 3	15980	3864	19.8	24.2	100	3725	21.1	23.3	107	2468	19.5	15.4	99	1307	21.5	8.2	109
	QUINTILE 4	15887	3814	19.5	24.0	99	3435	19.5	21.6	99	2451	19.3	15.4	99	1317	21.6	8.3	110
	QUINTILE 5	16326	3939	20.1	24.1	100	3049	17.3	18.7	86	2671	21.1	16.4	105	1141	18.7	7.0	93
MAGAZINES-NEWSPAPERS: DUAL		20721	5184	26.5	25.0	104	5062	28.7	24.4	112	2974	23.5	14.4	92	1910	31.4	9.2	123
MAGAZINE IMPERATIVE		19186	5042	25.8	26.3	109	4078	23.1	21.3	97	3263	25.7	17.0	109	1303	21.4	6.8	90
NEWSPAPER IMPERATIVE		21899	5042	25.8	23.0	95	5110	28.9	23.3	107	3322	26.2	15.2	97	1688	27.7	7.7	103
MAGAZINES-OUTDOOR: DUAL		15451	4260	21.8	27.6	114	3457	19.6	22.4	103	2500	19.7	16.2	103	1456	23.9	9.4	125
MAGAZINE IMPERATIVE		25953	6199	31.7	23.9	99	6150	34.8	23.7	109	3926	31.0	15.1	97	1810	29.7	7.0	93
OUTDOOR IMPERATIVE		24400	5736	29.3	23.5	97	4977	28.2	20.4	94	3907	30.8	16.0	102	1831	30.1	7.5	100
MAGAZINES-RADIO: DUAL		18049	4480	22.9	24.8	103	4024	22.8	22.3	102	2847	22.5	15.8	101	1502	24.7	8.3	111
MAGAZINE IMPERATIVE		23571	6213	31.8	26.4	109	5679	32.2	24.1	111	3663	28.9	15.5	99	1878	30.9	8.0	106
RADIO IMPERATIVE		23278	5252	26.8	22.6	93	4922	27.9	21.1	97	3706	29.2	15.9	102	1609	26.4	6.9	92
MAGAZINES-TELEVISION: DUAL		15459	4117	21.0	26.6	110	3707	21.0	24.0	110	2423	19.1	15.7	100	1211	19.9	7.8	104
MAGAZINE IMPERATIVE		25829	6338	32.4	24.5	102	5820	33.0	22.5	103	4020	31.7	15.6	99	2173	35.7	8.4	112
TELEVISION IMPERATIVE		26039	5957	30.5	22.9	95	5534	31.3	21.3	97	3990	31.5	15.3	98	1701	27.9	6.5	87
NEWSPAPERS-OUTDOOR: DUAL		16605	4242	21.7	25.5	106	3931	22.3	23.7	109	2370	18.7	14.3	91	1514	24.9	9.1	121
NEWSPAPER IMPERATIVE		26834	6222	31.8	23.2	96	6683	37.8	24.9	114	4180	33.0	15.6	100	2207	36.3	8.2	109
OUTDOOR IMPERATIVE		23346	5843	29.9	25.0	104	4553	25.8	19.5	89	4038	31.9	17.3	111	1557	25.6	6.7	89
NEWSPAPERS-RADIO: DUAL		17133	4013	20.5	23.4	97	4197	23.8	24.5	112	2523	19.9	14.7	94	1558	25.6	9.1	121
NEWSPAPER IMPERATIVE		25892	6493	33.2	25.1	104	6214	35.2	24.0	110	3965	31.3	15.3	98	2097	34.5	8.1	108
RADIO IMPERATIVE		23167	5537	28.3	23.9	99	4545	25.7	19.6	90	3872	30.5	16.7	107	1480	24.3	6.4	85
NEWSPAPERS-TELEVISION: DUAL		17159	4248	21.7	24.8	102	4319	24.5	25.2	115	2328	18.4	13.6	87	1311	21.5	7.6	102
NEWSPAPER IMPERATIVE		26214	6339	32.4	24.2	100	6097	34.5	23.3	107	4119	32.5	15.7	100	2281	37.5	8.7	116
TELEVISION IMPERATIVE		23412	5621	28.7	24.0	99	4643	26.3	19.8	91	3837	30.3	16.4	105	1578	25.9	6.7	90
OUTDOOR-RADIO: DUAL		15303	3962	20.3	25.9	107	3055	17.3	20.0	92	2496	19.7	16.3	104	1465	24.1	9.6	127
OUTDOOR IMPERATIVE		24901	6274	32.1	25.2	104	5613	31.8	22.5	103	3917	30.9	15.7	101	18			

	TOTAL U.S. '000	NORTHERN				SCOTTISSUE				SOFT 'M PRETTY				WALDORF FAMILY SCOTT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	%	'000	%	ACROSS	%	'000	%	ACROSS	%	'000	%	ACROSS	%
			DOWN	%	INDX		DOWN	%	INDX		DOWN	%	INDX		DOWN	%	INDX
TOTAL FEMALE HOMEOWNERS	80986	19562	100.0	24.2	100	17657	100.0	21.8	100	12675	100.0	15.7	100	6086	100.0	7.5	100
ATLANTIC MONTHLY	415	**70	0.4	16.9	70	*139	0.8	33.5	154	**38	0.3	9.2	59	**47	0.8	11.3	151
BARRON'S	453	**106	0.5	23.4	97	*214	1.2	47.2	217	**122	1.0	26.9	172	**10	0.2	2.2	29
BETTER HOMES & GARDENS	16256	4372	22.3	26.9	111	4098	23.2	25.2	116	3105	24.5	19.1	122	1377	22.6	8.5	113
BON APPETIT	2535	555	2.8	21.9	91	656	3.7	25.9	119	376	3.0	14.8	95	**246	4.0	9.7	129
BUSINESS WEEK	1278	*297	1.5	23.2	96	387	2.2	30.3	139	*226	1.8	17.7	113	**80	1.3	6.3	83
CAR AND DRIVER	378	**66	0.3	17.5	72	**66	0.4	17.5	80	**38	0.3	10.1	64	**23	0.4	6.1	81
CBS MAGAZINE NETWORK (GROSS)	1498	400	2.0	26.7	111	416	2.4	27.8	127	*223	1.8	14.9	95	**119	2.0	7.9	106
CHANGING TIMES	1505	371	1.9	24.7	102	496	2.8	33.0	151	*185	1.5	12.3	79	*152	2.5	10.1	134
COLONIAL HOMES	1231	323	1.7	26.2	109	317	1.8	25.8	118	*185	1.5	15.0	96	**110	1.8	8.9	119
CONDE NAST MAG. PKG. (GROSS)	14146	3373	17.2	23.8	99	3244	18.4	22.9	105	2149	17.0	15.2	97	1136	18.7	8.0	107
CONSUMERS DIGEST	1323	330	1.7	24.9	103	371	2.1	28.0	129	*207	1.6	15.6	100	*131	2.2	9.9	132
COSMOPOLITAN	7102	1598	8.2	22.5	93	1595	9.0	22.5	103	906	7.1	12.8	82	604	9.9	8.5	113
COUNTRY LIVING	2481	654	3.3	26.4	109	642	3.6	25.9	119	400	3.2	16.1	103	*195	3.2	7.9	105
CUISINE	1472	326	1.7	22.1	92	404	2.3	27.4	126	*223	1.8	15.1	97	*144	2.4	9.8	130
CYCLE WORLD	425	**166	0.8	39.1	162	**122	0.7	28.7	132	**91	0.7	21.4	137	**38	0.6	8.9	119
DCI:CREATIVE IDEAS FOR LIV	2510	569	2.9	22.7	94	461	2.6	18.4	84	600	4.7	23.9	153	*220	3.6	8.8	117
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1560	8.0	23.3	96	1432	8.1	21.4	98	1581	12.5	23.6	151	455	7.5	6.8	90
DISCOVER	894	247	1.3	27.6	114	*225	1.3	25.2	115	*201	1.6	22.5	144	*188	3.1	21.0	280
EBONY	3507	680	3.5	19.4	80	835	4.7	23.8	109	456	3.6	13.0	83	215	3.5	6.1	82
ESQUIRE	1083	279	1.4	25.8	107	295	1.7	27.2	125	*229	1.8	21.1	135	**77	1.3	7.1	95
ESSENCE	1830	434	2.2	23.7	98	476	2.7	26.0	119	283	2.2	15.5	99	*132	2.2	7.2	96
FAMILY CIRCLE	15930	4330	22.1	27.2	113	3703	21.0	23.2	107	2959	23.3	18.6	119	1476	24.3	9.3	123
THE FAMILY HANDYMAN	1126	239	1.2	21.2	88	345	2.0	30.6	141	*191	1.5	17.0	108	*660	1.0	5.3	71
FAMILY WEEKLY	11468	3055	15.6	26.6	110	2250	12.7	19.6	90	1692	13.3	14.8	94	910	15.0	7.9	106
FIELD & STREAM	2234	646	3.3	28.9	120	443	2.5	19.8	91	369	2.9	16.5	106	**146	2.4	6.5	87
FOOD & WINE	579	**88	0.4	15.2	63	*163	0.9	28.2	129	**103	0.8	17.8	114	**101	1.7	17.4	232
FORBES	728	*205	1.0	28.2	117	*200	1.1	27.5	126	**119	0.9	16.3	104	**53	0.9	7.3	97
FORTUNE	906	*341	1.7	37.6	156	331	1.9	36.5	168	*176	1.4	19.4	124	*441	0.7	4.5	60
GENTLEMEN'S QUARTERLY	791	*201	1.0	25.4	105	*205	1.2	25.9	119	**100	0.8	12.6	81	**72	1.2	9.1	121
GLAMOUR	5265	1315	6.7	25.0	103	1284	7.3	24.4	112	781	6.2	14.8	95	383	6.3	7.3	97
GOLF DIGEST	636	*145	0.7	22.8	94	**156	0.9	24.5	113	**44	0.3	6.9	44	**53	0.9	8.3	111
GOLF DIGEST/TENNIS (GROSS)	1186	253	1.3	21.3	88	295	1.7	24.9	114	*171	1.3	14.4	92	**126	2.1	10.6	141
GOLF MAGAZINE	441	**65	0.3	14.7	61	**102	0.6	23.1	106	**39	0.3	8.8	57	**11	0.2	2.5	33
GOLF MAGAZINE/SKI (GROSS)	922	*184	0.9	20.0	83	*216	1.2	23.4	107	**116	0.9	12.6	80	**61	1.0	6.6	88
GOOD HOUSEKEEPING	16487	4557	23.3	27.6	114	3732	21.1	22.6	104	2811	22.2	17.0	109	1165	19.1	7.1	94
HARPER'S BAZAAR	2423	607	3.1	25.1	104	750	4.2	31.0	142	348	2.7	14.4	92	*179	2.9	7.4	98
HEALTH	1994	443	2.3	22.2	92	476	2.7	23.9	109	319	2.5	16.0	102	*154	2.5	7.7	103
HEARST MAG CORP. BUY (GROSS)	44101	11419	58.4	25.9	107	10739	60.8	24.4	112	7097	56.0	16.1	103	3349	55.0	7.6	101
HEARST MAN POWER (GROSS)	1993	537	2.7	26.9	112	573	3.2	28.8	132	333	2.6	16.7	107	*197	3.2	9.9	132
HEARST WOMAN POWER (GROSS)	31274	8273	42.3	26.5	110	7102	40.2	22.7	104	5053	39.9	16.2	103	2292	37.7	7.3	98
HOUSE BEAUTIFUL	3623	798	4.1	22.0	91	972	5.5	26.8	123	586	4.6	16.2	103	311	5.1	8.6	114
INC.	283	**114	0.6	40.3	167	**96	0.5	33.9	156	**56	0.4	19.8	126	**25	0.4	8.8	118
JET	2928	622	3.2	21.2	88	703	4.0	24.0	110	423	3.3	14.4	92	*160	2.6	5.5	73
LADIES' HOME JOURNAL	11918	3436	17.6	28.8	119	2737	15.5	23.0	105	2073	16.4	17.4	111	868	14.3	7.3	97
LHJ FAMILY GRP COMBO(GROSS)	16764	4749	24.3	28.3	117	3831	21.7	22.9	105	2944	23.2	17.6	112	1301	21.4	7.8	103
LIFE	4254	941	4.8	22.1	92	926	5.2	21.8	100	605	4.8	14.2	91	290	4.8	6.8	91
L.A. TIMES HOME MAGAZINE	1145	342	1.7	29.9	124	*184	1.0	16.1	74	*194	1.5	16.9	108	**65	1.1	5.7	76
MADEMOISELLE	2884	748	3.8	25.9	107	698	3.7	22.8	105	462	3.6	16.0	102	*235	3.9	8.1	108
MC CALL'S	13460	3582	18.3	26.6	110	2974	16.8	22.1	101	2567	20.3	19.1	122	980	16.1	7.3	97
MC CALL'S/MRK MOTHER (GROSS)	14606	3889	19.9	26.6	110	3250	18.4	22.3	102	2716	21.4	18.6	119	1108	18.2	7.6	101
MECHANIX ILLUSTRATED	772	*226	1.2	29.3	121	*196	1.1	25.4	116	**79	0.6	10.2	65	**66	1.1	8.5	114
METROPOLITAN HOME	967	*198	1.0	20.5	85	327	1.9	33.8	155	*195	1.5	20.2	129	**67	1.1	6.9	92
MONEY	1588	368	1.9	23.2	96	384	2.2	24.2	111	*224	1.8	14.1	90	*773	1.2	4.6	61
MOTHER EARTH NEWS	1002	*227	1.2	27.2	94	*121	0.7	12.1	55	*171	1.3	17.1	109	**62	1.0	6.2	82
MS.	825	*184	0.9	22.3	92	224	1.3	27.2	125	*98	0.8	11.9	76	**58	1.0	7.0	94
NATIONAL ENQUIRER	10336	2465	12.6	23.8	99	2419	13.7	23.4	107	1412	11.1	13.7	87	737	12.1	7.1	95
NATIONAL GEOGRAPHIC	9597	2628	13.4	27.4	113	2047	11.6	21.3	98	1519	12.0	15.8	101	704	11.6	7.3	98
NATIONAL SUNDAY MAGAZINE PKG	49558	12338	63.1	24.9	103	11747	66.5	23.7	109	7541	59.5	15.2	97	3949	64.9	8.0	106
NATURAL HISTORY	573	*91	0.5	15.9	66	*200	1.1	34.9	160	*32	0.3	5.6	36	*551	0.8	8.9	118
NEW WOMAN	1699	435	2.2	25.6	106	312	1.8	18.4	84	*218	1.7	12.8	82	*135	2.2	7.9	106
NEW YORK INCLUDING CUE	443	**40	0.2	9.0	37	179	1.0	40.4	185	**10	0.1	2.3	14	**64	1.1	14.4	192
THE NEW YORKER	1270	*161	0.8	12.7	52	452	2.6	35.6	163	*118	0.9	9.3	59	*147	2.4	11.6	154
NEWSWEEK	6277	1496	7.6	23.8	99	1684	9.5	26.8	123	1036	8.2	16.5	105	499	8.2	7.9	106
THE N.Y. TIMES DAILY EDITION	1205	**63	0.3	5.2	22	547	3.1	45.4	208	**45	0.4	3.7	24	*156	2.6	12.9	172
THE N.Y. TIMES MAGAZINE	2081	*118	0.6	5.7	23	920	5.2	44.2	203	*61	0.5	2.9	19	328	5.4	15.8	210
OMNI	788	*191	1.0	24.2	100	*178	1.0	22.6	104	*125	1.0	15.9	101	**90	1.5	11.4	152
ON CABLE	1158	419	2.1	36.2	150	*216	1.2	18.7	86	**178	1.4	15.4	98	**67	1.1	5.8	77
1001 HOME IDEAS	2852	871	4.5	30.5	126	619	3.5	21.7	100	552	4.4	19.4	124	*279	4.6	9.8	130
ORGANIC GARDENING	1658	497	2.5	30.0	124	395	2.2	23.8	109	309	2.4	18.6	119	*190	3.1	11.5	152
OUTDOOR LIFE	896	251	1.3	28.0	116	*194	1.1	21.7	99	*141	1.1	15.7	101	**93	1.5	10.4	138
PARADE MAGAZINE	24275	5591	28.6	23.0	95	6338	35.9	26.1	120	3397	26.8	14.0	89	2086	34.3	8.6	114

	TOTAL U.S. '000	NORTHERN				SCOTTISSE				SOFT 'N PRETTY				MALDORF FAMILY SCOTT			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS	'000	%	DOWN	ACROSS
TOTAL FEMALE HOMEOWNERS	80986	19562	100.0	24.2	100	17657	100.0	21.8	100	12675	100.0	15.7	100	6084	100.0	7.5	100
PARENTS	3845	1072	5.5	27.9	115	920	5.2	23.9	110	754	5.9	19.6	125	399	6.6	10.4	138
PENTHOUSE	831	*237	1.2	28.5	118	*241	1.4	29.0	133	*166	1.3	20.0	128	*445	0.7	5.4	72
PEOPLE	11645	2755	14.1	23.7	98	2647	15.0	22.7	104	1752	13.8	15.0	96	890	14.6	7.6	102
PLAYBOY	2006	423	2.2	21.1	87	535	3.0	26.7	122	282	2.2	14.1	90	*114	1.9	5.7	76
POPULAR HOT RODDING	297	**99	0.5	33.3	138	**83	0.5	27.9	128	**101	0.8	34.0	217	**52	0.9	17.5	233
POPULAR MECHANICS	1018	*273	1.4	26.8	111	*262	1.5	25.7	118	*194	1.5	19.1	122	**90	1.5	8.8	118
POPULAR SCIENCE	878	*157	0.8	17.9	74	*284	1.6	32.3	148	**74	0.6	8.4	54	**98	1.6	11.2	149
PREVENTION	3913	1080	5.5	27.6	114	917	5.2	23.4	107	534	4.2	13.6	87	345	5.7	8.8	117
PSYCHOLOGY TODAY	1710	367	1.9	21.5	89	379	2.1	22.2	102	276	2.2	16.1	103	*202	3.3	11.8	157
READER'S DIGEST	22204	5872	30.0	26.4	109	4903	27.8	22.1	101	3894	30.7	17.5	112	1617	26.6	7.3	97
REDBOOK	7684	2117	10.8	27.6	114	1776	10.1	23.1	106	1336	10.5	17.4	111	523	8.6	6.8	91
ROAD & TRACK	410	**113	0.6	27.6	114	**110	0.6	26.8	123	**67	0.5	16.3	104	**36	0.6	8.8	117
ROLLING STONE	969	217	1.1	22.4	93	341	1.9	35.2	161	*148	1.2	15.3	98	**109	1.8	11.2	150
RUNNER'S WORLD	298	**111	0.6	37.2	154	**90	0.5	30.2	139	**68	0.5	22.8	146	*51	0.8	17.1	228
SATURDAY EVENING POST	1169	312	1.6	26.7	110	338	1.9	28.9	133	*159	1.3	13.6	87	**103	1.7	8.8	117
SCIENCE 84	587	*167	0.9	28.4	118	*157	0.9	26.7	123	**92	0.7	15.7	100	**49	0.8	8.3	111
SCIENCE DIGEST	482	*110	0.6	22.8	84	*169	1.0	35.1	161	**82	0.6	17.0	109	**56	0.9	11.6	155
SCIENTIFIC AMERICAN	594	*117	0.6	19.7	82	*156	0.9	26.3	120	**82	0.6	13.8	88	**84	1.4	14.1	188
SELF	2089	530	2.7	25.4	105	482	2.7	23.1	106	344	2.7	16.5	105	*186	3.1	8.9	118
SEVENTEEN	2411	558	2.9	23.1	96	617	3.5	25.6	117	426	3.4	17.7	113	*146	2.4	6.1	81
SKI	480	*119	0.6	24.8	103	**114	0.6	23.8	109	**76	0.6	15.8	101	**49	0.8	10.2	136
SMITHSONIAN	2760	644	3.3	23.3	97	682	3.9	24.7	113	394	3.1	14.3	91	245	4.0	8.9	118
SOAP OPERA DIGEST	3013	563	2.9	18.7	77	772	4.4	25.6	118	471	3.7	15.6	100	*211	3.5	7.0	93
SOUTHERN LIVING	4184	991	5.1	23.7	98	971	5.5	23.2	106	982	7.7	23.5	150	*235	3.9	5.6	75
SPORT	559	*154	0.8	27.5	114	*139	0.8	24.9	114	**63	0.5	11.3	72	**58	1.0	10.4	138
THE SPORTING NEWS	436	**113	0.6	25.9	107	**64	0.4	14.7	67	**100	0.8	22.9	147	**43	0.7	9.9	131
SPORTS AFIELD	493	*155	0.8	31.4	130	*142	0.8	28.8	132	**58	0.5	11.8	75	**51	0.8	10.3	138
SPORTS ILLUSTRATED	2758	689	3.5	25.0	103	636	3.6	23.1	106	504	4.0	18.3	117	237	3.9	8.6	114
STAR	7456	1616	8.3	21.7	90	1844	10.4	24.7	113	1034	8.2	13.9	89	583	9.6	7.8	104
SUNDAY	24936	6239	31.9	25.0	104	5867	33.2	23.5	108	3668	28.9	14.7	94	2052	33.7	8.2	110
SUNSET	2124	674	3.4	31.7	131	283	1.6	13.3	61	502	4.0	23.6	151	**148	2.4	7.0	93
TV GUIDE	21661	5039	25.8	23.3	96	4953	28.1	22.9	105	2933	23.1	13.5	87	1572	25.8	7.3	97
TENNIS	550	**108	0.6	19.6	81	*139	0.8	25.3	116	**127	1.0	23.1	148	**73	1.2	13.3	177
TIME	8880	2113	10.8	23.8	99	2165	12.3	24.4	112	1244	9.8	14.0	90	786	12.9	8.9	118
TOWN & COUNTRY	917	*199	1.0	21.7	90	330	1.9	36.0	165	**171	1.3	18.6	119	**61	1.0	6.7	89
TRAVEL & LEISURE	972	*229	1.2	23.6	98	246	1.4	25.3	116	**122	1.0	12.6	80	**51	0.8	5.2	70
TRUE STORY	3356	730	3.7	21.8	90	855	4.8	25.5	117	645	5.1	19.2	123	266	4.4	7.9	105
U.S. NEWS & WORLD REPORT	3410	934	4.8	27.4	113	876	5.0	25.7	118	569	4.5	16.7	107	*233	3.8	6.8	91
USA TODAY	1759	371	1.9	21.1	87	410	2.3	23.3	107	*299	2.4	17.0	109	*155	2.5	8.8	117
US	1873	474	2.4	25.3	105	343	1.9	18.3	84	*198	1.6	10.6	68	*156	2.6	8.3	111
VOGUE	3909	780	4.0	20.0	83	820	4.6	21.0	96	562	4.4	14.4	92	332	5.5	8.5	113
WALL STREET JOURNAL	1886	472	2.4	25.0	104	401	2.3	21.3	98	319	2.5	16.9	108	*169	2.8	9.0	119
WEIGHT WATCHERS	2120	670	3.4	31.6	131	603	3.4	28.4	130	300	2.4	14.2	90	*146	2.4	6.9	92
WOMAN'S DAY	14172	3726	19.0	26.3	109	3528	20.0	24.9	114	2438	19.2	17.2	110	1217	20.0	8.6	114
WORKING MOTHER	1146	307	1.6	26.8	111	277	1.6	24.2	111	*149	1.2	13.0	83	*127	2.1	11.1	147
WORKING WOMAN	1322	348	1.8	26.3	109	337	1.9	25.5	117	*264	2.1	20.0	128	*135	2.2	10.2	136
WORLD TENNIS	*163	**41	0.2	25.2	104	**46	0.3	28.2	129	**21	0.2	12.9	82	*15	0.2	9.2	122
ZIFF-DAVIS MAG NETWK (GROSS)	2532	578	3.0	22.8	95	595	3.4	23.5	108	311	2.5	12.3	78	*194	3.2	7.7	102
BLAIR INSERTS	43657	10405	53.2	23.8	99	10880	61.6	24.9	114	6358	50.2	14.6	93	3626	59.6	8.3	111
DAILY NEWSPAPERS																	
READ ANY	51633	12671	64.8	24.5	102	12179	69.0	23.6	108	7808	61.6	15.1	97	4222	69.4	8.2	109
READ ONE	43463	10898	55.7	25.1	104	10012	56.7	23.0	106	6919	54.6	15.9	102	3538	58.1	8.1	108
READ TWO OR MORE	8170	1774	9.1	21.7	90	2167	12.3	26.5	122	889	7.0	10.9	70	684	11.2	8.4	111
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12854	65.7	24.4	101	12461	70.6	23.7	108	7996	63.1	15.2	97	4277	70.3	8.1	108
READ ONE	46126	11468	58.6	24.9	103	10739	60.8	23.3	107	7373	58.2	16.0	102	3699	60.8	8.0	107
READ TWO OR MORE	6552	1386	7.1	21.2	88	1722	9.8	26.3	121	622	4.9	9.5	61	577	9.5	8.8	117
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	29.13				27.04				27.83				30.85			
30 DAY REACH	71455	17348	88.7	24.3	101	15709	89.0	22.0	101	11214	88.5	15.7	100	5399	88.7	7.6	101
50 SHWG - 30 DAY AV FREQ	14.56	15.27				14.16				14.57				16.22			
30 DAY REACH	67742	16573	84.7	24.5	101	15031	85.1	22.2	102	10744	84.8	15.9	101	5144	84.5	7.6	101
25 SHWG - 30 DAY AV FREQ	7.94	8.19				7.71				8.01				8.58			
30 DAY REACH	62117	15495	79.2	24.8	103	13778	78.0	22.2	102	9794	77.3	15.8	101	4850	79.7	7.8	104
CABLE TV: HOME WIRED	32077	7967	40.7	24.8	103	7262	41.1	22.6	104	4819	38.0	15.0	96	2711	44.5	8.8	112
HOME NOT WIRED	48909	11595	59.3	23.7	98	10395	58.9	21.3	97	7856	62.0	16.1	103	3375	55.5	6.9	92
HAVE PAY CABLE	15935	4174	21.3	26.2	108	4000	22.7	25.1	115	2562	20.2	16.1	103	1329	21.8	8.3	111

	TOTAL U.S. '000	NORTHERN				SCOTTISSE				SOFT 'M PRETTY				MALDORF FAMILY SCOTT			
		A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX	A	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS	80986	19562	100.0	24.2	100	17657	100.0	21.8	100	12675	100.0	15.7	100	6086	100.0	7.5	100
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10762	55.0	24.5	101	9837	55.7	22.4	103	6959	54.9	15.8	101	3411	56.0	7.8	103
10:00 AM - 3:00 PM	30659	7797	39.9	25.4	105	6842	38.7	22.3	102	4782	37.7	15.6	100	2557	42.0	8.3	111
3:00 PM - 7:00 PM	31045	7784	39.8	25.1	104	6739	38.2	21.7	100	4831	38.1	15.6	99	2366	38.9	7.6	101
7:00 PM - MIDNIGHT	15767	3764	19.2	23.9	99	3369	19.1	21.4	98	2534	20.0	16.1	103	1200	19.7	7.6	101
MIDNIGHT - 6:00 AM	9120	2149	11.0	23.6	98	2043	11.6	22.4	103	1524	12.0	16.7	107	685	11.3	7.5	100
6:00 AM - MIDNIGHT	58527	14361	73.4	24.5	102	13174	74.6	22.5	103	9252	73.0	15.8	101	4553	74.8	7.8	104
ENTIRE DAY	59311	14564	74.5	24.6	102	13368	75.7	22.5	103	9383	74.0	15.8	101	4600	75.6	7.8	103
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	4434	22.7	27.4	114	3396	19.2	21.0	96	2477	19.5	15.3	98	1167	19.2	7.2	96
ALL NEWS	2256	421	2.2	18.7	77	682	3.9	30.2	139	*252	2.0	11.2	71	*210	3.5	9.3	124
AOR/PROGRESSIVE	3874	789	4.0	20.4	84	912	5.2	23.5	108	612	4.8	15.8	101	405	6.7	10.5	139
BEAUTIFUL MUSIC	5660	1238	6.3	21.9	91	1456	8.2	25.7	118	700	5.5	12.4	79	534	8.8	9.4	126
BLACK	2204	542	2.8	24.6	102	499	2.8	22.6	104	358	2.8	16.2	104	*180	3.0	8.2	109
CLASSICAL	1418	324	1.7	22.8	95	437	2.5	30.8	141	*222	1.8	15.7	100	*207	3.4	14.6	194
CHR/ROCK	9538	2272	11.6	23.8	99	2254	12.8	23.6	108	1378	10.9	14.4	92	801	13.2	8.4	112
COUNTRY	12648	3392	17.3	26.8	111	2425	13.7	19.2	88	2467	19.5	19.5	125	782	12.8	6.2	82
GOLDEN OLDIES	1191	*323	1.7	27.1	112	*278	1.6	23.3	107	*110	0.9	9.2	59	*50	0.8	4.2	56
MOR/NOSTALGIA	4757	1167	6.0	24.5	102	1155	6.5	24.3	111	783	6.2	16.5	105	403	6.6	8.5	113
NEWS/TALK	3863	781	4.0	20.2	84	995	5.6	25.8	118	610	4.8	15.8	101	350	5.8	9.1	121
RELIGIOUS	3084	870	4.4	28.2	117	554	3.1	18.0	82	601	4.7	19.5	125	*291	4.8	9.4	126
SOFT ROCK	521	*89	0.5	17.1	71	*156	0.9	29.9	137	*100	0.8	19.2	123	*55	0.9	10.6	140
URBAN CONTEMPORARY	1585	258	1.3	16.3	67	582	3.3	36.7	168	*133	1.0	8.4	54	*120	2.0	7.6	101
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	526	2.7	16.1	67	740	4.2	22.7	104	353	2.8	10.8	69	320	5.3	9.8	131
ABC DIRECTION	2316	551	2.8	23.8	98	538	3.0	23.2	107	349	2.8	15.1	96	289	4.7	12.5	166
ABC ENTERTAINMENT	4834	1145	5.9	23.7	98	1293	7.3	26.7	123	581	4.6	12.0	77	360	5.9	7.4	99
ABC FM	2202	726	3.7	33.0	136	525	3.0	23.8	109	364	2.9	16.5	106	*181	3.0	8.2	109
ABC INFORMATION	5425	1510	7.7	27.8	115	1280	7.2	23.6	108	1050	8.3	19.4	124	443	7.3	8.2	109
ABC ROCK	1677	355	1.8	21.2	88	489	2.8	29.2	134	*241	1.9	14.4	92	*144	2.4	8.6	114
CBS	4430	1215	6.2	27.4	114	969	5.5	21.9	100	840	6.6	19.0	121	361	5.9	8.1	108
MUTUAL	4992	1201	6.1	24.1	100	1082	6.1	21.7	99	688	5.4	13.8	88	461	7.6	9.2	123
NBC	4679	1274	6.5	27.2	113	1107	6.3	23.7	109	603	4.8	12.9	82	366	6.0	7.8	104
RADIORADIO	1994	535	2.7	26.8	111	478	2.7	24.0	110	*272	2.1	13.6	87	*182	3.0	9.1	121
RKO ONE	2298	645	3.3	28.1	116	377	2.1	16.4	75	*275	2.2	12.0	76	*144	2.4	6.3	83
RKO TWO	3311	593	3.0	17.9	74	722	4.1	21.8	100	448	3.5	13.5	86	*258	4.2	7.8	104
THE SOURCE	2114	432	2.2	20.4	85	537	3.0	25.4	117	*229	1.8	10.8	69	*195	3.2	9.2	123
NON-HIRED : BLAIR	8654	2259	11.5	26.1	108	1833	10.4	21.2	97	1694	13.4	19.6	125	663	10.9	7.7	102
INTERNET	12025	2710	13.9	22.5	93	3129	17.7	26.0	119	2112	16.7	17.6	112	1030	16.9	8.6	114
KATZ RADIO GROUP	15359	3514	18.0	22.9	95	3726	21.1	24.3	111	2120	16.7	13.8	88	1414	23.2	9.2	123
SUPERNET	10628	2670	13.6	25.1	104	2291	13.0	21.6	99	1810	14.3	17.0	109	836	13.7	7.9	105
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	2080	10.6	24.0	99	1820	10.3	21.0	96	1484	11.7	17.1	110	734	12.1	8.5	113
MKDAY 9:00 AM - 1:00 PM	12163	3009	15.4	24.7	102	2649	15.0	21.8	100	2064	16.3	17.0	108	893	14.7	7.3	98
MKDAY 1:00 PM - 4:30 PM	16150	4008	20.5	24.8	103	3496	19.8	21.6	99	2716	21.4	16.8	107	1093	18.0	6.8	90
MKDAY 4:30 PM - 7:30 PM	22463	5362	27.4	23.9	99	5039	28.5	22.4	103	3330	26.3	14.8	95	1743	28.6	7.8	103
MKDAY 7:30 PM - 8:00 PM	31795	7491	38.3	23.6	98	7109	40.3	22.4	103	4707	37.1	14.8	95	2426	39.9	7.6	102
MKDAY 11:00 PM - 11:30 PM	23977	6359	32.5	26.5	110	5674	32.1	23.7	109	3996	31.5	16.7	106	1797	29.5	7.5	100
MKDAY 11:30 PM - 1:00 AM	7703	2116	10.8	27.5	114	1796	10.2	23.3	107	1373	10.8	17.8	114	650	10.7	8.4	112
M-SAT 8-11 PM-SUN 7-11 PM	33800	7936	40.6	23.5	97	7913	44.8	23.4	107	5048	39.8	14.9	95	2600	42.7	7.7	102
MKDY DAYTIME NTHK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1641	8.4	25.1	104	1475	8.4	22.6	103	1203	9.5	18.4	118	440	7.2	6.7	90
ANOTHER WORLD	N 4620	1162	5.9	25.2	104	998	5.7	21.6	99	620	4.9	13.4	86	239	3.9	5.2	69
AS THE WORLD TURNS	C 5614	1515	7.7	27.0	112	979	5.5	17.4	80	1050	8.3	18.7	120	421	6.9	7.5	100
CAPITOL	C 3396	860	4.4	25.3	105	702	4.0	20.7	95	704	5.6	20.7	132	224	3.7	6.6	88
CBS MORN. NEWS 1	C 1446	345	1.8	23.9	99	276	1.6	19.1	88	226	1.8	15.6	100	133	2.2	9.2	122
CBS MORN. NEWS 2	C 1207	210	1.1	17.4	72	241	1.4	20.0	92	136	1.1	11.3	72	*108	1.8	8.9	119
DAYS OF OUR LIVES	N 5877	1446	7.4	24.6	102	1336	7.6	22.7	104	823	6.5	14.0	89	462	7.6	7.9	105
FACTS OF LIFE - DAYTIME	N 2290	546	2.8	23.8	99	391	2.2	17.1	78	384	3.0	16.8	107	137	2.3	6.0	80
FAMILY FEUD	A 3023	703	3.6	23.3	96	597	3.4	19.7	91	617	4.9	20.4	130	161	2.6	5.3	71
GENERAL HOSPITAL	A 6097	1409	7.2	23.1	96	1429	8.1	23.4	108	1033	8.1	16.9	108	366	6.0	6.0	80
GOOD MORNING, AMERICA-730	A 3515	937	4.8	26.7	110	813	4.6	23.1	106	720	5.7	20.5	131	280	4.6	8.0	106
GOOD MORNING, AMERICA-830	A 2818	669	3.4	23.7	98	673	3.8	23.9	110	568	4.5	20.2	129	255	4.2	9.0	120
GUIDING LIGHT	C 5339	1284	6.6	24.0	100	1061	6.0	19.9	91	966	7.6	18.1	116	440	7.2	8.2	110
ONE LIFE TO LIVE	A 4478	1133	5.8	25.3	105	1025	5.8	22.9									

		TOTAL U.S. '000	NORTHERN				SCOTTISSE				SOFT 'N PRETTY				WALDORF FAMILY SCOTT			
			A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX	A '000	B % DOWN	C % ACROSS	D % INDX
TOTAL FEMALE HOMEOWNERS		80966	19562	100.0	24.2	100	17657	100.0	21.8	100	12675	100.0	15.7	100	6086	100.0	7.5	100
WKDAY LOCAL EVENING TV NEWS																		
NETWORK AFFILIATES - EARLY		24063	6587	33.7	25.3	105	5751	32.6	22.1	101	4062	32.0	15.6	100	2101	34.5	8.1	107
NETWORK AFFILIATES - LATE		20261	5414	27.7	26.7	111	4703	26.6	23.2	106	3401	26.8	16.8	107	1485	24.4	7.3	98
INDEPENDENTS - LATE		2076	356	1.8	17.1	71	604	3.4	29.1	133	230	1.8	11.1	71	152	2.5	7.3	97
TV EVENING NTHK 6 PM - 2 AM																		
A TEAM		N 10453	2219	11.3	21.2	88	2324	13.2	22.2	102	1566	12.4	15.0	96	759	12.5	7.3	97
ABC MONDAY NIGHT MOVIE		A 6412	1553	7.9	24.2	100	1445	8.2	22.5	103	1105	8.7	17.2	110	404	6.6	6.3	84
ABC SUNDAY NIGHT MOVIE		A 12407	2817	14.4	22.7	94	2887	16.4	23.3	107	1805	14.2	14.5	93	886	14.6	7.1	95
ABC WORLD NEWS TONIGHT		A 6176	1473	7.5	23.9	99	1473	8.3	23.9	109	896	7.1	14.5	93	559	9.2	9.1	120
AFTERMASH		C 5863	1551	7.9	26.5	110	1479	8.4	25.2	116	985	7.8	16.8	107	466	7.7	7.9	106
ALICE		C 9594	2445	12.5	25.5	106	2211	12.5	23.0	106	1409	11.1	14.7	94	705	11.6	7.3	98
AMERICAN PARADE		C 6622	1516	7.7	22.9	95	1355	7.7	20.5	94	839	6.6	12.7	81	586	9.6	8.8	118
BENSON		A 10886	2904	14.8	26.7	110	2719	15.4	25.0	115	1660	13.1	15.2	97	970	15.9	8.9	119
BLUE THUNDER		A 5036	1388	7.1	27.6	114	1040	5.9	20.7	95	793	6.3	15.7	101	373	6.1	7.4	99
CAGNEY & LACEY		C 9965	2908	14.9	29.2	121	2305	13.1	23.1	106	1773	14.0	17.8	114	824	13.5	8.3	110
CBS EVENING NEWS-DEAN		C 3491	700	3.6	20.1	83	870	4.9	24.9	114	355	2.8	10.2	65	263	4.3	7.5	100
CBS EVENING NEWS-RATHER		C 7123	1869	9.6	26.2	109	1583	9.0	22.2	102	1050	8.3	14.7	94	483	7.9	6.8	90
CBS SAT. NEWS-SCHIEFFER		C 3621	749	3.8	20.7	86	679	3.8	18.8	86	546	4.3	15.1	96	258	4.2	7.1	95
CBS SATURDAY NIGHT MOVIE		C 5436	1218	6.2	22.4	93	1163	6.6	21.4	98	859	6.8	15.8	101	460	7.6	8.5	113
CBS WEDNESDAY NIGHT MOVIE		C 6100	1524	7.8	25.0	103	1414	8.0	23.2	106	1053	8.3	17.3	110	468	7.7	7.7	102
CHEERS		N 8889	2179	11.1	24.5	101	2319	13.1	26.1	120	1244	9.8	14.0	89	896	14.7	10.1	134
DALLAS		C 22109	5614	28.7	25.4	105	5133	29.1	23.2	106	3515	27.7	15.9	102	1591	26.1	7.2	96
DIFF'RENT STROKES		N 6940	1510	7.7	21.8	90	1624	9.2	23.4	107	1048	8.3	15.1	96	380	6.2	5.5	73
DOUBLE TROUBLE		N 7223	1827	9.3	25.3	105	1826	10.3	25.3	116	1045	8.2	14.5	92	466	7.7	6.5	86
DUCK FACTORY		N 5595	1306	6.7	23.3	97	1509	8.5	27.0	124	761	6.0	13.6	87	502	8.2	9.0	119
DUKES OF HAZZARD		C 5768	1552	7.9	26.9	111	1091	6.2	18.9	87	1077	8.5	18.7	119	366	6.0	6.3	84
DYNASTY		A 20053	4540	23.2	22.6	94	4261	24.1	21.2	97	3383	26.7	16.9	108	1454	23.9	7.3	96
FACTS OF LIFE		N 8087	2006	10.3	24.8	103	2003	11.3	24.8	114	1123	8.9	13.9	89	475	7.8	5.9	78
FALCON CREST		C 20046	5155	26.4	25.7	106	4527	25.6	22.6	104	3196	25.2	15.9	102	1425	23.4	7.1	95
FALL GUY		A 9084	2191	11.2	24.1	100	1822	10.3	20.1	92	1444	11.4	15.9	102	646	10.6	7.1	95
FAMILY TIES		N 7964	1655	8.5	20.8	86	1966	11.1	24.7	113	1124	8.9	14.1	90	657	10.8	8.2	110
FANTASY ISLAND		A 7687	1665	8.5	21.7	90	1764	10.0	22.9	105	1061	8.4	13.8	88	467	7.7	6.1	81
FOULUPS, BLEEPERS & BLUNDERS		A 8861	2432	12.4	27.4	114	2003	11.3	22.6	104	1336	10.5	15.1	96	649	10.7	7.3	97
FOUR SEASONS		C 5095	1144	5.8	22.5	93	1391	7.9	27.3	125	773	6.1	15.2	97	432	7.1	8.5	113
GIMME A BREAK		N 8838	1835	9.4	20.8	86	2232	12.6	25.3	116	1117	8.8	12.6	81	748	12.3	8.5	113
HART TO HART		A 8978	2338	12.0	26.0	108	1866	10.6	20.8	95	1580	12.5	17.6	112	565	9.3	6.3	84
HILL STREET BLUES		N 8590	2228	11.4	25.9	107	1822	10.3	21.2	97	1443	11.4	16.8	107	719	11.8	8.4	111
MOTEL		A 14085	3340	17.1	23.7	98	3142	17.8	22.3	102	2247	17.7	16.0	102	994	16.3	7.1	94
JEFFERSONS		C 9360	2380	12.2	25.4	105	2174	12.3	23.2	107	1553	12.3	16.6	106	695	11.4	7.4	99
JENNIFER SLEPT HERE		N 5841	1272	6.5	21.8	90	1392	7.9	23.8	109	826	6.5	14.1	90	339	5.6	5.8	77
KATE & ALLIE		C 9206	2263	11.6	24.6	102	2246	12.7	24.4	112	1426	11.3	15.5	99	689	11.3	7.5	100
KNIGHT RIDER		N 7076	1444	7.4	20.4	84	1566	8.9	22.1	102	1055	8.3	14.9	95	496	8.1	7.0	93
LOVE BOAT		A 12219	2836	14.5	23.2	96	2506	14.2	20.5	94	1842	14.5	15.1	96	802	13.2	6.6	87
MAGNUM PI		C 11199	2959	15.1	26.4	109	2128	12.1	19.0	87	2002	15.8	17.9	114	911	15.0	8.1	108
MAMA'S FAMILY		N 6057	1438	7.4	23.7	98	1522	8.6	25.1	115	800	6.3	13.2	84	494	8.1	8.2	109
MASTER, THE		N 3598	680	3.5	18.9	78	741	4.2	20.6	94	434	3.4	12.1	77	250	4.1	6.9	92
MATT HOUSTON		A 6344	1537	7.9	24.2	105	1485	8.4	23.4	107	837	6.6	13.2	84	428	7.0	6.7	90
NBC MONDAY NIGHT MOVIE		N 11994	2519	12.9	21.0	87	2814	15.9	23.5	108	1585	12.5	13.2	84	882	14.5	7.4	98
NBC NIGHTLY NEWS		N 5132	1230	6.3	24.0	99	1010	5.7	19.7	90	736	5.8	14.3	92	524	8.6	10.2	136
NBC NIGHTLY NEWS-SAT		N 3375	807	4.1	23.9	99	714	4.0	21.2	97	480	3.8	14.2	91	251	4.1	7.4	99
NBC NIGHTLY NEWS-SUN		N 3130	753	3.8	24.1	100	587	3.3	18.8	86	351	2.8	11.2	72	310	5.1	9.9	132
NBC SUNDAY NIGHT MOVIE		N 8284	1796	9.2	21.7	90	2127	12.0	25.7	118	1117	8.8	13.5	86	649	10.7	7.8	104
NEWMARK		C 9240	2383	12.2	25.8	107	2207	12.5	23.9	110	1382	10.9	15.0	96	826	13.6	8.9	119
ONE DAY AT A TIME		C 7288	2045	10.5	28.1	116	1537	8.7	21.1	97	1375	10.8	18.9	121	496	8.1	6.8	91
PEOPLE ARE FUNNY		N 4855	1172	6.0	24.1	100	1130	6.4	23.3	107	715	5.6	14.7	94	320	5.3	6.6	88
REAL PEOPLE		N 8869	2121	10.8	23.9	99	2059	11.7	23.2	106	1336	10.5	15.1	96	687	11.3	7.7	103
REMINGTON STEELE		N 7743	1687	8.6	21.8	90	1636	9.3	21.1	97	1065	8.4	13.8	88	640	10.5	8.3	110
RIPLEY'S BELIEVE IT - NOT		A 5345	1339	6.8	25.1	104	1112	6.3	20.8	95	859	6.8	16.1	103	409	6.7	7.7	102
RIP TIDE		N 6988	1532	7.8	21.9	91	1510	8.6	21.6	99	967	7.6	13.8	88	594	9.8	8.5	113
SCARECROW & MRS. KING		C 10002	2534	13.0	25.3	105	1890	10.7	18.9	87	1646	13.0	16.5	105	922	15.1	9.2	123
SIMON & SIMON		C 10638	2721	13.9	25.6	106	2084	11.8	19.6	90	1780	14.0	16.7	107	851	14.0	8.0	106
60 MINUTES		C 13293	3332	17.0	25.1	104	2926	16.6	22.0	101	1992	15.7	15.0	96	1210	19.9	9.1	121
ST. ELSEWHERE		N 7017	1902	9.7	27.1	112	1630	9.2	23.2	107	1084	8.6	15.4	99	497	8.2	7.1	94
THREE'S COMPANY		A 10917	2919	14.9	26.7	111	2501	14.2	22.9	105	18							

	TOTAL U.S. '000	WHITE CLOUD				ZEE/NICE 'N SOFT				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX	'000	%	ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	18122	100.0	22.4	100	4630	100.0	5.7	100								
18 - 24	9282	1654	9.1	17.8	80	*787	17.0	8.5	148								
25 - 34	19072	4411	24.3	23.1	103	1153	24.9	6.0	106								
35 - 44	14591	2887	15.9	19.8	88	823	17.8	5.6	99								
45 - 54	11345	2434	13.4	21.5	96	*574	12.4	5.1	88								
55 - 64	11635	3038	16.8	26.1	117	*567	12.2	4.9	85								
65 OR OLDER	15061	3697	20.4	24.5	110	725	15.7	4.8	84								
18 - 34	28354	6065	33.5	21.4	94	1941	41.9	6.8	120								
18 - 49	48339	10184	56.2	21.1	94	3031	65.5	6.3	110								
25 - 54	45008	9733	53.7	21.6	97	2551	55.1	5.7	99								
35 - 49	19985	4119	22.7	20.6	92	1090	23.5	5.5	95								
50 OR OLDER	32647	7938	43.8	24.3	109	1599	34.5	4.9	86								
GRADUATED COLLEGE	11155	2282	12.6	20.5	91	753	16.3	6.8	118								
ATTENDED COLLEGE	13682	2991	16.5	21.9	98	1058	22.9	7.7	135								
GRADUATED HIGH SCHOOL	33880	8038	44.4	23.7	106	1699	36.7	5.0	88								
DID NOT GRADUATE HIGH SCHOOL	22270	4812	26.6	21.6	97	1119	24.2	5.0	88								
EMPLOYED	40306	8415	46.4	20.9	93	2602	56.2	6.5	113								
EMPLOYED FULL-TIME	32850	6839	37.7	20.8	93	2230	48.2	6.8	119								
EMPLOYED PART-TIME	7456	1576	8.7	21.1	94	*373	8.1	5.0	88								
NOT EMPLOYED	40680	9707	53.6	23.9	107	2027	43.8	5.0	87								
PROFESSIONAL/MANAGER	10392	2144	11.8	20.6	92	*717	15.5	6.9	121								
TECH/CLERICAL/SALES	17574	3893	21.5	22.2	99	1069	23.1	6.1	106								
PRECISION/CRAFT	985	**220	1.2	22.3	100	*71	1.5	7.2	126								
OTHER EMPLOYED	11354	2159	11.9	19.0	85	747	16.1	6.6	115								
SINGLE	9863	1876	10.4	19.0	85	753	16.3	7.6	134								
MARRIED	51375	12149	67.0	23.6	106	2952	63.8	5.7	101								
DIVORCED/SEPARATED/WIDOWED	19748	4097	22.6	20.7	93	924	20.0	4.7	82								
PARENTS	32590	7341	40.5	22.5	101	1888	40.8	5.8	101								
WHITE	70416	15826	87.3	22.5	100	3956	85.4	5.6	98								
BLACK	8778	1841	10.2	21.0	94	*408	8.8	4.6	81								
OTHER	1791	**456	2.5	25.5	114	**266	5.7	14.9	260								
NORTHEAST-CENSUS	17786	4929	27.2	27.7	124	**207	4.5	1.2	20								
NORTH CENTRAL	20741	6116	33.7	29.5	132	**243	5.2	1.2	20								
SOUTH	27775	6495	35.8	23.4	105	1431	30.9	5.2	90								
WEST	14683	583	3.2	4.0	18	2749	59.4	18.7	327								
NORTHEAST-MKTG.	17961	4692	25.9	26.1	117	**214	4.6	1.2	21								
EAST CENTRAL	11885	4365	24.1	36.7	164	**30	0.6	0.3	4								
WEST CENTRAL	14090	3253	18.0	23.1	103	*391	8.4	2.8	49								
SOUTH	24081	5477	30.2	22.7	102	1501	32.4	6.2	109								
PACIFIC	12969	**336	1.9	2.6	12	2494	53.9	19.2	336								
COUNTY SIZE A	32439	6365	35.1	19.6	88	2377	51.3	7.3	128								
COUNTY SIZE B	24915	6031	33.3	24.2	108	1234	26.7	5.0	87								
COUNTY SIZE C	12930	2905	16.0	22.5	100	678	14.6	5.2	92								
COUNTY SIZE D	10703	2821	15.6	26.4	118	*342	7.4	3.2	56								
METRO CENTRAL CITY	24518	4998	27.6	20.4	91	1792	38.7	7.3	128								
METRO SUBURBAN	35919	8037	44.3	22.4	100	2092	45.2	5.8	102								
NON METRO	20549	5088	28.1	24.8	111	747	16.1	3.6	64								
TOP 5 ADI'S	18341	3134	17.3	17.1	76	1208	26.1	6.6	115								
TOP 10 ADI'S	25378	4376	24.1	17.2	77	2098	45.3	8.3	145								
TOP 20 ADI'S	36488	6880	38.0	18.9	84	2707	58.5	7.4	130								
MSHLD INC. \$50,000 OR MORE	6612	1561	8.6	23.6	106	*470	10.2	7.1	124								
\$40,000 OR MORE	12659	2976	16.4	23.5	105	885	19.1	7.0	122								
\$30,000 OR MORE	24698	5756	31.8	23.3	104	1545	33.4	6.3	109								
\$25,000 OR MORE	32077	7395	40.6	22.9	102	1981	42.8	6.2	108								
\$20,000 - \$24,999	9144	2147	11.8	23.5	105	*619	13.4	6.8	118								
\$15,000 - \$19,999	8728	1988	11.0	22.8	102	*574	12.4	6.6	115								
\$10,000 - \$14,999	12562	2806	15.5	22.3	100	655	14.1	5.2	91								
UNDER \$10,000	18475	3826	21.1	20.7	93	802	17.3	4.3	76								
HOUSEHOLD OF 1 PERSON	11987	2346	12.9	19.6	87	582	12.6	4.9	85								
2 PEOPLE	26577	6040	33.3	22.7	102	1490	32.2	5.6	98								
3 OR 4 PEOPLE	30617	6934	38.3	22.6	101	1739	37.6	5.7	99								
5 OR MORE PEOPLE	11804	2802	15.5	23.7	106	*819	17.7	6.9	121								
NO CHILD IN MSHLD	46165	10448	57.7	22.6	101	2544	54.9	5.5	96								
CHILD(REN) UNDER 2 YRS	5325	1316	7.3	24.7	110	**283	6.1	5.3	93								
2 - 5 YEARS	14221	3372	18.6	23.7	106	858	18.5	6.0	106								
6 - 11 YEARS	15117	3361	18.5	22.2	99	867	18.7	5.7	100								
12 - 17 YEARS	16611	3514	19.4	21.2	95	970	21.0	5.8	102								
RESIDENCE OWNED	55884	13671	75.4	24.5	109	3238	69.9	5.8	101								
VALUE: \$50,000 OR MORE	31744	6916	38.2	21.8	97	2074	44.8	6.5	114								
VALUE: UNDER \$50,000	24140	6755	37.3	28.0	125	1164	25.1	4.8	84								

		TOTAL U.S. '000	WHITE CLOUD				ZEE/NICE 'N SOFT															
			A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
			'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOME MAKERS		80986	18122	100.0	22.4	100	4630	100.0	5.7	100												
MAGAZINES	QUINTILE 1	15799	3995	22.0	25.3	113	1143	24.7	7.2	127												
	QUINTILE 2	17259	3937	21.7	22.8	102	1134	24.5	6.6	115												
	QUINTILE 3	13545	3157	17.4	23.3	104	793	17.1	5.9	102												
	QUINTILE 4	15133	3156	17.4	20.9	93	662	14.3	4.4	77												
	QUINTILE 5	19250	3877	21.4	20.1	90	897	19.4	4.7	82												
NEWSPAPERS	QUINTILE 1	12413	3437	19.0	27.7	124	503	10.9	4.1	71												
	QUINTILE 2	24116	5680	31.3	23.6	105	1428	30.8	5.9	104												
	QUINTILE 3	11261	2478	13.7	22.0	98	856	18.5	7.6	133												
	QUINTILE 4	20255	3934	21.7	19.4	87	1049	22.7	5.2	91												
	QUINTILE 5	12940	2594	14.3	20.0	90	793	17.1	6.1	107												
OUTDOOR	QUINTILE 1	14852	3359	18.5	22.6	101	987	21.3	6.6	116												
	QUINTILE 2	15725	3525	19.5	22.4	100	810	17.5	5.2	90												
	QUINTILE 3	16330	3592	19.8	22.0	98	981	21.2	6.0	105												
	QUINTILE 4	16744	3737	20.6	22.3	100	1066	23.0	6.4	111												
	QUINTILE 5	17334	3910	21.6	22.6	101	785	17.0	4.5	79												
RADIO-DRIVE TIME	QUINTILE 1	15911	4158	22.9	26.1	117	754	16.3	4.7	83												
	QUINTILE 2	14837	3417	18.9	23.0	103	896	19.4	6.0	106												
	QUINTILE 3	15339	3173	17.5	20.7	92	1025	22.1	6.7	117												
	QUINTILE 4	16723	3800	21.0	22.7	102	849	18.3	5.1	89												
	QUINTILE 5	18176	3574	19.7	19.7	88	1106	23.9	6.1	106												
RADIO-MID- DAY	TERCILE 1	21020	5234	28.9	24.9	111	1144	24.7	5.4	95												
	TERCILE 2	21610	5201	28.7	24.1	108	1147	24.8	5.3	93												
	TERCILE 3	38355	7687	42.4	20.0	90	2338	50.5	6.1	107												
RADIO-TOTAL	QUINTILE 1	15988	3936	21.7	24.6	110	773	16.7	4.8	85												
	QUINTILE 2	15626	3621	20.0	23.2	104	842	18.2	5.4	94												
	QUINTILE 3	16723	3761	20.8	22.5	101	1172	25.3	7.0	123												
	QUINTILE 4	16342	3557	19.6	21.8	97	971	21.0	5.9	104												
	QUINTILE 5	16306	3247	17.9	19.9	89	873	18.9	5.4	94												
TV-PRIME TIME	QUINTILE 1	15953	3865	21.3	24.2	108	792	17.1	5.0	87												
	QUINTILE 2	16137	3668	20.2	22.7	102	810	17.5	5.0	88												
	QUINTILE 3	16420	3817	21.1	23.2	104	854	18.4	5.2	91												
	QUINTILE 4	16687	3445	19.0	20.6	92	1346	29.1	8.1	141												
	QUINTILE 5	15789	3327	18.4	21.1	94	828	17.9	5.2	92												
TV-DAYTIME	TERCILE 1	27736	6323	34.9	22.8	102	1525	32.9	5.5	96												
	TERCILE 2	26489	6466	35.7	24.4	109	1220	26.3	4.6	81												
	TERCILE 3	26761	5333	29.4	19.9	89	1885	40.7	7.0	123												
TV-TOTAL	QUINTILE 1	16345	3847	21.2	23.5	105	933	20.2	5.7	100												
	QUINTILE 2	16447	4045	22.3	24.6	110	815	17.6	5.0	87												
	QUINTILE 3	15980	3267	18.0	20.4	91	784	16.9	4.9	86												
	QUINTILE 4	15887	3473	19.2	21.9	98	952	20.6	6.0	105												
	QUINTILE 5	16326	3490	19.3	21.4	96	1147	24.8	7.0	123												
MAGAZINES-NEWSPAPERS: DUAL		20721	5278	29.1	25.5	114	1315	28.4	6.3	111												
MAGAZINE IMPERATIVE		19186	4078	22.5	21.3	95	1456	31.4	7.6	133												
NEWSPAPER IMPERATIVE		21899	5212	28.8	23.8	106	961	20.8	4.4	77												
MAGAZINES-OUTDOOR: DUAL		15451	3686	20.3	23.9	107	1160	25.1	7.5	131												
MAGAZINE IMPERATIVE		25953	6235	34.4	24.0	107	1612	34.8	6.2	109												
OUTDOOR IMPERATIVE		24400	5093	28.1	20.9	93	1126	24.3	4.6	81												
MAGAZINES-RADIO: DUAL		18049	4335	23.9	24.0	107	1143	24.7	6.3	111												
MAGAZINE IMPERATIVE		23571	5401	29.8	22.9	102	1675	36.2	7.1	124												
RADIO IMPERATIVE		23278	5224	28.8	22.4	100	949	20.5	4.1	71												
MAGAZINES-TELEVISION: DUAL		15459	3950	21.8	25.6	114	987	21.3	6.4	112												
MAGAZINE IMPERATIVE		25829	5769	31.8	22.3	100	1737	37.5	6.7	118												
TELEVISION IMPERATIVE		26039	5677	31.3	21.8	97	1221	26.4	4.7	82												
NEWSPAPERS-OUTDOOR: DUAL		16605	4123	22.8	24.8	111	1102	23.8	6.6	116												
NEWSPAPER IMPERATIVE		26834	6460	35.6	24.1	108	1347	29.1	5.0	88												
OUTDOOR IMPERATIVE		23346	4815	26.6	20.6	92	1436	31.0	6.2	108												
NEWSPAPERS-RADIO: DUAL		17133	4280	23.6	25.0	112	752	16.2	4.4	77												
NEWSPAPER IMPERATIVE		25892	6149	33.9	23.7	106	1578	34.1	6.1	107												
RADIO IMPERATIVE		23167	5049	27.9	21.8	97	1486	32.1	6.4	112												
NEWSPAPERS-TELEVISION: DUAL		17159	4606	25.4	26.8	120	812	17.5	4.7	83												
NEWSPAPER IMPERATIVE		26214	5934	32.7	22.6	101	1619	35.0	6.2	108												
TELEVISION IMPERATIVE		23412	4776	26.4	20.4	91	1287	27.8	5.5	96												
OUTDOOR-RADIO: DUAL		15303	3544	19.6	23.2	103	766	16.5	5.0	88												
OUTDOOR IMPERATIVE		24901	5252	29.0	21.1	94	1497	32.3	6.0	105												
RADIO IMPERATIVE		26492	6290	34.7	23.7	106	1579	34.1	6.0	104												
OUTDOOR-TELEVISION: DUAL		14794	3501	19.3	23.7	106	770	16.6	5.2	91												
OUTDOOR IMPERATIVE		25437	5448	30.1	21.4	96	1619	35.0	6.4	111												
TELEVISION IMPERATIVE		27877	6444	35.6	23.1	103	1474	31.8	5.3	92												
RADIO-TELEVISION: DUAL		15996	3996	22.1	25.0	112	760	16.4	4.8	83												
RADIO IMPERATIVE		25478	5605	30.9	22.0	98	1535	33.2	6.0	105												
TELEVISION IMPERATIVE		26573	5649	31.2	21.3	95	1499	32.4	5.6	99												

	TOTAL U.S. '000	WHITE CLOUD				ZEE/NICE 'N SOFT											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	18122	100.0	22.4	100	4630	100.0	5.7	100								
ATLANTIC MONTHLY	415	*94	0.5	22.7	101	**12	0.3	2.9	51								
BARRON'S	453	**82	0.5	18.1	81	**58	1.3	12.8	224								
BETTER HOMES & GARDENS	16256	3928	21.7	24.2	108	997	21.5	6.1	107								
BON APPETIT	2535	483	2.7	19.1	85	*187	4.0	7.4	129								
BUSINESS WEEK	1278	238	1.3	18.6	83	**77	1.7	6.0	105								
CAR AND DRIVER	378	**99	0.5	26.2	117	**39	0.8	10.3	180								
CBS MAGAZINE NETWORK (GROSS)	1498	387	2.1	25.8	115	**130	2.8	8.7	152								
CHANGING TIMES	1505	379	2.1	25.2	113	**77	1.7	5.1	89								
COLONIAL HOMES	1231	357	2.0	29.0	130	**13	0.3	1.1	18								
CONDE NAST MAG. PKG. (GROSS)	14146	3245	17.9	22.9	103	907	19.6	6.4	112								
CONSUMERS DIGEST	1323	377	2.1	28.5	127	**70	1.5	5.3	93								
COSMOPOLITAN	7102	1594	8.6	21.9	98	372	8.0	5.2	92								
COUNTRY LIVING	2481	669	3.7	27.0	121	**122	2.6	4.9	86								
CUTSINE	1472	292	1.6	19.8	89	**101	2.2	6.9	120								
CYCLE WORLD	425	**73	0.4	17.2	77	**27	0.6	6.4	111								
DCI:CREATIVE IDEAS FOR LIV	2510	684	3.8	27.3	122	**171	3.7	6.8	119								
DCI:CREAT IDEA/SO.LIV(GROSS)	6694	1918	10.6	28.7	128	**397	8.6	5.9	104								
DISCOVER	894	*174	1.0	19.5	87	**39	0.8	4.4	76								
EBONY	3507	776	4.3	22.1	99	*165	3.6	4.7	82								
ESQUIRE	1083	*157	0.9	14.5	65	**52	1.1	4.8	84								
ESSENCE	1830	387	2.1	21.1	95	**68	1.5	3.7	65								
FAMILY CIRCLE	15930	4278	23.6	26.9	120	1080	23.3	6.8	119								
THE FAMILY HANDYMAN	1126	320	1.8	28.4	127	**53	1.1	4.7	82								
FAMILY WEEKLY	11468	2389	13.2	20.8	93	814	17.6	7.1	124								
FIELD & STREAM	2234	623	3.4	27.9	125	**65	1.4	2.9	51								
FOOD & WINE	579	*122	0.7	21.1	94	**56	1.2	9.7	169								
FORBES	728	*117	0.6	16.1	72	**49	1.1	6.7	118								
FORTUNE	906	*167	0.9	18.4	82	**66	1.4	7.3	127								
GENTLEMEN'S QUARTERLY	791	**155	0.9	19.6	88	**36	0.8	4.6	80								
GLAMOUR	5265	1235	6.8	23.5	105	382	8.3	7.3	127								
GOLF DIGEST	636	**121	0.7	19.0	85	**35	0.8	5.5	96								
GOLF DIGEST/TENNIS (GROSS)	1186	290	1.6	24.5	109	**50	1.1	4.2	74								
GOLF MAGAZINE	441	*133	0.7	30.2	135	**62	1.3	14.1	246								
GOLF MAGAZINE/SKI (GROSS)	922	*189	1.0	20.5	92	**98	2.1	10.6	186								
GOOD HOUSEKEEPING	16487	4191	23.1	25.4	114	1008	21.8	6.1	107								
HARPER'S BAZAAR	2423	549	3.0	22.7	101	**144	3.1	5.9	104								
HEALTH	1994	558	3.1	28.0	125	*213	4.6	10.7	187								
HEARST MAG CORP. BUY (GROSS)	44101	10895	60.1	24.7	110	2411	52.1	5.5	96								
HEARST MAN POWER (GROSS)	1993	493	2.7	24.7	111	*106	2.3	5.3	93								
HEARST WOMAN POWER (GROSS)	31274	7663	42.3	24.5	110	1776	38.4	5.7	99								
HOUSE BEAUTIFUL	3623	930	5.1	25.7	115	*211	4.6	5.8	102								
INC.	283	**19	0.1	6.7	30	**49	1.1	17.3	303								
JET	2928	705	3.9	24.1	108	*140	3.0	4.8	84								
LADIES' HOME JOURNAL	11918	3113	17.2	26.1	117	778	16.8	6.5	114								
LHJ FAMILY GRP COMBO(GROSS)	16764	4426	24.4	26.4	118	1226	26.5	7.3	128								
LIFE	4254	805	4.4	18.9	85	*253	5.5	5.9	104								
L.A. TIMES HOME MAGAZINE	1145	**18	0.1	1.6	7	*187	4.0	16.3	286								
MADEMOISELLE	2884	713	3.9	24.7	110	*245	5.3	8.5	149								
MC CALL'S	13460	3533	19.5	26.2	117	918	19.8	6.8	119								
MC CALL'S/WRK MOTHER (GROSS)	14606	3883	21.4	26.6	119	975	21.1	6.7	117								
MECHANIX ILLUSTRATED	772	*155	0.9	20.1	90	**38	0.8	4.9	86								
METROPOLITAN HOME	967	290	1.6	30.0	134	**42	0.9	4.3	76								
MONEY	1588	287	1.6	18.1	81	**85	1.8	5.4	94								
MOTHER EARTH NEWS	1002	*199	1.1	19.9	89	**89	1.9	8.9	155								
MS.	825	213	1.2	25.8	115	**75	1.6	9.1	159								
NATIONAL ENQUIRER	10336	2462	13.6	23.8	106	536	11.6	5.2	91								
NATIONAL GEOGRAPHIC	9597	2032	11.2	21.2	95	730	15.8	7.6	133								
NATIONAL SUNDAY MAGAZINE PKG	49558	11561	63.8	23.3	104	2881	62.2	5.8	102								
NATURAL HISTORY	573	**80	0.4	14.0	62	**20	0.4	3.5	61								
NEW WOMAN	1699	385	2.1	22.7	101	**86	1.9	5.1	89								
NEW YORK INCLUDING CUE	443	*99	0.5	22.3	100	**3	0.1	0.7	12								
THE NEW YORKER	1270	281	1.6	22.1	99	**55	1.2	4.3	76								
NEWSWEEK	6277	1132	6.2	18.0	81	499	10.8	7.9	139								
THE N.Y. TIMES DAILY EDITION	1205	369	2.0	30.6	137	**28	0.6	2.3	41								
THE N.Y. TIMES MAGAZINE	2081	613	3.4	29.5	132	**56	1.2	2.7	47								
OMNI	788	*158	0.9	20.1	90	**86	1.9	10.9	191								
ON CABLE	1158	*235	1.3	20.3	91	**49	1.1	4.2	74								
1001 HOME IDEAS	2852	755	4.2	26.5	118	*236	5.1	8.3	145								
ORGANIC GARDENING	1658	341	1.9	20.6	92	**106	2.3	6.4	112								
OUTDOOR LIFE	896	*246	1.4	27.5	123	*117	0.4	1.9	33								
PARADE MAGAZINE	24275	5758	31.8	23.7	106	1477	31.9	6.1	106								

	TOTAL U.S. '000	WHITE CLOUD				ZEE/NICE 'N SOFT											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX	'000	% DOWN	% ACROSS	INDX
TOTAL FEMALE HOMEOWNERS	80986	18122	100.0	22.4	100	4630	100.0	5.7	100								
PARENTS	3845	979	5.4	25.5	114	*284	6.1	7.4	129								
PENTHOUSE	831	*172	0.9	20.7	92	*62	1.3	7.5	131								
PEOPLE	11645	2301	12.7	19.8	88	816	17.6	7.0	123								
PLAYBOY	2006	307	1.7	15.3	68	*94	2.0	4.7	82								
POPULAR HOT RODDING	297	*66	0.4	22.2	99	*8	0.2	2.7	47								
POPULAR MECHANICS	1018	*260	1.4	25.5	114	*43	0.9	4.2	74								
POPULAR SCIENCE	878	*187	1.0	21.3	95	*28	0.6	3.2	56								
PREVENTION	3913	963	5.3	24.6	110	*256	5.5	6.5	114								
PSYCHOLOGY TODAY	1710	325	1.8	19.0	85	*155	3.3	9.1	159								
READER'S DIGEST	22204	5494	30.3	24.7	111	1361	29.4	6.1	107								
REDBOOK	7684	1918	10.6	25.0	112	396	8.6	5.2	90								
ROAD & TRACK	410	*89	0.5	21.7	97	*87	1.9	21.2	371								
ROLLING STONE	969	*190	1.0	19.6	88	*41	0.9	4.2	74								
RUNNER'S WORLD	298	*66	0.4	22.1	99	*47	1.0	15.8	276								
SATURDAY EVENING POST	1169	246	1.4	21.0	94	*44	1.0	3.8	66								
SCIENCE 84	587	*75	0.4	12.8	57	*35	0.8	6.0	104								
SCIENCE DIGEST	482	*74	0.4	15.4	69	*40	0.9	8.3	145								
SCIENTIFIC AMERICAN	594	*125	0.7	21.0	94	*28	0.6	4.7	82								
SELF	2089	436	2.4	20.9	93	*77	1.7	3.7	64								
SEVENTEEN	2411	585	3.2	24.3	108	*132	2.9	5.5	96								
SKI	480	*56	0.3	11.7	52	*35	0.8	7.3	128								
SMITHSONIAN	2760	606	3.3	22.0	98	*268	5.8	9.7	170								
SOAP OPERA DIGEST	3013	771	4.3	25.6	114	*167	3.6	5.5	97								
SOUTHERN LIVING	4184	1233	6.8	29.5	132	*225	4.9	5.4	94								
SPORT	559	*152	0.8	27.2	122	*34	0.7	6.1	106								
THE SPORTING NEWS	436	*164	0.9	37.6	168	*28	0.6	6.4	112								
SPORTS AFIELD	493	*159	0.9	32.3	144	*23	0.5	4.7	82								
SPORTS ILLUSTRATED	2758	672	3.7	24.4	109	*248	5.4	9.0	157								
STAR	7456	1893	10.4	25.4	113	*253	5.5	3.4	59								
SUNDAY	24936	6276	34.6	25.2	112	1330	28.7	5.3	93								
SUNSET	2124	*95	0.5	4.5	20	435	9.4	20.5	358								
TV GUIDE	21661	4788	26.4	22.1	99	1577	34.1	7.3	127								
TENNIS	550	*168	0.9	30.5	137	*15	0.3	2.7	48								
TIME	8880	2192	12.1	24.7	110	586	12.7	6.6	115								
TOWN & COUNTRY	917	*227	1.3	24.8	111	*31	0.7	3.4	59								
TRAVEL & LEISURE	972	*221	1.2	22.7	102	*22	0.5	2.3	40								
TRUE STORY	3356	820	4.5	24.4	109	*205	4.4	6.1	107								
U.S. NEWS & WORLD REPORT	3410	657	3.6	19.3	86	*229	4.9	6.7	117								
USA TODAY	1759	461	2.5	26.2	117	*62	1.3	3.5	62								
US	1873	484	2.7	25.8	115	*65	1.4	3.5	61								
VOGUE	3909	861	4.8	22.0	98	*203	4.4	5.2	91								
MALL STREET JOURNAL	1886	441	2.4	23.4	104	*112	2.4	5.9	104								
WEIGHT WATCHERS	2120	541	3.0	25.5	114	*201	4.3	9.5	166								
WOMAN'S DAY	14172	3501	19.3	24.7	110	940	20.3	6.6	116								
WORKING MOTHER	1146	350	1.9	30.5	136	*57	1.2	5.0	87								
WORKING WOMAN	1322	342	1.9	25.9	116	*93	2.0	7.0	123								
WORLD TENNIS	*163	*43	0.2	26.4	118	*9	0.2	5.5	97								
ZIFF-DAVIS MAG NETWK (GROSS)	2532	501	2.8	19.8	88	*182	3.9	7.2	126								
BLAIR INSERTS	43657	10553	58.2	24.2	108	2421	52.3	5.5	97								
DAILY NEWSPAPERS																	
READ ANY	51633	12271	67.7	23.8	106	2895	62.5	5.6	98								
READ ONE	43463	10025	55.3	23.1	103	2591	56.0	6.0	104								
READ TWO OR MORE	8170	2247	12.4	27.5	123	304	6.6	3.7	65								
WEEKEND/SUNDAY NEWSPAPERS																	
READ ANY	52678	12402	68.4	23.5	105	3061	66.1	5.8	102								
READ ONE	46126	10536	58.1	22.8	102	2741	59.2	5.9	104								
READ TWO OR MORE	6552	1866	10.3	28.5	127	319	6.9	4.9	85								
OUTDOOR																	
100 SHWG - 30 DAY AV FREQ	27.55	28.84				28.90											
30 DAY REACH	71455	15929	87.9	22.3	100	4163	89.9	5.8	102								
50 SHWG - 30 DAY AV FREQ	14.56	15.20				15.10											
30 DAY REACH	67742	15136	83.5	22.3	100	4016	86.7	5.9	104								
25 SHWG - 30 DAY AV FREQ	7.94	8.28				8.03											
30 DAY REACH	62117	13888	76.6	22.4	100	3753	81.1	6.0	106								
CABLE TV: HOME WIRED	32077	7900	43.6	24.6	110	1781	38.5	5.6	97								
HOME NOT WIRED	48909	10223	56.4	20.9	93	2849	61.5	5.8	102								
HAVE PAY CABLE	15935	3918	21.6	24.6	110	818	17.7	5.1	90								

	TOTAL U.S. '000	WHITE CLOUD				ZEE/NICE 'N SOFT				A				A			
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX	'000	% DOWN	% ACROSS	% INDEX
TOTAL FEMALE HOMEOWNERS	80986	18122	100.0	22.4	100	4630	100.0	5.7	100								
RADIO AVG. DAILY (M-F) CUME																	
6:00 AM - 10:00 AM	43921	10290	56.8	23.4	105	2415	52.2	5.5	96								
10:00 AM - 3:00 PM	30659	7569	41.8	24.7	110	1591	34.4	5.2	91								
3:00 PM - 7:00 PM	31045	7298	40.3	23.5	105	1682	36.3	5.4	95								
7:00 PM - MIDNIGHT	15767	3497	19.3	22.2	99	806	17.4	5.1	89								
MIDNIGHT - 6:00 AM	9120	2080	11.5	22.8	102	627	13.5	6.9	120								
6:00 AM - MIDNIGHT	58527	13563	74.8	23.2	104	3182	68.7	5.4	95								
ENTIRE DAY	59311	13753	75.9	23.2	104	3278	70.8	5.5	97								
AVG DAILY M-F CUME: 6AM-MDNT																	
FORMATS: ADULT CONTEMPORARY	16172	3910	21.6	24.2	108	812	17.5	5.0	88								
ALL NEWS	2256	423	2.3	18.8	84	*193	4.2	8.6	150								
AOR/PROGRESSIVE	3874	743	4.1	19.2	86	315	6.8	8.1	142								
BEAUTIFUL MUSIC	5660	1456	8.0	25.7	115	*245	5.3	4.3	76								
BLACK	2204	451	2.5	20.5	91	**56	1.2	2.5	44								
CLASSICAL	1418	298	1.6	21.0	94	**158	3.4	11.1	195								
CHR/ROCK	9538	2121	11.7	22.2	99	554	12.0	5.8	102								
COUNTRY	12648	3322	18.3	26.3	117	813	17.6	6.4	112								
GOLDEN OLDIES	1191	*211	1.2	17.7	79	**98	2.1	8.2	144								
MOR/NOSTALGIA	4757	1176	6.5	24.7	110	279	6.0	5.9	103								
NEWS/TALK	3863	780	4.3	20.2	90	*172	3.7	4.5	78								
RELIGIOUS	3084	627	3.5	20.3	91	**127	2.7	4.1	72								
SOFT ROCK	521	*171	0.9	32.8	147	**4	0.1	0.8	13								
URBAN CONTEMPORARY	1585	375	2.1	23.7	106	**26	0.6	1.6	29								
WIRED NETWORKS:																	
ABC CONTEMPORARY	3261	908	5.0	27.8	124	**98	2.1	3.0	53								
ABC DIRECTION	2316	626	3.5	27.0	121	**142	3.1	6.1	107								
ABC ENTERTAINMENT	4834	1359	7.5	28.1	126	**135	2.9	2.8	49								
ABC FM	2202	535	3.0	24.3	109	**121	2.4	5.5	96								
ABC INFORMATION	5425	1204	6.4	22.2	99	392	8.5	7.2	126								
ABC ROCK	1677	433	2.4	25.8	115	**52	1.1	3.1	54								
CBS	4430	947	5.2	21.4	96	299	6.5	6.7	118								
MUTUAL	4992	1419	7.8	28.4	127	*189	4.1	3.8	66								
NBC	4679	1232	6.8	26.3	118	**114	2.5	2.4	43								
RADIORADIO	1994	447	2.5	22.4	100	**114	2.5	5.7	100								
RKO ONE	2298	496	2.7	21.6	96	**99	2.1	4.3	75								
RKO TWO	3311	796	4.4	24.0	107	**116	2.5	3.5	61								
THE SOURCE	2114	496	2.7	23.5	105	**63	1.4	3.0	52								
NON-WIRED: BLAIR	8654	2026	11.2	23.4	105	504	10.9	5.8	102								
INTERNET	12025	2674	14.8	22.2	99	917	19.8	7.6	133								
KATZ RADIO GROUP	15359	3595	19.8	23.4	105	761	16.4	5.0	87								
SUPERNET	10628	2779	15.3	26.1	117	612	13.2	5.8	101								
TELEVISION AVG. HALF HOUR																	
MKDAY 7:00 AM - 9:00 AM	8659	1960	10.8	22.6	101	451	9.7	5.2	91								
MKDAY 9:00 AM - 1:00 PM	12163	2765	15.3	22.7	102	671	14.5	5.5	96								
MKDAY 1:00 PM - 4:30 PM	16150	3881	21.4	24.0	107	770	16.6	4.8	83								
MKDAY 4:30 PM - 7:30 PM	22463	5105	28.2	22.7	102	1291	27.9	5.7	101								
MKDAY 7:30 PM - 8:00 PM	31795	7473	41.2	23.5	105	1657	35.8	5.2	91								
MKDAY 11:00 PM - 11:30 PM	23977	5588	30.8	23.3	104	1226	26.5	5.1	89								
MKDAY 11:30 PM - 1:00 AM	7703	1802	9.9	23.4	105	372	8.0	4.8	84								
M-SAT 8-11 PM-SUN 7-11 PM	33800	7786	43.0	23.0	103	1820	39.3	5.4	94								
WKDY DAYTIME NTKK 7AM-4:30PM																	
ALL MY CHILDREN	A 6538	1576	8.7	24.1	108	400	8.6	6.1	107								
ANOTHER WORLD	N 4620	1023	5.6	22.1	99	154	3.3	3.3	58								
AS THE WORLD TURNS	C 5614	1354	7.5	24.1	108	251	5.4	4.5	78								
CAPITOL	C 3396	859	4.7	25.3	113	*124	2.7	3.7	64								
CBS MORN. NEWS 1	C 1446	376	2.1	26.0	116	*56	1.2	3.9	68								
CBS MORN. NEWS 2	C 1207	291	1.6	24.1	108	*66	1.4	5.5	96								
DAYS OF OUR LIVES	N 5877	1372	7.6	23.3	104	230	5.0	3.9	68								
FACTS OF LIFE - DAYTIME	N 2290	556	3.1	24.3	109	*89	1.9	3.9	68								
FAMILY FEUD	A 3023	379	2.1	12.5	56	196	4.2	6.5	113								
GENERAL HOSPITAL	A 6097	1599	8.8	26.2	117	256	5.5	4.2	73								
GOOD MORNING, AMERICA-730	A 3515	735	4.1	20.9	93	202	4.4	5.7	101								
GOOD MORNING, AMERICA-830	A 2818	635	3.5	22.5	101	231	5.0	8.2	143								
GUIDING LIGHT	C 5339	1480	8.2	27.7	124	258	5.6	4.8	85								
ONE LIFE TO LIVE	A 4478	995	5.5	22.2	99	254	5.5	5.7	99								
PRESS YOUR LUCK	C 2244	487	2.7	21.7	97	*137	3.0	6.1	107								
PRICE IS RIGHT 1	C 4348	1050	5.8	24.1	108	171	3.7	3.9	69								
PRICE IS RIGHT 2	C 5014	1284	7.1	25.6	114	193	4.2	3.8	67								
RYAN'S HOPE	A 3150	855	4.7	27.1	121	*122	2.6	3.9	68								
SALE OF THE CENTURY	N 2695	696	3.8	25.8	115	139	3.0	5.2	90								
SEARCH FOR TOMORROW	N 2319	469	2.6	20.2	90	*87	1.9	3.8	66								
TODAY SHOW 1	N 2693	691	3.8	25.7	115	*105	2.3	3.9	68								
TODAY SHOW 2	N 2498	637	3.5	25.5	114	*62	1.3	2.5	43								
\$25,000 PYRAMID	C 2753	680	3.8	24.7	110	160	3.5	5.8	102								
WHEEL OF FORTUNE	C 4388	1106	6.1	25.2	113	285	6.2	6.5	114								
YOUNG AND THE RESTLESS	C 5695	1350	7.4	23.7	106	169	3.7	3.0	52								
WEEKEND DAYTIME NTKK PRE 6PM																	
ABC WIDE WORLD-SPORTS SAT	A 1760	381	2.1	21.6	97	*131	2.8	7.4	130								
NBA PLAYOFF GAME -1	C 1136	360	2.0	31.7	142	**64	1.4	5.6	99								
NBC MAJOR LEAGUE PRE-GAME	N 953	*201	1.1	21.1	94	**63	1.4	6.6	116								
SPORTSWORLD - SUN	N 1233	253	1.4	20.5	92	**116	2.5	9.4	165								
SUNDAY MORNING	C 1611	367	2.0	22.8	102	**72	1.6	4.5	78								

SIMMONS MARKET RESEARCH BUREAU, INC. 1984

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**NUMBER OF CASES TOO SMALL FOR RELIABILITY-SHOWN FOR CONSISTENCY ONLY

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	TOTAL U.S. '000	WHITE CLOUD				ZEE/NICE 'N SOFT											
		A	B	C	D	A	B	C	D	A	B	C	D	A	B	C	D
		'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX	'000	% DOWN	% ACROSS	% INDX
TOTAL FEMALE HOMEOWNERS	80986	18122	100.0	22.4	100	4630	100.0	5.7	100								
WKDAY LOCAL EVENING TV NEWS																	
NETWORK AFFILIATES - EARLY	26063	6314	34.8	24.2	108	1272	27.5	4.9	85								
NETWORK AFFILIATES - LATE	20261	4699	25.9	23.2	104	1076	23.2	5.3	93								
INDEPENDENTS - LATE	2076	439	2.4	21.1	95	155	3.3	7.5	131								
TV EVENING NEWS 6 PM - 2 AM																	
A TEAM	M 10453	2611	14.4	25.0	112	569	12.3	5.4	95								
ABC MONDAY NIGHT MOVIE	A 6412	1450	8.0	22.6	101	442	9.5	6.9	121								
ABC SUNDAY NIGHT MOVIE	A 12407	2597	14.3	20.9	94	685	14.8	5.5	97								
ABC WORLD NEWS TONIGHT	A 6176	1495	8.2	24.2	108	284	6.1	4.6	80								
AFTERMASH	C 5863	1428	7.9	24.4	109	*329	7.1	5.6	98								
ALICE	C 9594	2264	12.5	23.6	105	408	8.8	4.3	74								
AMERICAN PARADE	C 6622	1609	8.9	24.3	109	202	4.4	3.1	53								
BENSON	A 10886	2352	13.0	21.6	97	634	13.7	5.8	102								
BLUE THUNDER	A 5036	1097	6.1	21.8	97	255	5.5	5.1	89								
CAGNEY & LACEY	C 9965	2646	14.6	26.6	119	570	12.3	5.7	100								
CBS EVENING NEWS-DEAN	C 3491	794	4.4	22.7	102	*208	4.5	6.0	104								
CBS EVENING NEWS-RATHER	C 7123	1838	10.1	25.8	115	361	7.8	5.1	89								
CBS SAT. NEWS-SCHIEFFER	C 3621	826	4.6	22.8	102	199	4.3	5.5	96								
CBS SATURDAY NIGHT MOVIE	C 5436	1399	7.7	25.7	115	322	7.0	5.9	104								
CBS WEDNESDAY NIGHT MOVIE	C 6100	1532	8.5	25.1	112	397	8.6	6.5	114								
CHEERS	M 8889	2183	12.0	24.6	110	532	11.5	6.0	105								
DALLAS	C 22109	5160	28.5	23.3	104	1163	25.1	5.3	92								
DIFF'RENT STROKES	N 6940	1646	9.1	23.7	106	361	7.8	5.2	91								
DOUBLE TROUBLE	N 7223	1443	8.0	20.0	89	496	10.7	6.9	120								
DUCK FACTORY	N 5595	1387	7.7	24.8	111	295	6.4	5.3	92								
DUKES OF HAZZARD	C 5768	1504	8.3	26.1	117	359	7.8	6.2	109								
DYNASTY	A 20053	4583	25.3	22.9	102	1072	23.2	5.3	94								
FACTS OF LIFE	N 8087	1734	9.6	21.4	96	427	9.2	5.3	92								
FALCON CREST	C 20046	4818	26.6	24.0	107	1040	22.5	5.2	91								
FALL GUY	A 9084	1938	10.7	21.3	95	385	8.3	4.2	74								
FAMILY TIES	N 7964	1949	10.8	24.5	109	447	9.7	5.6	98								
FANTASY ISLAND	A 7687	1588	8.8	20.7	92	359	7.8	4.7	82								
FOULUPS, BLEEPERS & BLUNDERS	A 8861	1901	10.5	21.5	96	347	7.5	3.9	68								
FOUR SEASONS	C 5095	1349	7.4	26.5	118	*262	5.7	5.1	90								
GIMME A BREAK	N 8838	2090	11.5	23.6	106	560	12.1	6.3	111								
HART TO HART	A 8978	1856	10.2	20.7	92	294	6.3	3.3	57								
HILL STREET BLUES	N 8590	2033	11.2	23.7	106	538	11.6	6.3	110								
HOTEL	A 14085	3273	18.1	23.2	104	812	17.5	5.8	101								
JEFFERSONS	C 9360	2354	13.0	25.1	112	515	11.1	5.5	96								
JENNIFER SLEPT HERE	N 5841	1257	6.9	21.5	96	306	6.6	5.2	92								
KATE & ALLIE	C 9206	2419	13.3	26.3	117	519	11.2	5.6	99								
KNIGHT RIDER	N 7076	1620	8.9	22.9	102	431	9.3	6.1	107								
LOVE BOAT	A 12219	2737	15.1	22.4	100	623	13.5	5.1	89								
MAGNUM PI	C 11199	2658	14.7	23.7	106	612	13.2	5.5	96								
MAMA'S FAMILY	N 6057	1436	7.9	23.7	106	229	4.9	3.8	66								
MASTER, THE	N 3598	752	4.1	20.9	93	*194	4.2	5.4	94								
MATT HOUSTON	A 6344	1229	6.8	19.4	87	344	7.4	5.4	95								
NBC MONDAY NIGHT MOVIE	N 11994	2738	15.1	22.8	102	636	13.7	5.3	93								
NBC NIGHTLY NEWS	N 5132	1174	6.5	22.9	102	239	5.2	4.7	81								
NBC NIGHTLY NEWS-SAT	N 3375	1001	5.5	29.7	133	*142	3.1	4.2	74								
NBC NIGHTLY NEWS-SUN	N 3130	837	4.6	26.7	120	*122	2.6	3.9	68								
NBC SUNDAY NIGHT MOVIE	N 8284	2193	12.1	26.5	118	334	7.2	4.0	71								
NEMHART	C 9240	2417	13.3	26.2	117	396	8.6	4.3	75								
ONE DAY AT A TIME	C 7288	1618	8.9	22.2	99	472	10.2	6.5	113								
PEOPLE ARE FUNNY	N 4855	1078	5.9	22.2	99	*217	4.7	4.5	78								
REAL PEOPLE	N 8869	2342	12.9	26.4	118	447	9.7	5.0	88								
REMINGTON STEELE	N 7743	1814	10.0	23.4	105	455	9.8	5.9	103								
RIPLY'S BELIEVE IT - NOT	A 5345	1191	6.6	22.3	100	353	7.6	6.6	116								
RIPTIDE	N 6988	1570	8.7	22.5	100	519	11.2	7.4	130								
SCARECROW & MRS. KING	C 10002	2305	12.7	23.0	103	603	13.0	6.0	105								
SIMON & SIMON	C 10638	2442	13.5	23.0	103	572	12.4	5.4	94								
60 MINUTES	C 13293	3248	17.9	24.4	109	714	15.4	5.4	94								
ST. ELSEWHERE	N 7017	1632	9.0	23.3	104	360	7.8	5.1	90								
THREE'S COMPANY	A 10917	2292	12.6	21.0	94	654	14.1	6.0	105								
T.J. HOOKER	A 9204	2091	11.5	22.7	102	530	11.4	5.8	101								
TONIGHT SHOW	N 2372	657	3.6	27.7	124	116	2.5	4.9	86								
TRAPPER JOHN, M.D.	C 9846	2555	14.1	25.9	116	354	7.6	3.6	63								
TV BLOOPERS & PRAC. JOKES	N 9105	1830	10.1	20.1	90	576	12.4	6.3	111								
20/20	A 9387	2134	11.8	22.7	102	470	10.2	5.0	88								
HEBSTER	A 11067	2307	12.7	20.8	93	656	14.2	5.9	104								
WORLD NEWS - SUN	A 3062	659	3.6	21.5	96	*205	4.4	6.7	117								
YELLOW ROSE	N 4978	1167	6.4	23.4	105	306	6.6	6.1	108								
TV VIEWING SPORTS EVENTS																	
BASEBALL	8878	2166	12.0	24.4	109	*606	13.1	6.8	119								
BASKETBALL - COLLEGE GAMES	4080	1191	6.6	29.2	130	*237	5.1	5.8	102								
BASKETBALL - PRO GAMES	3607	869	4.8	24.1	108	*227	4.9	6.3	110								
BOWLING	3883	1047	5.8	27.0	120	*225	4.9	5.8	101								
BOXING	3928	1097	6.1	27.9	125	*138	3.0	3.5	61								
FOOTBALL - COLLEGE GAMES	6366	1740	9.6	27.3	122	*364	7.9	5.7	100								
FOOTBALL - PRO GAMES	11300	2772	15.3	24.5	110	817	17.6	7.2	126								
GOLF	3378	822	4.5	24.3	109	*279	6.0	8.3	144								
POST-SEASON COLL. FOOTBALL	4906	1304	7.2	26.6	119	*183	4.0	3.7	65								
POST-SEASON PRO FOOTBALL	6120	1808	10.0	29.5	132	*482	10.4	7.9	138								
TENNIS	3033	748	4.1	24.7	110	*194	4.2	6.4	112								
WRESTLING - PROFESSIONAL	3344	781	4.3	23.4	104	*114	2.5	3.4	60								

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TABLE 1. (continued)

Variable	1980		1985		1990	
	1980	1985	1980	1985	1980	1985
1. Total population	100.0	100.0	100.0	100.0	100.0	100.0
2. Male	50.0	50.0	50.0	50.0	50.0	50.0
3. Female	50.0	50.0	50.0	50.0	50.0	50.0
4. Under 15	30.0	30.0	30.0	30.0	30.0	30.0
5. 15-64	60.0	60.0	60.0	60.0	60.0	60.0
6. 65+	10.0	10.0	10.0	10.0	10.0	10.0
7. White	80.0	80.0	80.0	80.0	80.0	80.0
8. Black	15.0	15.0	15.0	15.0	15.0	15.0
9. Hispanic	5.0	5.0	5.0	5.0	5.0	5.0
10. Asian	0.5	0.5	0.5	0.5	0.5	0.5
11. Native American	0.5	0.5	0.5	0.5	0.5	0.5
12. Foreign born	10.0	10.0	10.0	10.0	10.0	10.0
13. High school or less	70.0	70.0	70.0	70.0	70.0	70.0
14. High school or more	30.0	30.0	30.0	30.0	30.0	30.0
15. Married	60.0	60.0	60.0	60.0	60.0	60.0
16. Divorced	10.0	10.0	10.0	10.0	10.0	10.0
17. Widowed	15.0	15.0	15.0	15.0	15.0	15.0
18. Single	5.0	5.0	5.0	5.0	5.0	5.0
19. Own children	20.0	20.0	20.0	20.0	20.0	20.0
20. No own children	80.0	80.0	80.0	80.0	80.0	80.0
21. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
22. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
23. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
24. No own children	80.0	80.0	80.0	80.0	80.0	80.0
25. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
26. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
27. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
28. No own children	80.0	80.0	80.0	80.0	80.0	80.0
29. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
30. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
31. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
32. No own children	80.0	80.0	80.0	80.0	80.0	80.0
33. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
34. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
35. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
36. No own children	80.0	80.0	80.0	80.0	80.0	80.0
37. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
38. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
39. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
40. No own children	80.0	80.0	80.0	80.0	80.0	80.0
41. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
42. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
43. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
44. No own children	80.0	80.0	80.0	80.0	80.0	80.0
45. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
46. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
47. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
48. No own children	80.0	80.0	80.0	80.0	80.0	80.0
49. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
50. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
51. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
52. No own children	80.0	80.0	80.0	80.0	80.0	80.0
53. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
54. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
55. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
56. No own children	80.0	80.0	80.0	80.0	80.0	80.0
57. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
58. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
59. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
60. No own children	80.0	80.0	80.0	80.0	80.0	80.0
61. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
62. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
63. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
64. No own children	80.0	80.0	80.0	80.0	80.0	80.0
65. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
66. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
67. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
68. No own children	80.0	80.0	80.0	80.0	80.0	80.0
69. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
70. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
71. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
72. No own children	80.0	80.0	80.0	80.0	80.0	80.0
73. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
74. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
75. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
76. No own children	80.0	80.0	80.0	80.0	80.0	80.0
77. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
78. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
79. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
80. No own children	80.0	80.0	80.0	80.0	80.0	80.0
81. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
82. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
83. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
84. No own children	80.0	80.0	80.0	80.0	80.0	80.0
85. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
86. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
87. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
88. No own children	80.0	80.0	80.0	80.0	80.0	80.0
89. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
90. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
91. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
92. No own children	80.0	80.0	80.0	80.0	80.0	80.0
93. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
94. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
95. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
96. No own children	80.0	80.0	80.0	80.0	80.0	80.0
97. Own children under 18	10.0	10.0	10.0	10.0	10.0	10.0
98. Own children 18-24	5.0	5.0	5.0	5.0	5.0	5.0
99. Own children 25+	5.0	5.0	5.0	5.0	5.0	5.0
100. No own children	80.0	80.0	80.0	80.0	80.0	80.0

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